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

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.

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.

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.

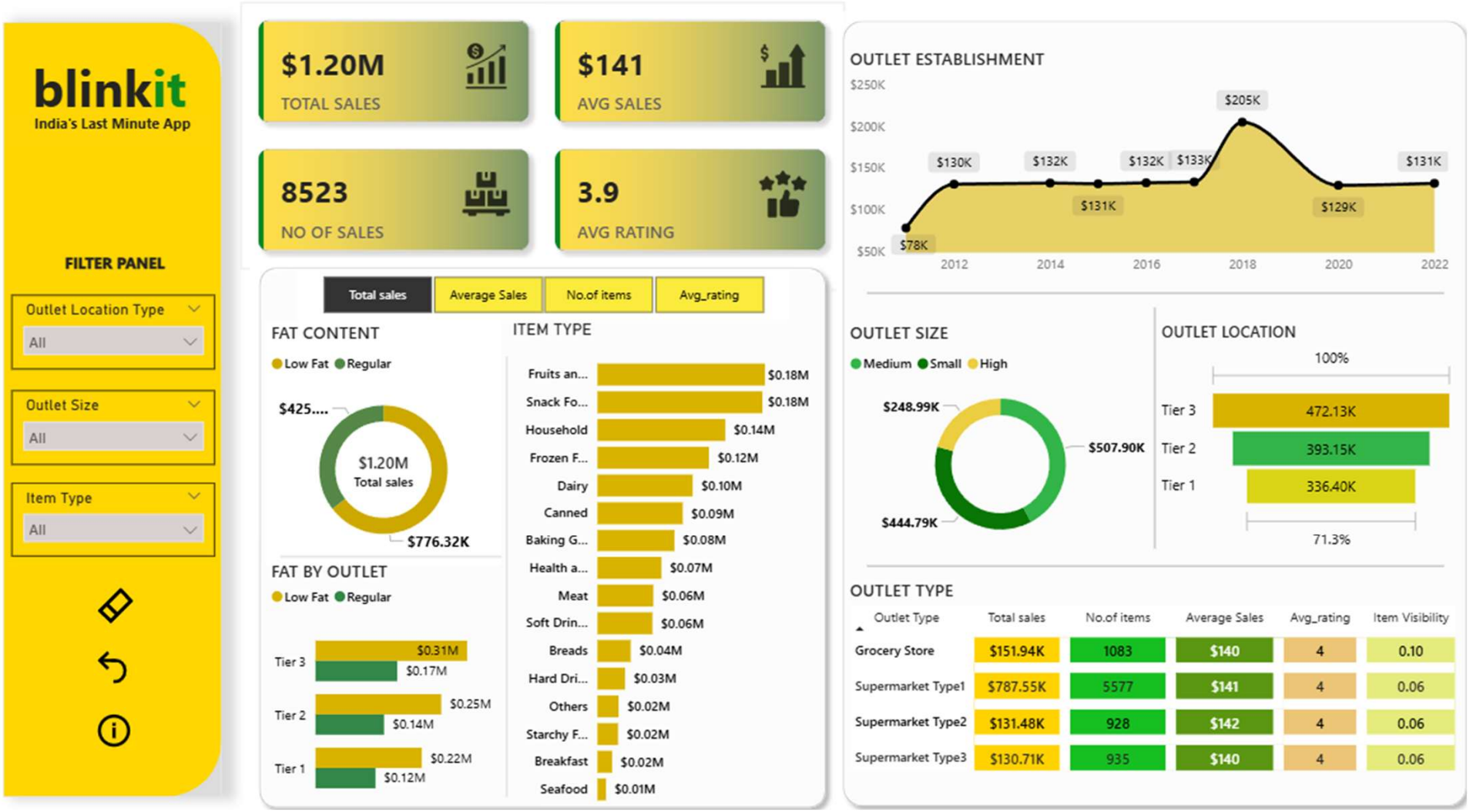
Chart Type: Funnel Map.

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.

KEY KPIs DASHBOARD

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

BLINKIT SALES DASHBOARD