

# Blinkit Analysis

## STEPS IN PROJECT:

- Requirement Gathering**
- Data Walkthrough**
- Data Connection**
- Data Cleaning / Quality Check**
- Data Modeling**
- Data Processing**
- DAX Calculations**
- Dashboard Lay Outing**
- Charts Development and Formatting**
- Dashboard / Report Development**
- Insights Generations**

# Blinkit Analysis

## BUSINESS REQUIREMENTS:

To conduct a comprehensive analysis of Blinkit sales performance, customer satisfaction, and inventory distribution to identify key insights and opportunities for optimization using various KPIs and visualizations in Power BI.

### KPIs Requirements:

1. Total Sales: Overall revenue generated from all items sold.
2. Average Sales: The average revenue generated per sale.
3. Number of Items: The total count of different items sold.
4. Average Rating: The average customer rating per item sold.

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## Chart Requirements:

1. **Total Sales by Fat Content (Donut Chart)** – Analyze the impact of fat content on total sales.
2. **Total Sales by Item Type (Bar Chart)** – Identify the performance of different item types.
3. **Fat Content by Outlet for Total Sales (Stacked Column Chart)** – Compare sales across outlets.
4. **Total Sales by Outlet Establishment (Line Chart)** – Evaluate outlet establishment influence.
5. **Sales by Outlet Size (Donut/Pie Chart)** – Analyze the correlation between outlet size & sales.
6. **Sales by Outlet Location (Funnel Map)** – Assess the geographic distribution of sales.
7. **All Metrics by Outlet Type (Matrix Card)** - Provide a comprehensive view of key metrics.

# Blinkit Analysis

**Blinkit**  
India's Last Minute App

**FILTER PANEL**

Outlet Location Type

All

Outlet Size

All

Item Type

All

CLEAR SELECTION

**\$1.20M**

TOTAL SALES



**\$141**

AVG SALES



**8523**

NO OF ITEMS



**3.9**

AVG RATING



FAT CONTENT

Regular Low Fat



FAT BY OUTLET

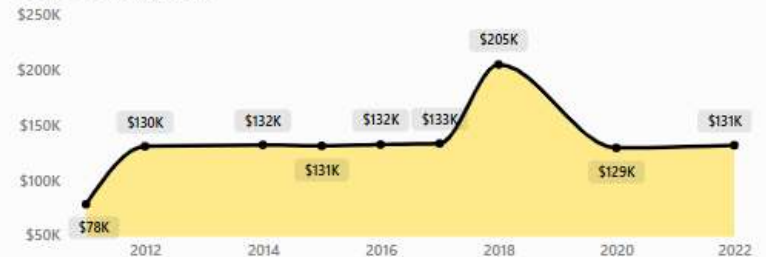
Low Fat Regular



ITEM TYPE

Househ...	\$149
Dairy	\$148
Starchy...	\$148
Snack F...	\$146
Fruits a...	\$145
Seafood	\$142
Breakfast	\$142
Breads	\$141
Meat	\$140
Canned	\$140
Frozen ...	\$139
Hard D...	\$137
Others	\$133
Soft Dri...	\$131
Health ...	\$131
Baking ...	\$126

OUTLET ESTABLISHMENT

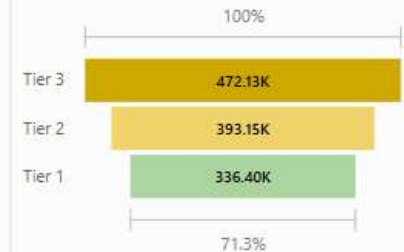


OUTLET SIZE

High Medium Small



OUTLET LOCATION



OUTLET TYPE

Outlet Type	Total Sales	No of Items	Avg Rating	Avg Sales	Item Visibility
Grocery Store	\$151.94K	1083	3.9	\$140	0.10
Supermarket Type1	\$787.55K	5577	3.9	\$141	0.06
Supermarket Type2	\$131.48K	928	3.9	\$142	0.06
Supermarket Type3	\$130.71K	935	3.9	\$140	0.06