

# blinkit Analysis

## BUSINESS REQUIREMENT

To analyze Blinkit's sales, customer feedback, and product stock levels to identify strengths and areas for improvement using KPIs and Power BI dashboards.

### KPI's Requirements

- 1. Total Sales:** The total revenue generated from all products sold.
- 2. Average Sales:** The average revenue earned per transaction.
- 3. Number of Items:** The total number of distinct products sold.
- 4. Average Rating:** The average customer rating received across all products.

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### Granular 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.

#### 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.

#### 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.

#### 4. Total Sales by Outlet Establishment:

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

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### Chart's Requirements

#### 5. Percentage of Sales by Outlet Size:

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

#### 6. Sales by Outlet Location:

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

#### 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.