blinkit Analysis

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 visualizations in Power BI.

**KPI’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:** Analyze the impact of fat content on total sales.  
**Additional KPI Metrics:** Assess how other KPIs (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 Metrics:** Assess how other KPIs (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 Metrics:** Assess how other KPIs (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 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, Number of Items, Average Rating) broken down by different outlet types.  
**Chart Type:** Matrix Card.