

# blinkit Analysis

## STEPS IN PROJECT

- Requirement Gathering/ Business Requirements
- Data Walkthrough
- Data Connection
- Data Cleaning / Quality Check
- Data Modeling
- Data Processing
- DAX Calculations
- Dashboard Lay outing
- 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 visualization 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.

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## BUSINESS REQUIREMENT

### 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.

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## 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 Types: Stacked Column Chart.

## 4. Total Sales by Outlet Establishment:

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

Chart Types: Line Chart.

## 5. Sales by Outlet Size:

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

Chart Type: Donut/ Pie Chart.

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## 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.