

# Blinkit Sales Analysis - Power BI Project

## Project Steps

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 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.

## Charts Requirements

### 1. Total Sales by Fat Content (Donut Chart)

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

### 2. Total Sales by Item Type (Bar Chart)

Objective: Identify the performance of different item types.

### 3. Fat Content by Outlet for Total Sales (Stacked Column Chart)

Objective: Compare total sales across outlets segmented by fat content.

### 4. Total Sales by Outlet Establishment (Line Chart)

Objective: Evaluate outlet age/type influence on sales.

### 5. Sales by Outlet Size (Donut/Pie Chart)

Objective: Analyze correlation between outlet size and sales.

### 6. Sales by Outlet Location (Funnel Map)

Objective: Assess geographic distribution of sales.

### 7. All Metrics by Outlet Type (Matrix Card)

Objective: Comprehensive view of all KPIs by outlet type.