BlinkIt Analysis

Steps in project:

* Requirement Gathering/ Business Requirements
* Data Connection
* Data Cleaning/ Quality Check
* Data Modelling
* Data Processing
* DAX Calculations
* Dashboard Layout
* Dashboard/Report Development
* Insights Generation

KPI’s:

1. Total Sales- Overall revenue generated from all items sold.
2. Average sales- The average revenue per sale.
3. No. of Items- The total count of different items sold.
4. Average Rating- The average customer rating for items sold

Objective:

To conduct a comprehensive analysis of Blinkit Sales performance, Customer Satisfaction, and Inventory distribution to identify key insights and opportunities for optimization using various KPI’s and visualizations in PowerBi.

Dashboard Reuirements:

1. Total Sales by Fat Content: Analyze the impact of fat content on total sales
2. Total Sales by Item Type: Identify the performance of different item types in terms of total sales
3. Fat Content by outlet for Total Sales: Compare total sales across different outlets segmented by fat content
4. Total Sales by Outlet Establishment: Evaluate the age or type of outlet establishment influences total sales
5. Sales by Outlet Size: Analyze the correlation between outlet size and total sales
6. Sales by Outlet Location: Assess the geographic distribution of sales across different locations
7. All metrics By Outlet Type: Provide a comprehensive view of all key metrics (Total Sales, Average Sales, No. of Items, Average rating) broken down by different outlet types.

