

# 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

## BUSINESS REQUIREMENT

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's Requirements

1. Total Sales: The overall revenue generated from all items sold.
2. Average Sales: The average revenue per sale.
3. Number of Items: The total count of different items sold.
4. Average Rating: The average customer rating for items sold.

## **Chart's Requirements**

### **1. Total Sales by Fat Content:**

**Objective:** Analyze the impact of fat content on total sales.

**Additional KPI Metrics:** Assess 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:** Assess 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 outlets segmented by fat content.

**Additional KPI Metrics:** Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with 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/ Pie Chart.

## **6. Sales by Outlet Location:**

**Objective:** Assess 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:** Matrix Card.