



India's largest online supermarket



Analysis by
Shaik Shameer

Filter Panel

Outlet Location Type

(All)

Outlet Size

(All)

Outlet Type

(All)

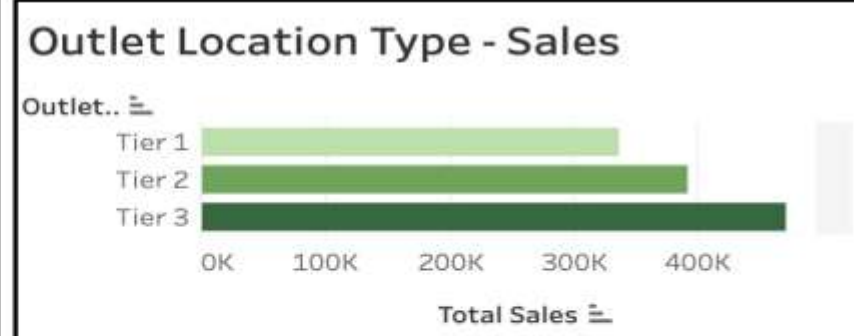
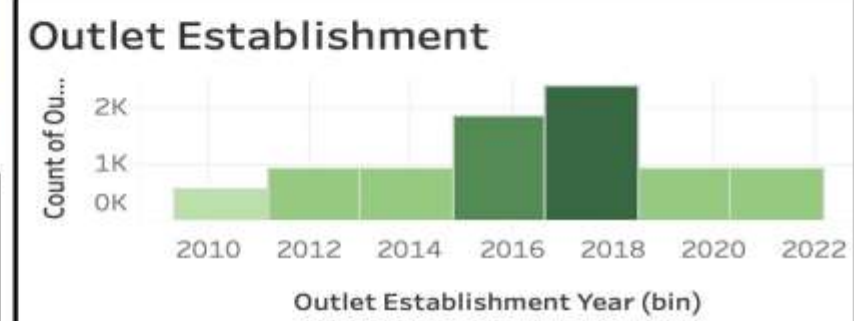
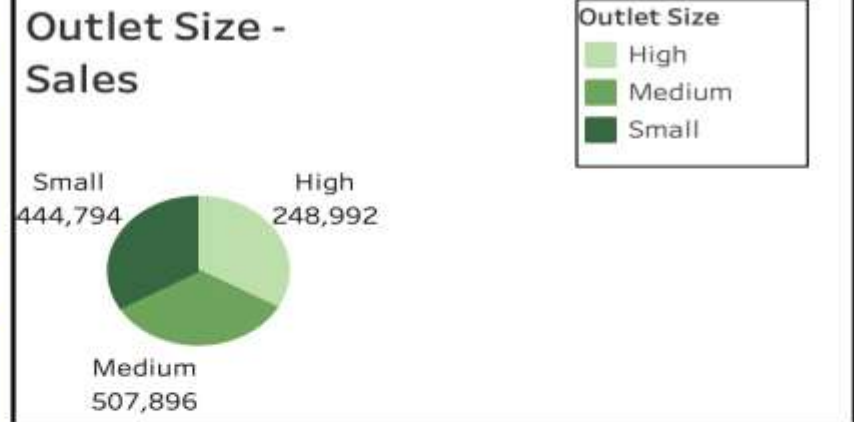
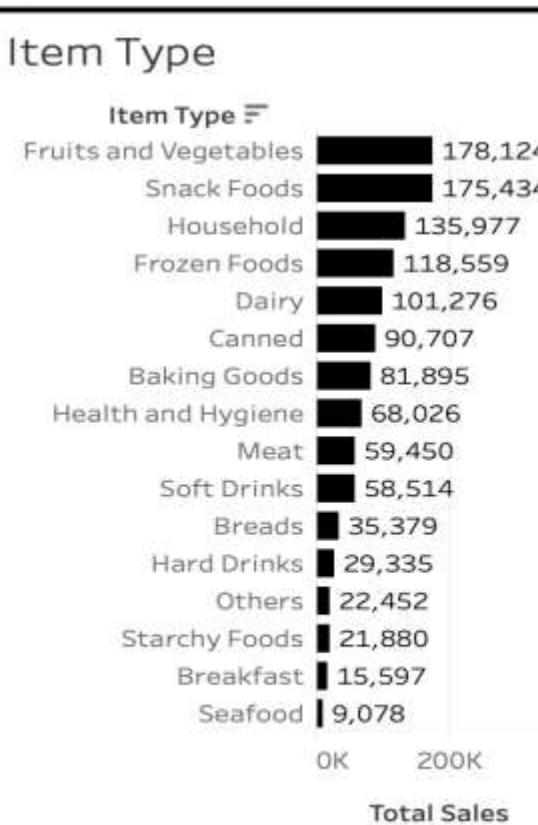
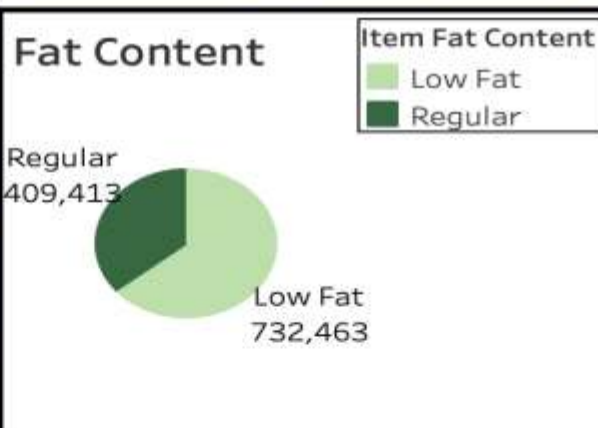


Total Sales

Average Rating

No. Of Items

Average Sales



Outlet Type - Sales

Outlet Type	Total Sales	Number Of Items	Average Sales	Average Rating
Supermarket Ty..	787,550	5,577	141	4
Grocery Store	151,939	1,083	140	4
Supermarket Type2	131,478	928	142	4
Supermarket Type3	130,715	935	140	4

BigBasket Analysis

(FY 2023-2024)

- **BUSINESS REQUIREMENT**

To conduct a comprehensive analysis of BigBasket 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**

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.

Chart Requirements

1.Total Sales by Fat Content:

- **Objective:** Analyze the impact of fat content on total sales.
- **Chart Type:** Pie Chart

2. Total Sales by Item Type:

- **Objective:** Identify the performance of different item types in terms of total sales.
- **Chart Type:** Bar Chart.

3. Fat Content by Outlet for Total Sales:

- **Objective:** Compare total sales across different outlets segmented by fat content.
- **Chart Type:** Stacked Bar Chart.

4. Total Sales by Outlet Establishment:

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

5. Sales by Outlet Size:

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

6. Sales by Outlet Location:

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

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:** Table Chart