

blinkit

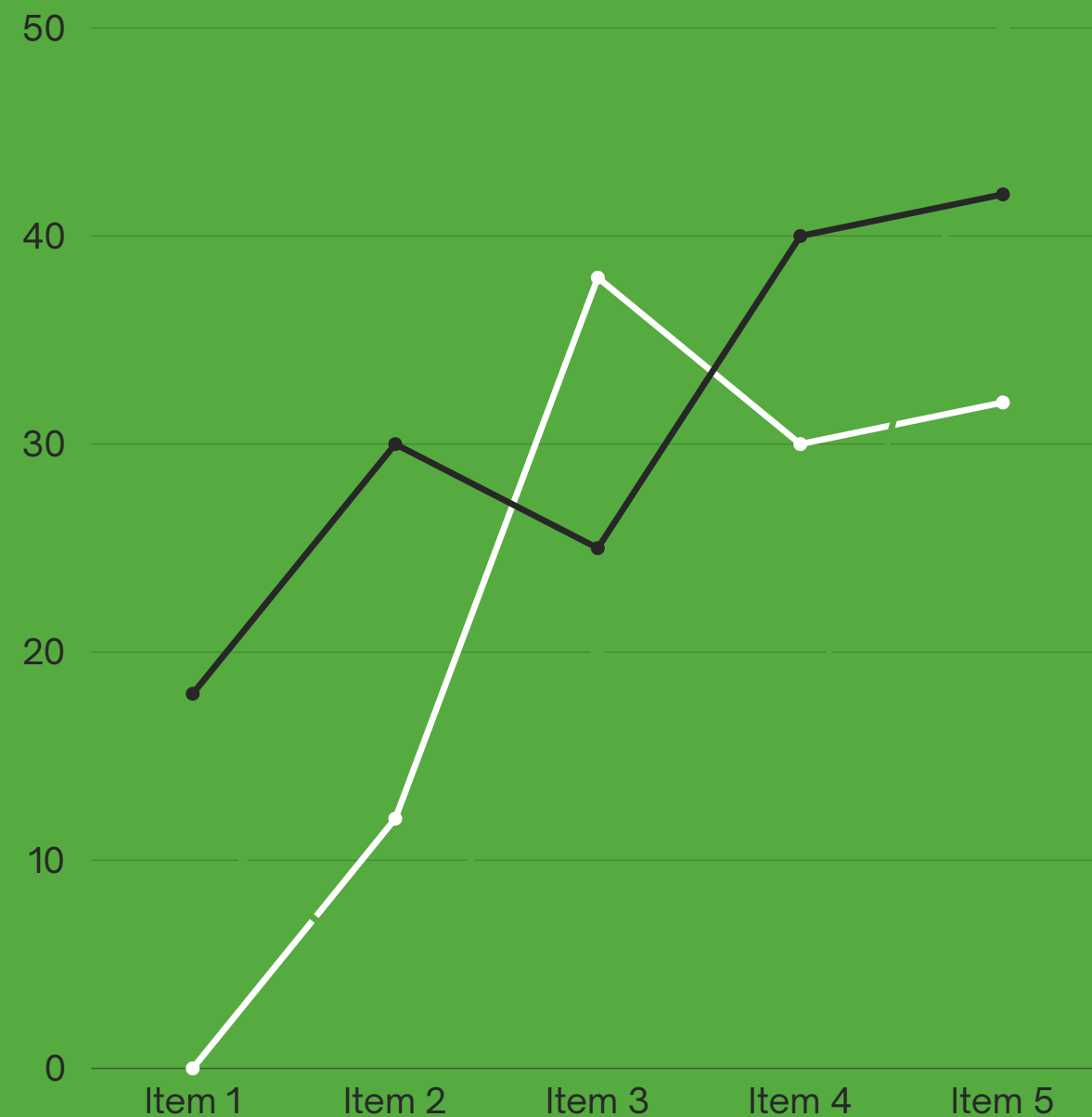
Analysis



Buisness Requirements

KPI'S REQUIRED

- **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.



Charts Requirements

1. TOTAL SALES BY FAT CONTENT:

OBJECTIVE: ANALYZE THE IMPACT OF FAT CONTENT ON TOTAL SALES.

ADDITIONAL KPI METRICS: ASSESS HOW OTHER KPIS (AVERAGE SALES, NUMBER OF ITEMS, AVERAGE RATING) VARY WITH FAT CONTENT.

CHART TYPE: DONUT CHART.

2. TOTAL SALES BY ITEM TYPE:

OBJECTIVE: IDENTIFY THE PERFORMANCE OF DIFFERENT ITEM TYPES IN TERMS OF TOTAL SALES.

ADDITIONAL KPI METRICS: ASSESS HOW OTHER KPIS (AVERAGE SALES, NUMBER OF ITEMS, AVERAGE RATING) VARY WITH FAT CONTENT.

CHART TYPE: BAR CHART.

3. FAT CONTENT BY OUTLET FOR TOTAL SALES:

OBJECTIVE: COMPARE TOTAL SALES ACROSS DIFFERENT OUTLETS SEGMENTED BY FAT CONTENT.

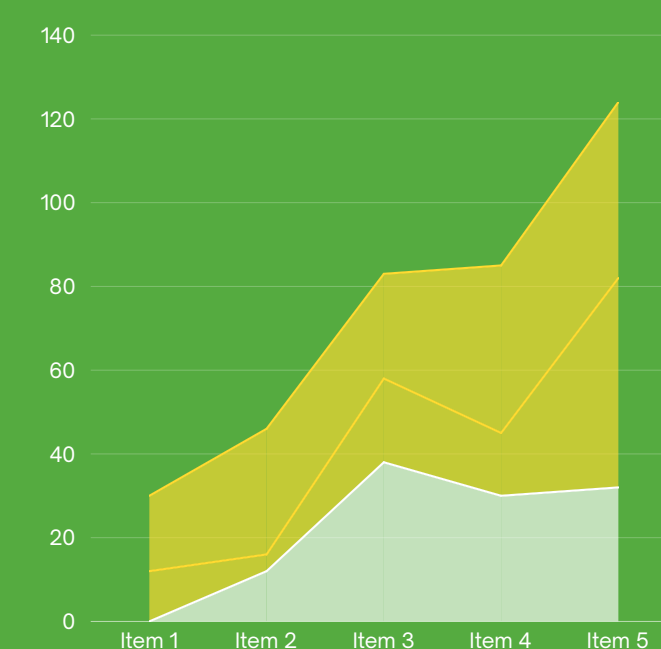
ADDITIONAL KPI METRICS: ASSESS HOW OTHER KPIS (AVERAGE SALES, NUMBER OF ITEMS, AVERAGE RATING) VARY WITH FAT CONTENT.

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.



Dashboard

BlinKit

India's Last Minute App

Outlet Location Type

All

Outlet Size

All

Outlet Type

All

\$1.2M

TOTAL SALES



\$141

AVERAGE SALES



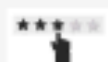
8523

No. OF ITEMS



3.9

AVERAGE RATINGS



Total Sales

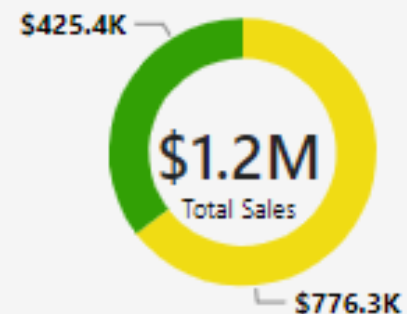
Avg Sales

No. of items

Avg Rating

FAT CONTENT

Low Fat Regular

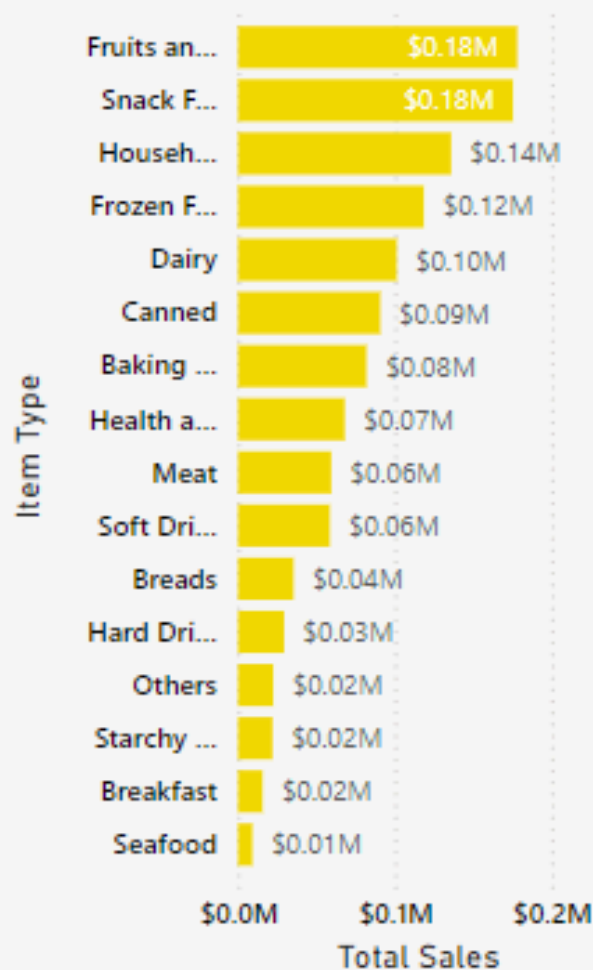


FAT BY OUTLET

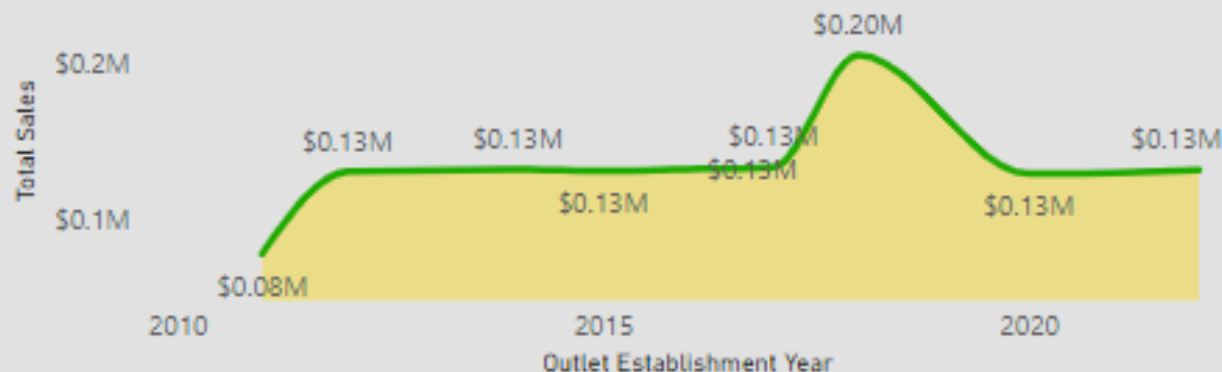
Low Fat Regular



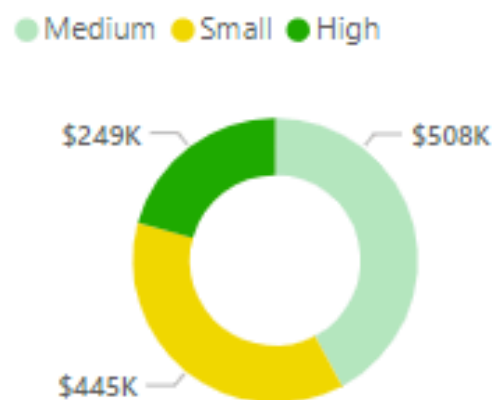
Total Sales by Item Type



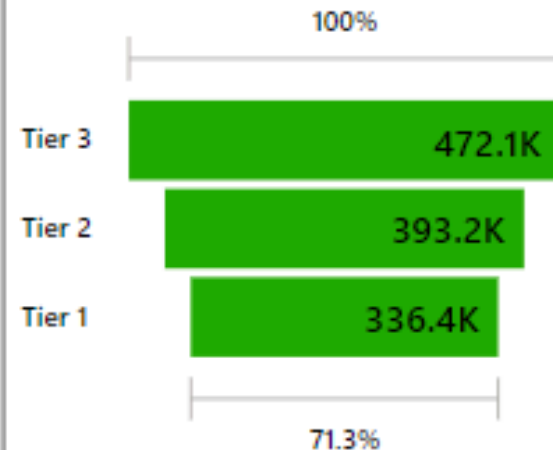
Outlet Establishment



Total Sales by Outlet Size



Outlet Location



OUTLET TYPE

Outlet Type	Total Sales	Avg Sales	No. of items	Avg Rating	Sum of Item Visibility
Supermarket Type3	\$130.7K	\$140	935	4	54.80
Supermarket Type2	\$131.5K	\$142	928	4	56.62
Supermarket Type1	\$787.5K	\$141	5577	4	338.65
Grocery Store	\$151.9K	\$140	1083	4	113.57
Total	\$1,201.7K	\$141	8523	4	563.64