

# **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.

### **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.

#### **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.

#### **5. 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.