# **Blinkit Analysis**

**Business Requirements**

**To conduct a comprehensive analysis of Blinkit's sales performance, customer satisfaction, and inventory distribution to identify key insights and opportunities for optimization using various KPIs and visualizations in Power BI.**

**KPI Requirements**

1. Total sales- The overall revenue generated from all items sold.

2. Average sales- The average revenue per sale.

3. Number of items- Total count of different items sold.

4. Average rating- The average customer rating for items sold.

**Charts Requirements**

1. Total Sales by Fat Content:

Objective- Analyze the impact of fat content on total sales.

Additional KPI Metrics- How other KPIs (average sales, number of items, average rating) vary with fat content.

Chart Type: Donut Chart

2. Total Sales by Item Type:

Objective- Identify the performance of different item types in terms of total sales.

Additional KPI Metrics- How other KPIs (average sales, number of items, average rating) vary with fat content.

Chart Type: Bar Chart

3. Fat Content by Outlet for Total Sales:

Objective- Compare total sales across different outlet segments by fat content.

Additional KPI Metrics- How other KPIs (average sales, number of items, average rating) vary with different fat content.

Chart Type: Stacked Column Chart

4. Total Sales by Outlet Establishment:

Objective- Evaluate how the age or type of outlet establishment influences total sales.

Chart Type: Line Chart

5. Sales by Outlet Size:

Objective- Analyze the correlation between outlet size and total sales.

Chart Type: Donut or Pie Chart

6. Sales by Outlet Location:

Objective- Access the geographic distribution of sales across different locations.

Chart Type: Funnel Map

7. All Metrics by Outlet Type:

Objective- Provide a comprehensive view of all key metrics (Total Sales, Average Sales, Number of Items, Average Rating) broken Down by Different Outlet Types

Chart Type: Metrics Card