

blinkit Analysis

BUSINESS REQUIREMENT

The objective of this project is to analyze Blinkit's sales, customer ratings, and product distribution to support business decision-making. The analysis starts with data cleaning and exploratory data analysis (EDA) using Python to understand data quality, trends, and patterns through basic charts and summaries aligned with the business requirements.

After the initial exploration, the cleaned dataset is loaded into SQL Server to perform deeper analysis and extract detailed insights using queries. Finally, the results are consolidated and presented in an interactive Power BI dashboard to track key KPIs and visualize insights related to sales performance, outlet characteristics, and product attributes.

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.

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Analysis 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.

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.

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.

4. Total Sales by Outlet Establishment:

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

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Chart's Requirements

5. Percentage of Sales by Outlet Size:

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

6. Sales by Outlet Location:

- **Objective:** Assess the geographic distribution of sales across different locations.

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.