

# blinkit Analysis

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POWER BI DASHBOARD

# STEPS IN PROJECT

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- ✓ Requirement Gathering/ Business Requirements
- ✓ Data Walkthrough
- ✓ Data Connection
- ✓ Data Cleaning / Quality Check
- ✓ Data Modelling
- ✓ Data Processing
- ✓ DAX Calculations Dashboard Lay outing
- ✓ Charts Development and Formatting
- ✓ Dashboard / Report Development
- ✓ Insights Generation

# BUSINESS REQUIREMENT

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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 (Key Performance Indicators)**

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.

# BUSINESS REQUIREMENT

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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.

# BUSINESS REQUIREMENT

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## Chart's Requirements

### 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.

# BUSINESS REQUIREMENT

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## Chart's Requirements

### 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.

# BUSINESS REQUIREMENT

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## 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