

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

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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.

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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.