blinkit Analysis

Power BI

STEPS IN PROJECT

- ✓ **Requirement Gathering / Business Requirements**
- ✓ **Data Walkthrough**
- ✓ **Data Collection**
- ✓ **Data Cleaning / Quality Check**
- ✓ **Data Modeling**
- ✓ **Data Preprocessing**
- ✓ **Dax Calculations**
- ✓ **Dashboard Lay outing**
- ✓ **Chart Development and Formatting**
- ✓ **Dashboard / Report Development**
- ✓ **Insight Generation**

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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 visualization in Power BI

KPI's Requirements

1. **Total Sales :** The Overall Revenue generated from all items sold

2. **Average sales:** The average revenue per sales

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

2. Total Sales by item type

3. Fat Content by outlet for Total Sales

4. Total Sales By Outlet Establishment

5. Sales by Outlet size

6. Sales by Outlet location

7. All Metrics by outlet Type