# **Blinkit Analysis:**

**STEPS IN PROJECT:**

* Requirement Gathering/ Business Requirements
* Data Walkthrough
* Data Connection
* Data Cleaning I Quality Check
* Data Modelling
* Data Processing
* DAX Calculations
* Dashboard Lay outing
* Charts Development and Formatting
* Dashboard I Report Development
* Insights Generation

**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 Bl.

**KPI's Requirements**

* **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.

**CHART’S REQUIREMENT:**

1. **Total Sales by Fat Content:**

* **Objective:** Analyse 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.

1. **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.

1. **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.

1. **Total Sales by Outlet Establishment:**

* **Objective:** Evaluate how the age or type of outlet establishment influences total sales.
* **Chart Type:** Line Chart.

1. **Sales by Outlet Size:**

* **Objective:** Analyse the correlation between outlet size and total sales.
* **Chart Type:** Donut/ Pie Chart.

1. **Sales by Outlet Location:**

* **Objective:** Assess the geographic distribution of sales across different locations.
* **Chart Type:** Funnel Map.

1. **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.