Blinkit Analysis

India's Last Minute App

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: Analyse the impact of fat content on total sales.
   Chart Type: Donut Chart.

2. **Total Sales by Item Type**
   Objective: Identify the performance of different item types in terms of total sales.
   Chart Type: Bar Chart.

3. **Fat Content by Outlet for Total Sales**
   Objective: Compare total sales across different outlets segmented by 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 broken down by different outlet types.
   Chart Type: Matrix Card.