Blinkit Analysis

📊 Business Requirement Document

🚀 Project Title: **Blinkit Sales Analysis – Excel KPI Dashboard**

📌 1. Project Overview

This project focuses on building a **dynamic and insightful Excel dashboard** to analyze Blinkit's sales data. The aim is to extract key business insights related to:

- Sales performance,

- Product distribution,

- Customer satisfaction, and

- Outlet-level comparisons.

Using **Microsoft Excel** as the core analytical tool, the dashboard leverages built-in features like **PivotTables**, **charts**, and **custom KPIs** to provide a streamlined and decision-ready overview of sales activity.

🎯 2. Business Objective

To perform a **comprehensive sales analysis** of Blinkit's operations by measuring KPIs, identifying trends, and uncovering growth opportunities through effective visualization.

Key goals include:

- Evaluating revenue and item-level performance.

- Understanding the impact of product features (like fat content) on sales.

- Analyzing outlet characteristics (size, type, location) and their effect on sales.

- Improving customer satisfaction through insights from rating data.

📈 3. KPI Requirements

The dashboard is designed around four **core performance indicators**, helping stakeholders assess overall sales effectiveness and customer engagement.

🔷 KPI	🔍 Description
Total Sales	Total revenue generated from all items sold.
Average Sales	Average revenue per individual sale.
Number of Items	Total number of distinct products sold.
Average Rating	Mean customer satisfaction rating for all items sold.

These KPIs are visually highlighted in the dashboard for quick, at-a-glance interpretation.

📊 4. Dashboard & Chart Requirements

To ensure meaningful insights, a variety of charts and visual layouts are used to examine the KPIs from different angles:

4.1 Total Sales by Fat Content

- **Objective:** Understand how product fat content impacts total sales.

- **Additional Metrics:** Cross-analyze with Average Sales, Item Count, and Ratings.

- **Chart Type:** Donut Chart

4.2 Total Sales by Item Type

- **Objective:** Compare the performance of different product categories.

- **Additional Metrics:** Analyze Average Sales, Ratings, and Volume by item type.

- **Chart Type:** Bar Chart

4.3 Fat Content by Outlet (Total Sales)

- **Objective:** Evaluate how fat content segments perform across different outlets.

- **Additional Metrics:** Compare across KPIs.

- **Chart Type:** Stacked Column Chart

4.4 Total Sales by Outlet Establishment

- **Objective:** Assess the influence of outlet age/type on sales volume.
- **Chart Type:** Line Chart

4.5 Sales by Outlet Size

- **Objective:** Identify trends and correlations between outlet size and sales.
- **Chart Type:** Donut / Pie Chart

4.6 Sales by Outlet Location

- **Objective:** Visualize geographic spread of sales performance.
- **Chart Type:** Funnel Map (or Excel Map)

4.7 All Metrics by Outlet Type

- **Objective:** Provide a holistic view of all KPIs by outlet classification.
- **Metrics Covered:** Total Sales, Average Sales, Item Count, Rating
- **Chart Type:** Matrix Card (or Pivot Table with conditional formatting)

🛠️ 5. Tools & Features Used

⚙️ Tool/Feature	💡 Purpose
Microsoft Excel	Primary platform for data analysis and dashboard
Pivot Tables	Dynamic summarization and filtering of data
Pivot Charts	Visual representation of trends and comparisons
Formulas & Functions	Calculation of KPIs and derived metrics
Conditional Formatting	Highlight key insights and outliers
Dropdowns & Filters	Enable interactivity and dynamic exploration

✅ 6. Deliverables

- An interactive Excel dashboard with auto-updating KPIs and charts.

- Visual storytelling using charts for decision-makers.

- A flexible model that can adapt to new sales data inputs.

- Structured documentation to support data-driven business insights.

📍 7. Target Audience

- Business Analysts

- Sales & Operations Teams

- Data-Driven Decision Makers

- Retail Performance Managers