**BLINKIT ANALYSIS**

***BUSINESS REQUIREMENT***

To conduct a comprehensive analysis of Blinkit sales performance, customer satisfaction and inventory distribution to identify key insights and opportunities for optimisation using

various KPI’s and visualization in Excel.

***KPI’s Requirements***

1. **Total sales:** The overall revenue generated from all item sold
2. **Average sales:** The average revenue per sale
3. **Number of items:** The total count of different item sold
4. **Average rating:** The average customer rating for items sold.

***Chart Requirements***

1. Total Sales by fat content:

Objective: Analyse 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

1. Total Sales by items 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 Types: Bar Chart

1. Fat Content by Outlet for Total Sales:

Objective: Compare total sales across different outlets segments 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.

1. Total Sales by Outlet Establishment:

Objective: Evaluate how the age or type of outlet establishment influences total

sales.

Chart Type: Line Chart

***Steps Follow***

1. Requirement gathering from client

2. Identify the Stakeholders of the Project

3. Data cleaning as per the requirement

4. Data Processing by adding some customized columns in data

5. Data Analysis by Pivot Tables and Excel Functions

6. Data Visualization to create charts and custom sheets to show the insights

7. Report/ Dashboard creation from start to end