

# blinkit Analysis

## STEP IN PROJECT

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

# blinkit Analysis

## 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

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

## BUSINESS REQUIREMENT

### Chart's Requirements

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

1. **Objective:** Analyze the impact of fat content on total sales.
2. **Additional KPI Metrics:** Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.
3. **Chart Type:** Donut Chart.

#### 2.Total Sales by Item Type:

1. **Objective:** Identify the performance of different item types in terms of total sales.
2. **Additional KPI Metrics:** Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.
3. **Chart Type:** Bar Chart.

#### 3.Fat Content by Outlet for Total Sales:

1. **Objective:** Compare total sales across different outlets segmented by fat content.
2. **Additional KPI Metrics:** Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.
3. **Chart Type:** Stacked Column Chart.

#### 4.Total Sales by Outlet Establishment:

1. **Objective:** Evaluate how the age or type of outlet establishment influences total sales.
2. **Chart Type:** Line Chart.

## BUSINESS REQUIREMENT

### Chart's Requirements

#### 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.