blinkit Analysis

BUISNESS REQUIREMENT

To conduct a comprehensive analysis of Blinkit's sales performance, customer satisfaction, and inventory distribution to identify the key insights and opportunities for optimization using KPIs and vacuolation in EXCEL.

KPI's Requirements

1. **Total Sales:** The overall revenue generated from all items sold.
2. **Average Sales:** The Average Revenue per sales.
3. **Number if items:** The total count of Different Items Sold.
4. **Average Rating:** The average customer rating for items sold.

blinkit Analysis

BUISNESS REQUIREMENT

Chart's Requirements

1. **Total sales by Fat Content:**

   Objective: Analyze the impact of fat content on total sales.

   Chart Type: Donut Chart.

2. **Total Sales by Item Type:**

   Objective: Identify the performance of different items types in terms of total sales.

   Chart Type: Bar Chart.

3. **Fat Content by Outlet Total Sales:**

   Objective: Compare Total Sales across different outlets segmented by fat content.

   Chart Type: Clustered Bar Chart.

4. **Total Sales by Outlet Establishment:**

   Objective: Evaluate how the age or type of outlet establishment influence total sales.

   Chart Type: Area Chart.

blinkit Analysis

BUISNESS REQUIREMENT

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.

7. **All Metrics by Outlet Type:**

   Objective: Provide a comprehensive view of all key metrics (Total sales, Average Sales, No of Items).

   Chart Type: Clustered Bar Chart.