

# Blinkit Sales Analysis

## Problem Statement

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 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 items sold.

# Blinkit Sales Analysis

## Problem Statement

### Chart's 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.