blinkit Analysis

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.

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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.

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Chart's Requirements

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 (Total Sales, Average Sales, Number of Items, Average Rating) broken down by different outlet types.
> Chart Type: Matrix Card.

CONCLUSIONS

Our analysis reveals total sales of $1.20 million, with an average sale of $141 across 8,523 products. Customer satisfaction shines with predominantly 4-star feedback.

KPI'S

TOATL SALES: The overall revenue generated by all items sold is $1.20M.

AVG SALES: The average revenue per sales is $141.

NUMBER OF ITEMS: There are 8,523 items are available in blinkit.

AVERAGE RATING: The average customer rating is 4.

Total sales by fate content:

- There are two types of fat content: Low Fat and Regular Fat.

- Most sales come from Low Fat products.

This shows that customers prefer healthier options (Low Fat) over Regular Fat products.

Total sales by item type:

-Total sales reached $1.20 million, driven by four key categories.

-Fruits and Vegetables, Snack Foods, Household Essentials, and Frozen Foods topped the sales charts.

-These categories collectively contributed significantly to our overall revenue.

Fat content by outlet for total sales

-Low Fat items dominate sales across three outlet location types: Tier 1, Tier 2, and Tier 3.

-Tier 3 outlets emerge as the top-performing location, driving the highest sales.

-Low Fat products in Tier 3 outlets account for a significant portion of the $1.20 million total sales.

Total sales by outlet establishment

All outlets contribute to revenue generation, but outlets established in 2018 significantly outperform others.

Sales by item Outlet size:

Outlet Size Revenue Contribution:

- Small: 37%

- Medium: 40%

- Large: 23%

This shows that medium-sized outlets generate the largest share of revenue, followed closely by small outlets.

Sales by Outlet Location:

Sales performance varies by outlet location, with Tier 1 locations generating the highest revenue, followed by Tier 2, and then Tier 3.