**Blinkit Analysis**

**Bussiness 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’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.

**Granular 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.

**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.

**🧾 Dashboard Overview: Blinkit – India’s Last Minute App**

This Power BI dashboard offers a comprehensive visual analysis of Blinkit's retail performance across various outlet types, item categories, and geographic locations. It’s designed to help stakeholders understand sales dynamics, customer preferences, and outlet characteristics.

**📊 Top-Level Metrics**

* **Total Sales:** ₹1.20M
* **Average Sales per Outlet:** ₹140.99K
* **Total Items Sold:** 9K
* **Average Customer Rating:** 3.92

These KPIs provide a snapshot of overall business health and customer satisfaction.

**🧪 Fat Content Analysis**

Breakdown of sales and ratings by fat content:

* **Low Fat:** Highest total sales and item count.
* **Regular:** Moderate performance.
* **Others:** Lowest in both metrics.

A bar chart visualizes how fat content influences sales across different outlets.

**🏙️ Outlet Location Analysis**

* **Sales by Tier:**
  + Tier-1: ₹471.82K
  + Tier-2: ₹336.04K
  + Tier-3: ₹392.14K
* **Outlet Type Distribution:** Supermarket Types 1–3 and Grocery Stores vary by location.
* **Visibility:** Outlet visibility is mapped across tiers, highlighting regional engagement.

**🏪 Outlet Type Analysis**

Performance metrics by outlet type:

* **Supermarket Type1:** Highest total sales and visibility.
* **Grocery Store:** Lower average ratings but decent item count.
* **Supermarket Type3:** Balanced performance across metrics.

Outlet visibility is also compared across types to assess brand presence.

**📅 Outlet Establishment Timeline**

A line graph shows the number of outlets established from 1985 to 2010, indicating growth trends and market expansion over time.

**🎛️ Filter Panel**

Users can interactively filter data by:

* **Outlet Location Type**
* **Outlet Size**
* **Item Type**

This allows for dynamic exploration of specific segments.

This dashboard is a powerful tool for decision-makers to optimize product offerings, enhance outlet performance, and tailor strategies based on regional and categorical insights