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 (Key performance indicators) 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.

Chart Requirements:

1. Total Sales by Fat Content: Analyze the impact of fat content on total sales using a Donut Chart, also assessing how KPIs like Average Sales, Number of Items, and Average Rating vary with fat content.
2. Total Sales by Item Type: Identify the performance of different item types in terms of total sales using a Bar Chart, with additional assessment of KPIs like Average Sales, Number of Items, and Average Rating.
3. Fat Content by Outlet for Total Sales: Compare total sales across different outlets segmented by fat content using a Stacked Column Chart, while also assessing how other KPIs vary.
4. Total Sales by Outlet Establishment: Evaluate the influence of outlet establishment age or type on total sales using a Line Chart.
5. Sales by Outlet Size: Analyze the correlation between outlet size and total sales using Donut/Pie Chart.
6. Sales by Outlet Location: Assess the geographic distribution of sales across different locations using Funnel Map.
7. All Metrics by Outlet Type: Provide a comprehensive view of key metrics (Total Sales, Average Sales, Number of Items, Average Rating) broken down by different outlet types using Matrix Card.

List of Data Cleaning Done in Power Query Editor:

1. In Item Fat Content Column:

* Replaced “LF” with “Low Fat” as some rows are mentioned as LF and some as Low Fat.
* Replaced “low fat” with “Low Fat”.
* Replaced “reg” with “Regular”.

1. To check the column quality in power query editor:

* Click on View🡪click on column quality
* You can able to see the quality of each column as valid, error and empty (visible inside each column)
* For a good data quality 🡪100%: valid ,0% and empty,0% error is recommended.
* When observed all the columns have a good quality data except the column item weight (which has valid data 84%, error data 0% and empty data 16%).
* As of now we are not using this column data much, so no need to worry about this column.
* Click on close and apply in Home tab.

1. Now in power bi, lets start by setting up the canvas.

* Click on canvas🡪format your report page🡪canvas settings🡪 choose type as custom with height as 800px and width as 1400px, alignment as middle.
* Choose canvas background as white, with transparency as 40%.

1. Adding left side place holder

* Click on insert🡪shape🡪rounded tab,both top🡪add the shape at the left corner of canvas (change the shape according to requirement)
* Rotation🡪90 degrees
* Height🡪750
* Width🡪200
* Style🡪Fill color🡪blink it yellow color(# FFD200)
* Remove border
* Add shadow
* Rounded top corners🡪20%

1. Giving a name to dashboard

* Insert🡪textbox🡪write as “Blinkit”🡪change font style, color and font size🡪keep it on top of place holder
* Effects🡪turn off background