**blinkit Analysis**

**STEPS IN PROJECT**

* **Requirement Gathering / Business Requirements**
* **Data Walkthrough**
* **Data Connection**
* **Data Cleaning / Quality Check**
* **Data Modeling**
* **Data Processing**
* **DAX Calculations**
* **Dashboard Lay outing**
* **Charts Development and Formatting**
* **Dashboard/ Report Development**
* **Insight 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 visualization 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.

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**BUSINESS REQUIREMENT**

**Chart’s Requirements**

1. **Total Sales by Fat Content**: -

**Objective**: Analyze the impact of fat content on total sales

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

**Chart Type:** Donut Chart

1. **Total Sales by Item Type:**

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

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

**Chart Type:** Bar Chart

1. **Fat Content by outlet for Total Sales:**

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

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

**Chart Type:** Stacked Column Chart

1. **Total Sales by outlet Establishment:**

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

**Chart Type:** Line Chart

1. **Sales by Outlet Size:**

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

**Chart Type:** Donut / Pie Chart

1. **Sales by Outlet Location**:

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

**Chart Type:** Funnel Map

1. **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.