Power BI Project Steps & Requirements

Project Steps:

- Requirement Gathering and Business Requirements

- Data Walkthrough

- Data Connection

- Data Cleaning and Quality Check

- Data Modeling

- Data Processing

- DAX Calculations

- Dashboard Layouting

- Charts Development and Formatting

- Dashboard and Report Development

- Insights Generation

Business Chart's Requirements:

1. Total Sales by Fat Content:

Objective: Analyze 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 (Average Sales, Number of Items, Average Rating) vary with fat content.

Chart Type: Stacked Column Chart.

4. Total Sales by Outlet Establishment:

Objective: Evaluate how the age or type of outlet establishment influences total sales.

Chart Type: Line Chart.

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.

Power BI Project Summary Report

1. Introduction: This report provides an analytical summary of the blinkit Grocery Sales dataset using Power BI. It covers key insights, sales trends, and visual representations to aid decision-making.

2. Data Overview:

- Total Records: 8,523

- Attributes Analyzed: Sales, Ratings, Outlet Details, Product Categories, Visibility, and Weight

- Data Source: blinkit Grocery Data

3. Key Insights:

3.1 Sales Analysis:

- Average sales per item: ₹140.99

- Highest recorded sales: ₹266.88

- Lowest recorded sales: ₹31.29

- Majority of sales fall between ₹93.82 and ₹185.64

3.2 Outlet Trends:

- Outlets established between 2011 and 2022.

- Most common outlet type: Supermarket Type1.

- Locations: Tier 1 and Tier 3 dominate.

3.3 Product Characteristics:

- Weight ranges from 4.55 kg to 21.35 kg (average: 12.85 kg).

- Products classified into Low Fat and Regular categories.

- Some products have zero visibility, potentially affecting sales.

3.4 Customer Ratings:

- Average rating: 3.96

- Highest rating: 5.0

- Majority of ratings are above 4, indicating positive customer feedback.

4. Visual Representation: Charts used in Power BI:

- **Sales Distribution:** Histogram showcasing sales range and frequency.

- **Outlet Sales Performance:** Bar chart comparing different outlet sales.

- **Product Category vs Sales:** Pie chart analyzing the contribution of different product types.

- **Ratings Distribution:** Column chart showing the frequency of each rating score.

5. Conclusion: The dataset provides valuable insights into grocery sales trends, customer preferences, and outlet performance. Factors such as product visibility and outlet location significantly influence sales.

6. Recommendations:

- Improve visibility for low-visibility products to increase sales.

- Focus on high-performing outlets for expansion.

- Maintain quality in high-rated products to sustain customer satisfaction.

7. Additional Details: Power BI dashboard includes interactive filters for better analysis and trend identification. The report can be updated with real-time sales data for improved forecasting.

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