



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 KPI's and visualizations in excel.

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 item sold.





Chart Requirement



Total sales by Fat content.

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

Additional KPI metrics : Assess how other KPI's (Average Sales, Number of items, Average Rating) vary with fat content.

Chart type: Donut Chart.

Total sales by Item Type.

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

Additional KPI metrics : Assess how other KPI's (Average Sales, Number of items, Average Rating) vary with fat content.

Chart type: Bar Chart.

Fat content by Outlet for total sales.

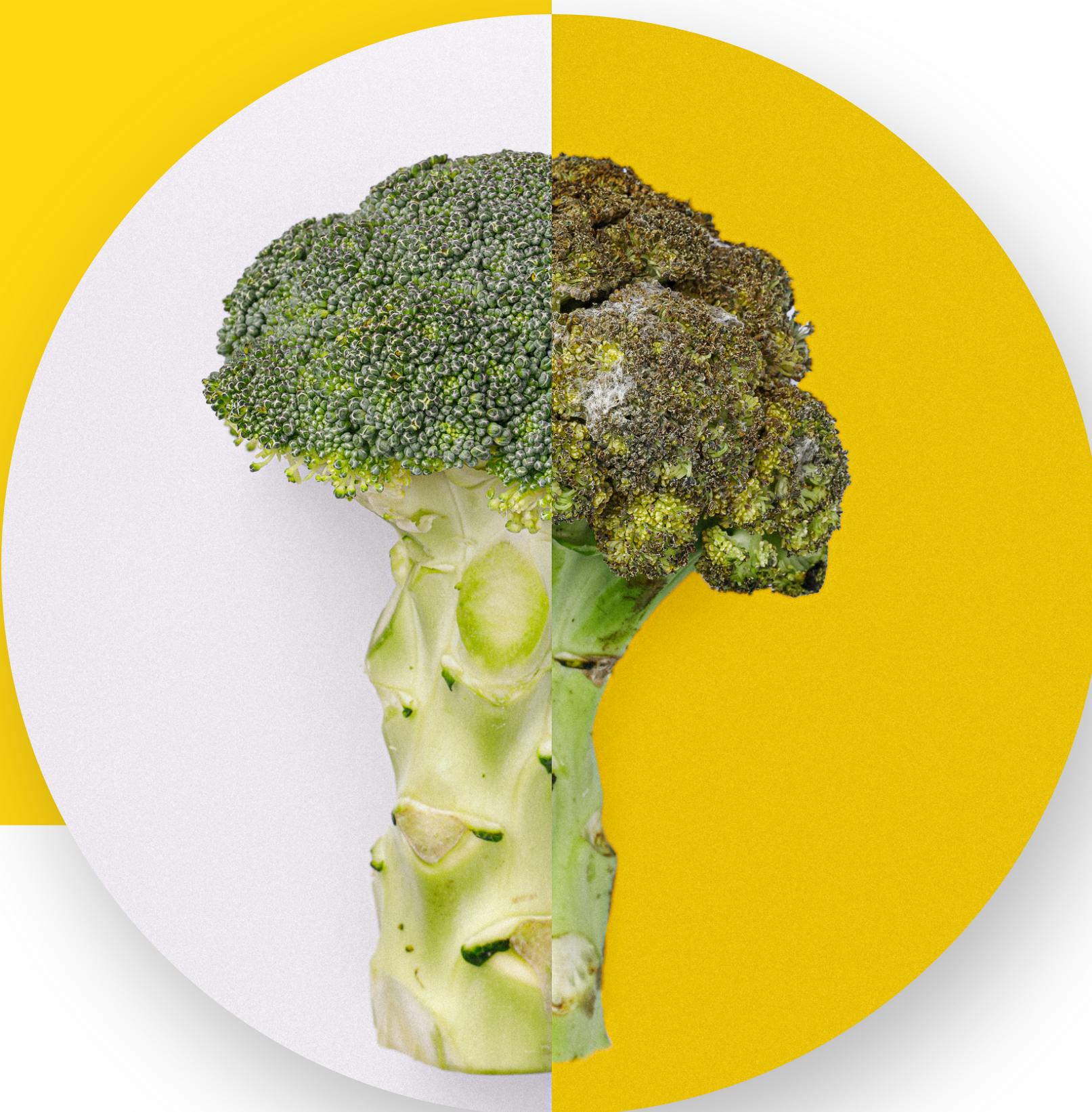
Objective: Compare total sales across different segment by fat content.

Additional KPI metrics : Assess how other KPI's (Average Sales, Number of items, Average Rating) vary with fat content.

Chart type: Stacked Column Chart.



Chart Requirement



Total sales by Outlet Establishment

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

Chart type: Line Chart.

Total sales by Outlet Size

Objective: Analyze the correlation between outlet size & total sales.

Chart type: Donut Chart.

Total sales by Outlet Location

Objective: Assess the geographic distribution of sales across different location.

Chart type: Funnel Map.

All metrics by Outlet types.

Objective: Provide a comprehensive view of all key metrics (total sales, average sales, number of items, average rating).

Chart type: Matrix Card.