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 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.

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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.

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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

5. **Sales by Outlet Size**:

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

Chart Type: Donut/Pie Chart. Chart.

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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.