**Blinkit Analysis**

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**Pursuing data analysis**

**Steps in Project**

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**

To conduct a comprehensive analysis of Blinkt’s sales performance, customer satisfaction, and inventory distribution to identify key insights and opportunities for optimization using various KPI’S and visualizations in power BI.

**KOI’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**: analyse impact of fat content on total sales.

**Additional KPI metrics:** Assess how other KPI’S (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’S Me tricks:** Assess how other KPI’s (Average sales, number of items, average rating) vary with fat content.

**Chart type:** Bar chart.

**3.Fat content by outlet for total sales:**

**Objective:** Compare total sales across different outlets segmented by fat content.

**Additional KPI’S Me tricks:** Assess how other KPI’s (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

**5. Sales by outlet Location:**

**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

7**. All Metrics by outlet type:**

**Objective:** Provide a comprehensive view of the key metrics (Total sales, average sales, number of items, Average rating) broken down by different outlet types.

**Chart Type:** Matrix card.