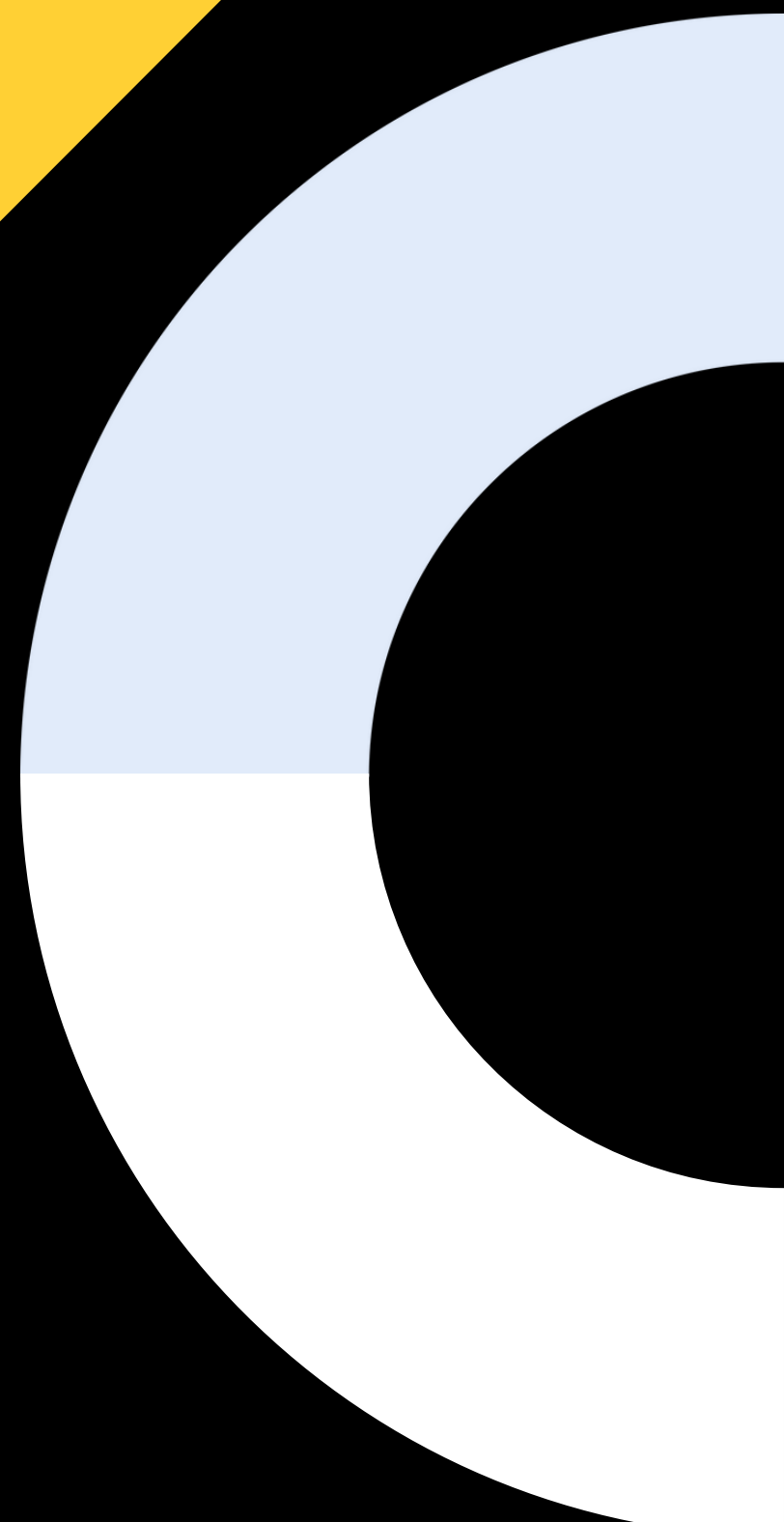


# blinkit

## Sales Analysis





## STEPS IN PROJECT

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



# 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.



**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.

**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.