blinkit Analysis

Steps in Project

- Requirement Gathering/ Business Requirements
- Data Walkthrough
- Data Connection
- Data Cleaning/ Quality Check
- Data Modeling
- Data Processing
- DAX Calculations
- Dashboard Lay outing
- Charts Development and Formatting
- Dashboard/ Report Development
- Insights Generation

blinkit Report

Key Insights:

1. **Dataset Structures:**
- **Rows:** 8523
- **Columns:** 12
- **Data Types:** Numeric(int64, float64) and Categorical(object)

2. **Key Columns:**
- **Sales:** To analyze revenue and profitability.
- **Item Types:** To identify high-performing product categories.
- **Outlet Size and Type:** To understand sales performance across different store formats.
- **Outlet Location Type:** To compare regional performance (Tier 1, Tier 2, Tier 3)
- **Rating:** For customer satisfaction and quality assessment.

3. **Next Steps:**
- **Statistical Summary:** I'll calculate averages and other matrices for key columns like sales and ratings.
- **Outlet Size and Location Analysis:** Explore common outlet sizes and locations.
- **Visualization Preparation:** Gather insights for Power BI Visualizations. Let's start with basic statistics.

4. **Statistical Summary:**

Average Sales: $141

Average Ratings: 3.9

Total Sales: $1.20M

No. of Items: 8523

5. **Outlet Size Analysis:**

- **High:** $248.99K
- **Medium:** $507.90K
- **Small:** $444.79K

6. **Outlet Location Analysis:**

- **Tier 1:** $336.40K
- **Tier 2:** $393.15K
- **Tier 3:** $472.13K

7. **Next:**

- In Power BI, these insights could be visualized as:
- **Bar Charts:** For Item Type and Fat by Outlet.
- **Line Chart:** For Outlet Establishment.
- **Donut Charts:** For Outlet Size and Fat Content.
- **Funnel:** For Outlet Location
- **Matrix Card:** For Outlet Types