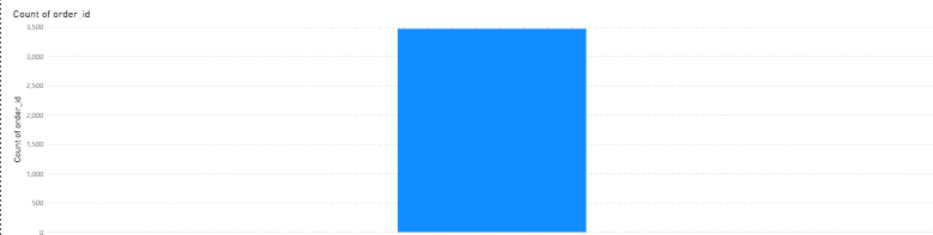


Q2. Relationships are established using Model View

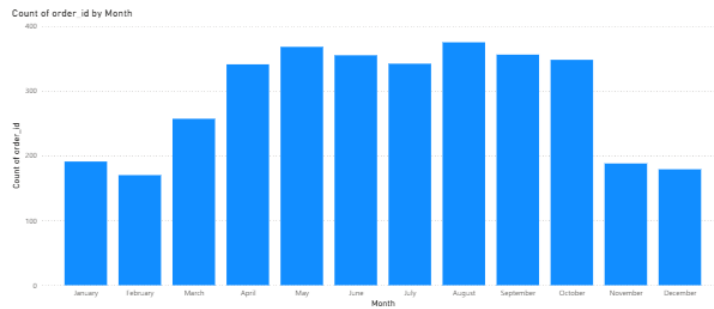
All table relationships shown below:

blinkit_orders.customer_id → blinkit_customers.customer_id
blinkit_orders.order_id → blinkit_customer_feedback.order_id
blinkit_orders.order_id → blinkit_delivery_performance.order_id
blinkit_orders.order_id → blinkit_order_items.order_id
blinkit_order_items.product_id → blinkit_products.product_id
blinkit_inventory.product_id → blinkit_products.product_id
blinkit_inventoryNew.product_id → blinkit_products.product_id
blinkit_customer_feedback.rating → Sheet1.Rating

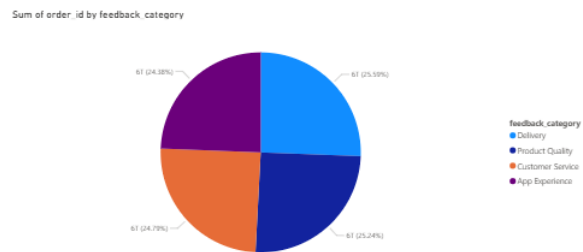
Q3. Orders per customer



Q4. Orders per Month



Q5. Feedback categories



Q6. Customer Table

email	customer_id
ibaldhulka@example.net	10019218
sanjay20@example.net	10038382
bhavabuch@example.com	10048910
vivala@example.net	1008428
caprijogdih@example.com	10210209
watika42@example.net	10225164
dipta34@example.org	10240052
prityalanka@example.org	10285414
topaagrowal@example.org	10418604
ibahri@example.org	10508763
exinghi@example.org	10524732
datagsskhoni@example.net	10541231
odika72@example.com	10562528
kunabikram@example.com	10605484
dipta24@example.net	1060685
vibalan@example.com	10608845
ujoggi@example.net	10642655
abhiram84@example.org	10663246
ekavir1@example.org	10683230
tsharker@example.net	10686446
noef30@example.net	10694081

Q7. Filter Delivery Status

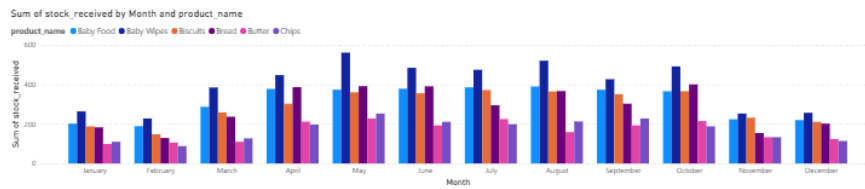
order_id	delivery_status	Year	Quarter	Month	Day	Year	Quarter	Month	Day
60465	On Time	2024	Qtr 4	October	23	2024	Qtr 4	October	23
2237888	On Time	2023	Qtr 2	April	2	2023	Qtr 2	April	2
3101265	On Time	2024	Qtr 2	May	23	2024	Qtr 2	May	23
7550508	On Time	2023	Qtr 4	October	20	2023	Qtr 4	October	20
9408428	On Time	2023	Qtr 3	August	30	2023	Qtr 3	August	30
10161194	On Time	2023	Qtr 4	December	24	2023	Qtr 4	December	24
10448052	On Time	2023	Qtr 3	August	5	2023	Qtr 3	August	5
15642225	On Time	2023	Qtr 4	November	6	2023	Qtr 4	November	6
16876685	On Time	2024	Qtr 2	April	9	2024	Qtr 2	April	9
23158044	On Time	2023	Qtr 2	May	19	2023	Qtr 2	May	19
32604190	On Time	2023	Qtr 4	December	8	2023	Qtr 4	December	8
82618017	On Time	2023	Qtr 1	March	17	2023	Qtr 1	March	17

delivery_status

- ☒ On Time
- ☐ Significantly Delayed
- ☐ Slightly Delayed

Q8. Stock Over Time

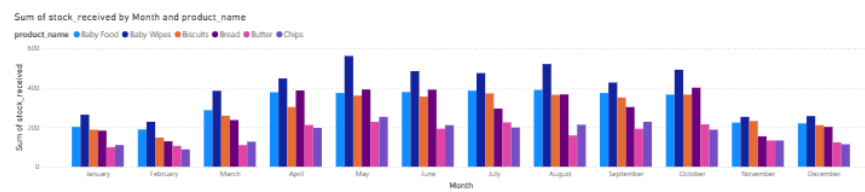
Group1 : Baby & Snacks



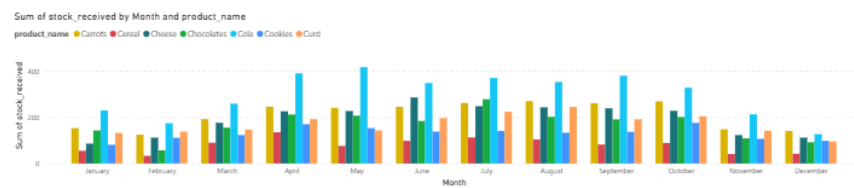
Group2: Dairy , Bakery & Veg

Q8. Stock Over Time

Group1 : Baby & Snacks

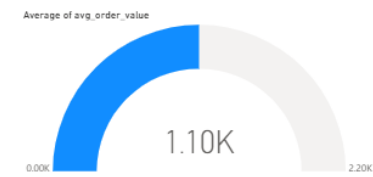


Group2: Dairy , Bakery & Veg



Group3: Household & Pet

Q1: Average Order Value (KPI Visual)



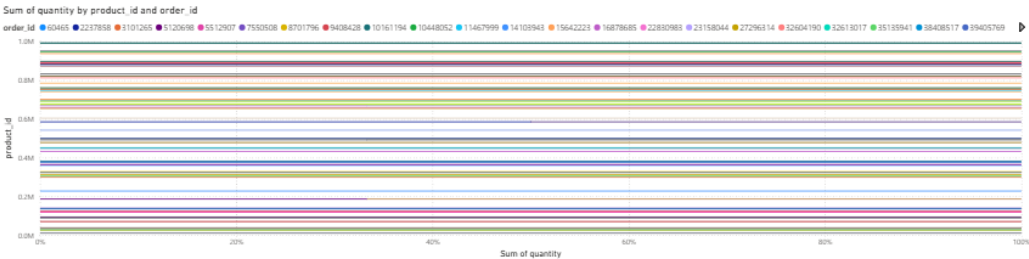
Q2: Total Revenue from All Marketing Campaigns

Total_Revenue = SUM(blinkit_marketing_performance[revenue_generated])

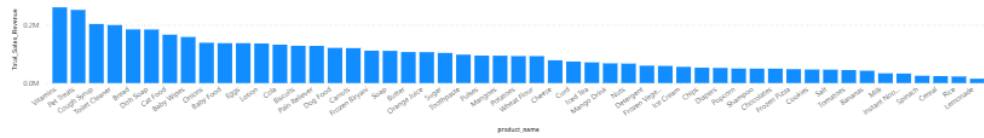
32.19M

Total_Revenue

Q3: Stacked Chart to compare order quantity per product (Table 7)



Total_Sales_Revenue by product_name



Q5. Total Delivery Time (in Minutes)

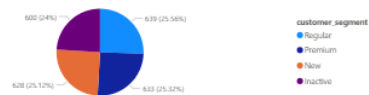
```
Total_Delivery_Time =  
SUMX(  
    blinkit_delivery_performance,  
    DATEDIFF(  
        blinkit_delivery_performance[promised_time],  
        blinkit_delivery_performance[actual_time],  
        MINUTE  
    )  
)
```

Total_Delivery_Time

22K

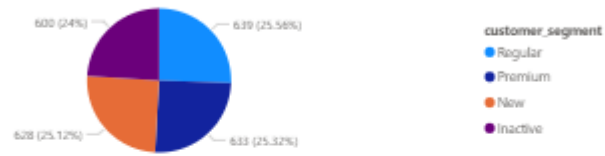
Q6. Calculate customer segment using pie chart

Customer Count by customer_segment



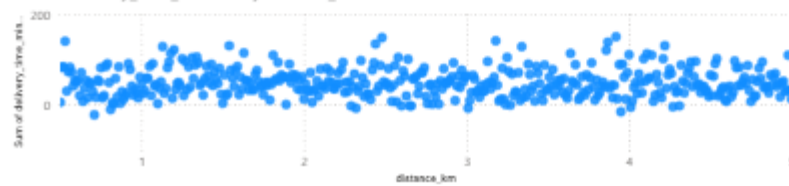
Q6. Calculate customer segment using pie chart

Customer Count by customer_segment



Q10. Scatter plot between distance vs delivery time

Sum of delivery_time_minutes by distance_km

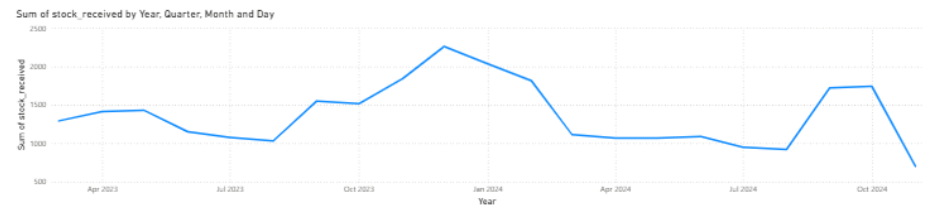


Q1. Create a measure to calculate customer retention rate using total_orders from Table 2

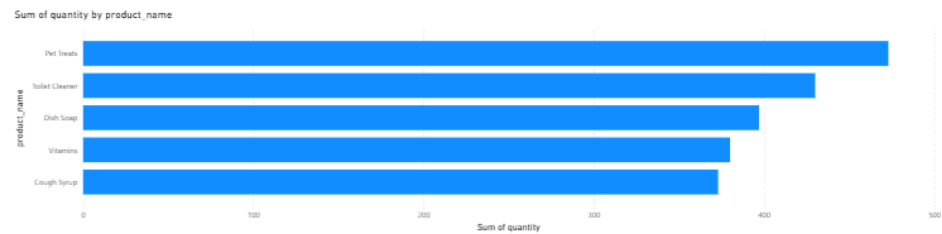
94.20

Customer Retention Rate

Q2. create a forecast for future stock levels based on historical stock levels based on historical stock received data



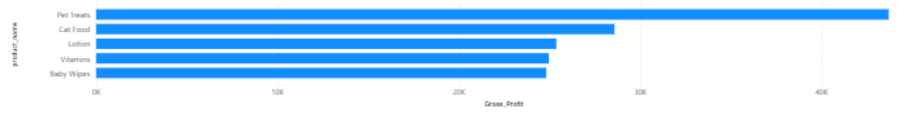
Q3. Create a report to identify the top 5 best-selling products based on quantity ordered



Q4. Create a measure to calculate gross profit using margin_percentage

Gross profit per Product

Gross_Profit by product_name



Gross Profit by Category

Gross_Profit by category



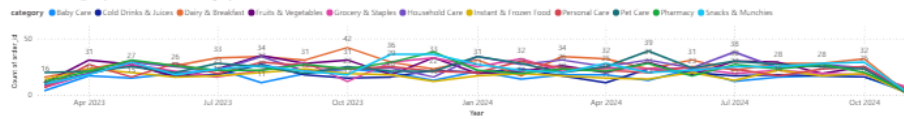
Gross Profit by Customer Id

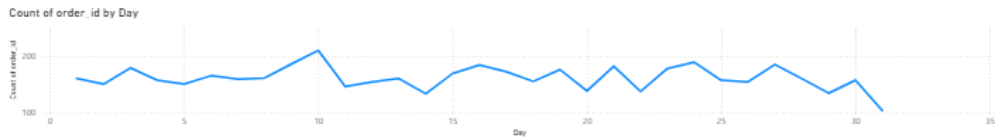
Gross_Profit by brand



Q5: How do you build a dashboard to track order trends across different categories

Count of order_id by Year, Month and category





Q7. How do you use DAX to find the most frequently ordered product?

51036

Most Ordered Product ID

Q8. create a matrix visualization to show order quantity per product category table 9

category	Sum of quantity
Baby Care	655
Cold Drinks & Juices	798
Dairy & Breakfast	1114
Fruits & Vegetables	966
Grocery & Staples	895
Household Care	1078
Instant & Frozen Food	742
Personal Care	887
Pet Care	1008
Pharmacy	973
Snacks & Munchies	963
Total	10034

Q9. How do you calculate customer lifetime value using avg_order_value and total_orders (table 2)

29.03M

Customer Lifetime Value

Q10. How do you create a funnel chart to track the campaign conversion process table 6

