

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 optimization various KPI's and visualizations in Power Bi.

KPI's Requirement

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

Visualization Requirement

1. Analyse the impact of fat content on Total sales.
2. Identify the performance of different item types in terms of Total sales.
3. Compare Total sales across different outlets segment by fat content.
4. Evaluate how the age or type of outlet establishment influence Total sales.
5. Analyse the correlation between outlet size and Total sales.
6. Assess the geographic distribution of sales across different locations.
7. Provide a comprehensive view of all key metrics (Total sales, Average sales, Number of items, Average rating) broken down by outlet types.