

# 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 Excel.

### 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.

## 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.