



blinkit



India's Last Minute App

Grocery

Data Analysis and Customer Insights

STEPS IN THE PROJECT

- ▶ Requirement Gathering/business requirements
- ▶ Data Walkthrough
- ▶ Data Connection
- ▶ Data Cleaning / Quality Check
- ▶ Data Modeling
- ▶ Data Processing
- ▶ DAX Calculations
- ▶ Charts Development and Formatting
- ▶ Dashboard / Report Development
- ▶ Insights Generation



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BUSINESS REQUIREMENT

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

KPI's Requirements

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

The Blinkit logo is located in the top right corner of the slide. It consists of the word "blinkit" in a bold, sans-serif font, with "blink" in black and "it" in green. The logo is set against a yellow circular background. The entire slide has a yellow and orange geometric background with a faint illustration of a person pushing a shopping cart.

BUSINESS REQUIREMENT

Chart's Requirement

1. Total Sales by fat Content:

Objective: Analyse the impact of fat content on total sales.

Additional KPI Metrics: Assess how other KPIs(Average Sales, Number of items, Average rating) vary with fat content.

Chart type: Donut Chart.

2. Total Sales by Item type:

Objective: Identify the performance of different item types in terms of total sales.

Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of items, Average Rating) vary with fat content.

Chart type: Bar Chart.

3. Fat Content by Outlet for Total Sales:

Objective: Compare total sales across different outlets segmented by fat content.

Additional KPI Metrics: Assess how other KPIs vary with fat content.

Chart Type: Stacked Column Chart.

The logo for blinkit, featuring the word "blinkit" in a bold, black, sans-serif font. The "i" is stylized with a green dot. The logo is set against a yellow circular background.

BUSINESS REQUIREMENT

Chart's Requirements

5. Sales by outlet size:

Objective: Analyze the correlation between outlet size and total sales.

Chart type: Donut/ Pie Chart

6. Sales by Outlet location:

Objective: Assess the geographic distribution of sales across different locations.

Chart Type: Funnel Map.

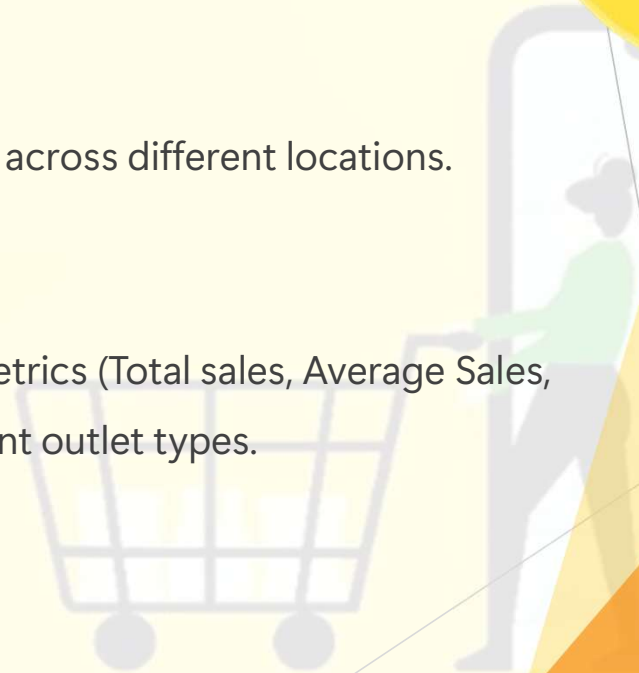
7. All Metrics by Outlet Type:

Objective: Provide a comprehensive view of all key metrics (Total sales, Average Sales, number of items, Average rating) broken down by different outlet types.

Chart Type: Matrix card.



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KEY KPIs DASHBOARD


- ▶ Total Sales: \$1.20M
- ▶ No. of Sales: 8,523
- ▶ Average Sales: \$141
- ▶ Average Rating: 3.9



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BLINKIT SALES DASHBOARD



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FILTER PANEL

Outlet Location Type




All

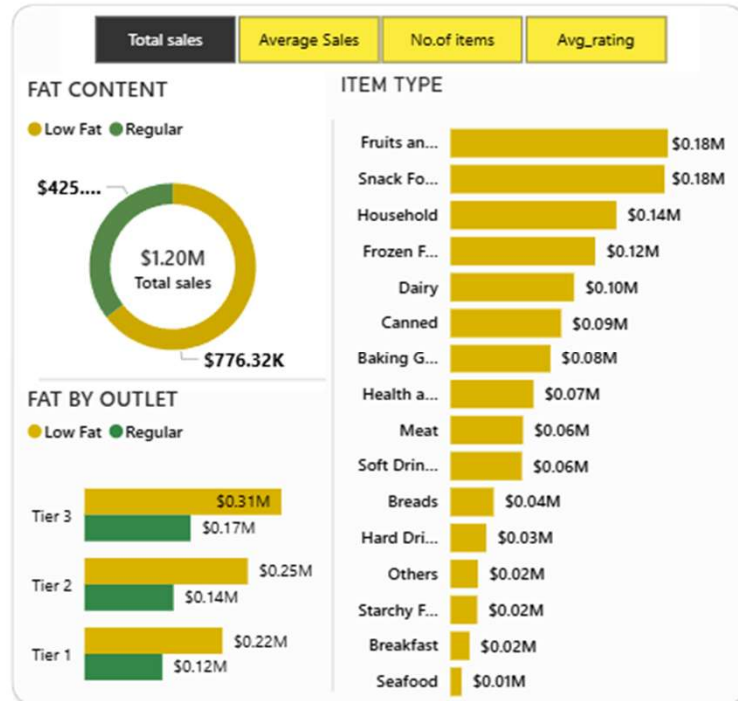
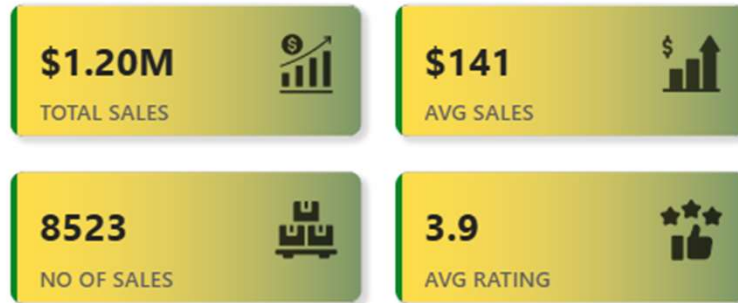
Outlet Size

All

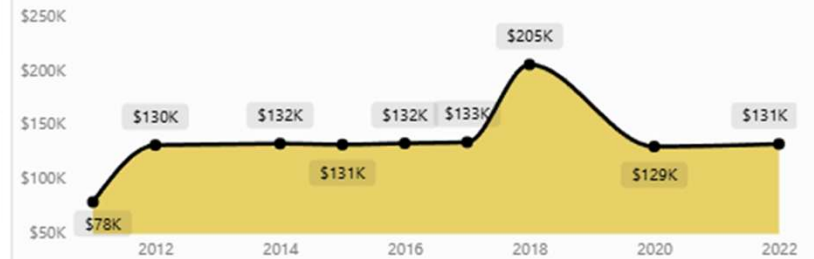
Item Type

All

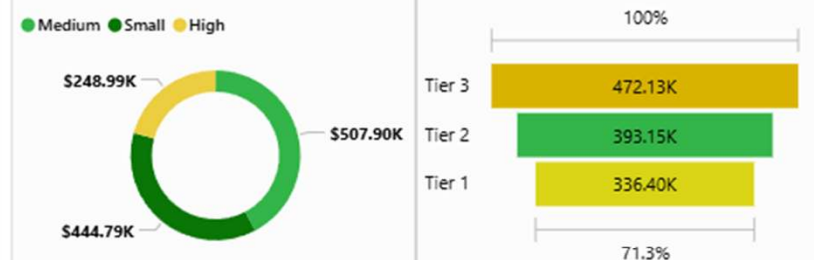






OUTLET ESTABLISHMENT



OUTLET SIZE



OUTLET TYPE

Outlet Type	Total sales	No.of items	Average Sales	Avg_rating	Item Visibility
Grocery Store	\$151.94K	1083	\$140	4	0.10
Supermarket Type1	\$787.55K	5577	\$141	4	0.06
Supermarket Type2	\$131.48K	928	\$142	4	0.06
Supermarket Type3	\$130.71K	935	\$140	4	0.06