blinkIT Analysis

Business Requirements

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 using Power BI.

KPIS 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.**