

# Blinkit Data Analysis

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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 KPI's and visualization in PowerBI.*

## KPI's REQUIREMENT :

- 1. Total Sales : The overall revenue generated from all items sold*
- 2. Average Sales : The average revenue 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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## **GRANULAR REQUIREMENT'S :**

### **5. Total Sales by Fat Content:**

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

### **6. Total Sales by Item Type:**

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

### **7. Fat Content by Outlet for Total Sales:**

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

### **8. 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:**

### ***9. Percentage of Sales by Outlet Size:***

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

### ***10. Sales by Outlet Location:***

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

### ***11. 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.*