Business Requirement Document (BRD)

Project Title: Blinkit Retail Sales Performance Dashboard

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# 1. Project Overview

This Excel-based project aims to conduct a comprehensive analysis of Blinkit’s sales performance, customer satisfaction, and inventory distribution. The objective is to identify key insights and opportunities for optimization through various KPIs and interactive visualizations.

# 2. Business Objectives

- Track and analyze overall sales performance across multiple dimensions.

- Understand customer satisfaction based on average ratings.

- Assess the influence of product and outlet attributes on sales.

- Provide management and stakeholders with a visual tool to support data-driven decision-making.

# 3. Visual Reports & Chart Requirements

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| --- | --- | --- | --- |
| Chart Title | Purpose | Visual Type | Additional KPIs |
| Total Sales by Fat Content | Understand how fat content influences total sales | Donut Chart | Average Sales, No. of Items, Average Rating |
| Total Sales by Item Type | Analyze which item types generate the most revenue | Bar Chart | Average Sales, No. of Items, Average Rating |
| Fat Content by Outlet | Compare total sales by outlet segmented by fat content | Stacked Column Chart | Average Sales, No. of Items, Average Rating |
| Sales by Outlet Establishment Year | Evaluate the effect of outlet age on sales performance | Line Chart | - |
| Sales by Outlet Size | Correlate outlet size with overall sales | Pie / Donut Chart | - |
| Sales by Outlet Location Type | Understand the geographical sales pattern | Funnel Map / Heatmap | - |
| KPI Matrix by Outlet Type | Provide an overview of key metrics segmented by outlet type | Matrix / Card Visual | Total Sales, Average Sales, No. of Items, Avg Rating |

# 4. KPI Requirements

• Total Sales: The overall revenue generated from all items sold.

• Average Sales: The average revenue per sale.

• No. of Items: Total count of different items sold.

• Avg Rating: The average customer rating for items sold.

# 5. Tools & Technologies

- Dashboard Tool: Microsoft Excel

- Data Source: CSV / Excel Retail Dataset

- Theme: IPL-styled layout with Light Mode

- Navigation: Interactive buttons to switch pages

# 6. Deliverables

- Excel Dashboard File (.xlsx)

- BRD (PDF or Word format)

- GitHub Repo with:

* Dataset
* Excel Dashboard File
* BRD & README.md
* Dashboard Screenshots

# 7. Acceptance Criteria

- All KPIs and 7 charts must be implemented with interactivity

- Navigation buttons between report pages

- Charts must reflect filtered values dynamically

- Layout must be clean, IPL-styled, and responsive