

## **Blinkit Sales Analysis – Power BI Business Questions**

Case Study:

This Power BI project analyzes Blinkit sales data to understand product performance, customer behavior, and outlet efficiency. The following questions are designed based on the KPIs and visualizations created in the Power BI dashboard.

### **1. Overall Sales Performance**

- a) What is the total sales value generated by Blinkit?
- b) What is the average sales value?
- c) How many items and sales transactions are recorded?
- d) What is the overall average customer rating?

### **2. Product Fat Content Analysis**

- a) How do Low Fat and Regular products compare in terms of total sales?
- b) How do average sales, number of items, and average ratings vary by fat content?
- c) Which fat category performs better overall?

### **3. Item Type Performance**

- a) Which item types generate the highest total sales?
- b) How do average sales, number of items, and ratings vary across item types?
- c) Which item categories should be prioritized based on performance?

### **4. Outlet Location vs Product Mix**

- a) How does sales performance differ across outlet locations?
- b) How do Low Fat and Regular products perform within each outlet location?

### **5. Outlet Establishment Year Analysis**

- a) How does outlet establishment year impact total sales?
- b) Do older outlets outperform newer outlets?

### **6. Outlet Size Contribution**

- a) How does outlet size influence total sales?
- b) Which outlet size contributes the most to overall sales?

## **7. Geographic Sales Distribution**

- a) How are sales distributed across outlet locations?
- b) Which outlet location shows the strongest sales funnel?

## **8. Outlet Type Performance Summary**

- a) How do different outlet types compare in terms of total sales?
- b) How do average sales, number of sales, ratings, and item visibility vary by outlet type?
- c) Which outlet type demonstrates the strongest overall performance?

## **9. Interactive Dashboard Analysis**

- a) How does filtering by outlet location type change overall sales trends?
- b) How does outlet size impact product performance?
- c) How does item type selection affect KPIs across visuals?