blinkit
India's Last Minute App

FILTER PANEL

**Outlet Location Type**
All

Outlet Size
All

Item Type
All

Key Metrics
- **$1.20M** TOTAL SALES
- **$141** AVERAGE SALES
- **8523** NO OF ITEMS
- **3.9** AVERAGE RATING

OUTLET ESTABLISHMENT
$250K
$205K
$200K
$150K
$130K $132K $132K $133K $131K
$131K
$100K
$78K $129K
$50K
2012   2014   2016   2018   2020   2022

Tabs: **Total Sales** | Average Sales | No Of Items | Average Rating

FAT CONTENT
- Low Fat
- Regular

$425.36K
$1.20M
Total Sales
$776.32K

ITEM TYPE
Item Type	Value
Fruits a...	$0.18M
Snack F...	$0.18M
Househ...	$0.14M
Frozen ...	$0.12M
Dairy	$0.10M
Canned	$0.09M
Baking ...	$0.08M
Health ...	$0.07M
Meat	$0.06M
Soft Dr...	$0.06M
Breads	$0.04M
Hard D...	$0.03M
Others	$0.02M
Starchy...	$0.02M
Breakfast	$0.02M
Seafood	$0.01M

$0.0M $0.1M $0.2M
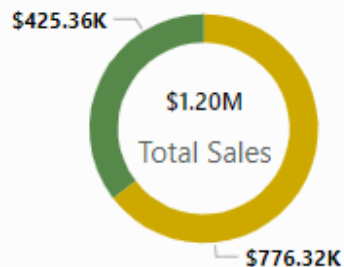
FAT BY OUTLET
- Low Fat
- Regular

Tier 3 $0.31M / $0.17M
Tier 2 $0.25M / $0.14M
Tier 1 $0.22M / $0.12M

$0.0M $0.2M $0.4M
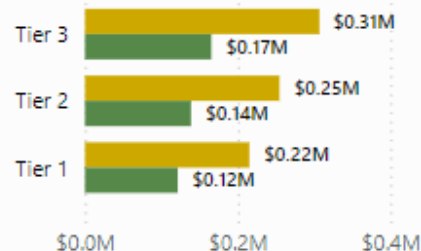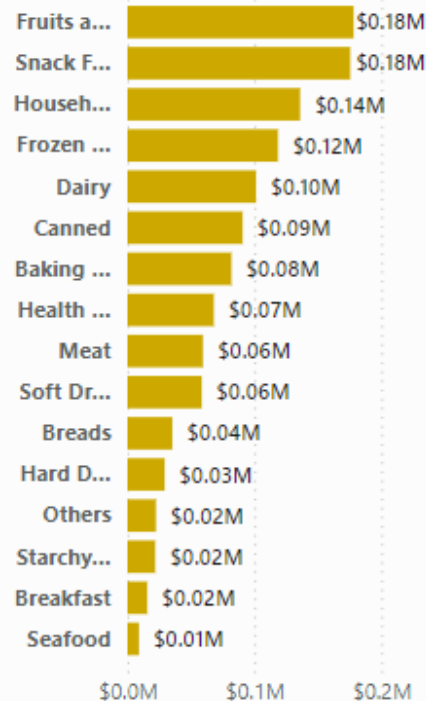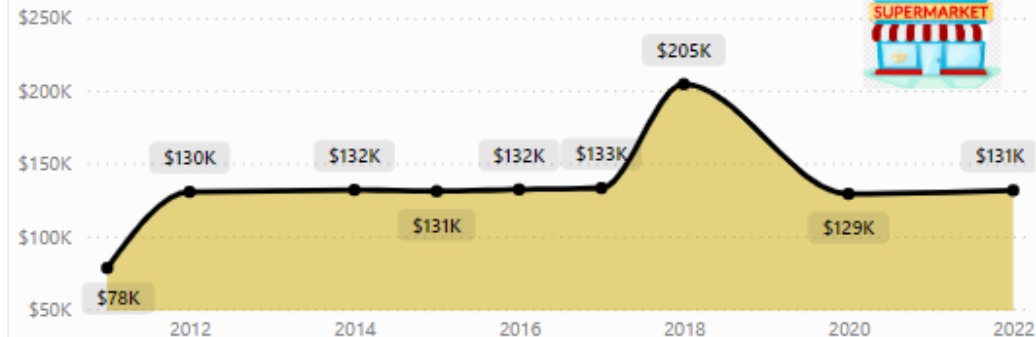
OUTLET SIZE
- Tier 3
- Tier 2
- Tier 1

$336.40K
$472.13K
$393.15K

OUTLET LOCATION
100%
Tier 3	472.13K
Tier 2	393.15K
Tier 1	336.40K

71.3%
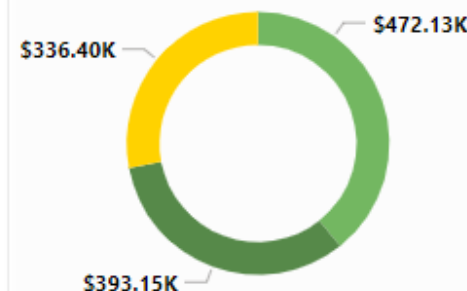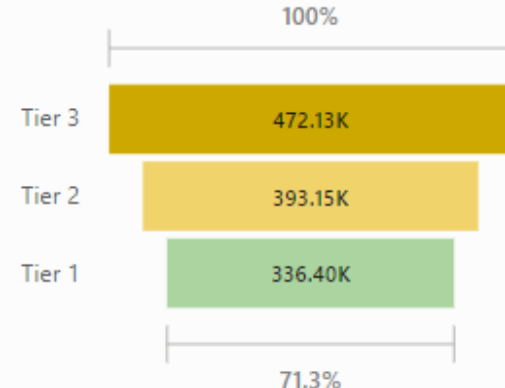
OUTLET TYPE
| Outlet Type	Total Sales	No Of Items	Average Sales	Average Rating	Item Visibility
Supermarket Type1	$787.55K	5577	$141	4	0.06
Grocery Store	$151.94K	1083	$140	4	0.10
Supermarket Type2	$131.48K	928	$142	4	0.06
Supermarket Type3	$130.71K	935	$140	4	0.06

blinkit ANALYSIS

BUSINESS REQUIREMENT

To conduct a comprehensive analysis of Blinkit 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 item sold.

2. Average Sales: The average revenue per sale.

3. Number of items: The count of different items sold.

4. Average Rating: The average customer rating for items sold.

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.