

FILTER PANEL

Outlet Location ...

All

Outlet Size

All

Item Type

All

Outlet Type

All

DEVELOPED BY
BJORN

\$1.20M

TOTAL SALES



8523

NO OF ITEMS



3.9

AVG RATING



\$141

AVG SALES



Total sales

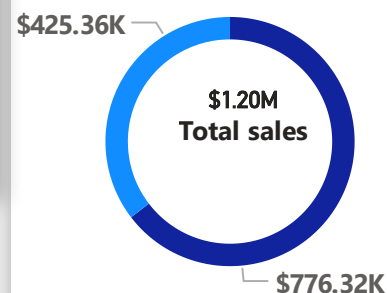
Avg Sales

Nun of items

Avg Rating

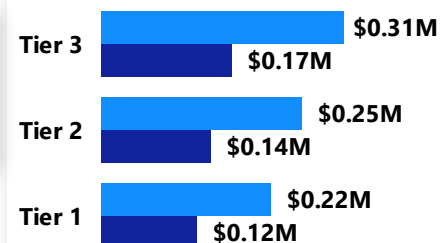
FAT CONTENT

Low Fat Regular

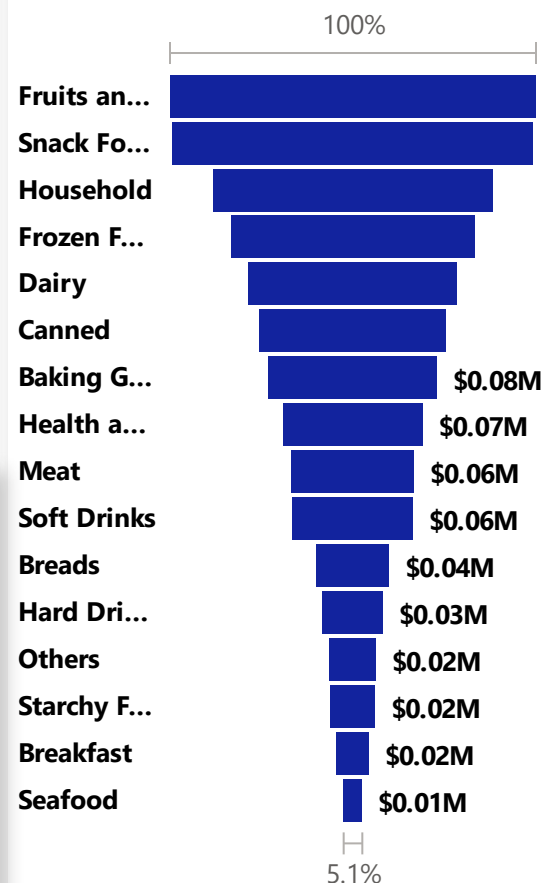


FAT BY OUTLET

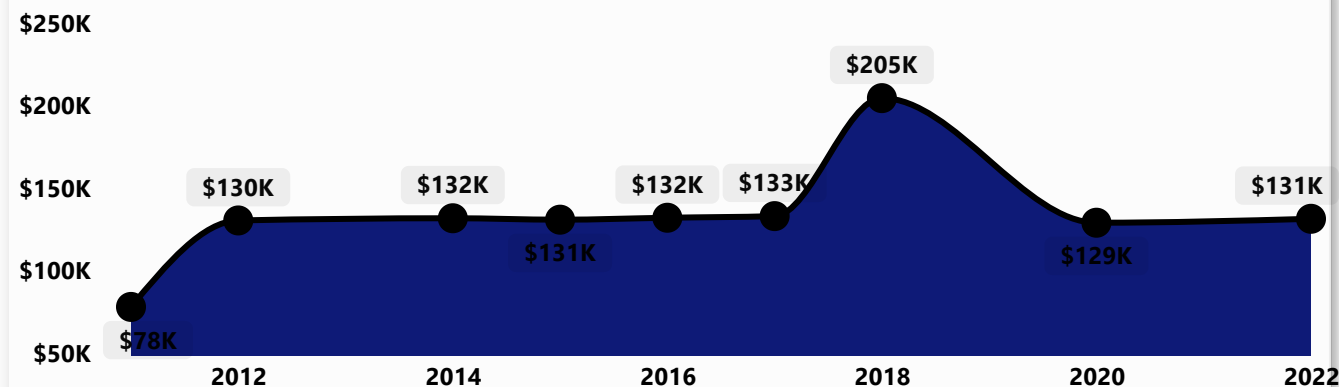
Low Fat Regular



ITEM TYPES

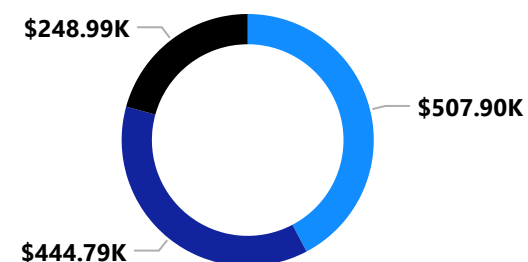


OUTLET ESTABLISHMENT

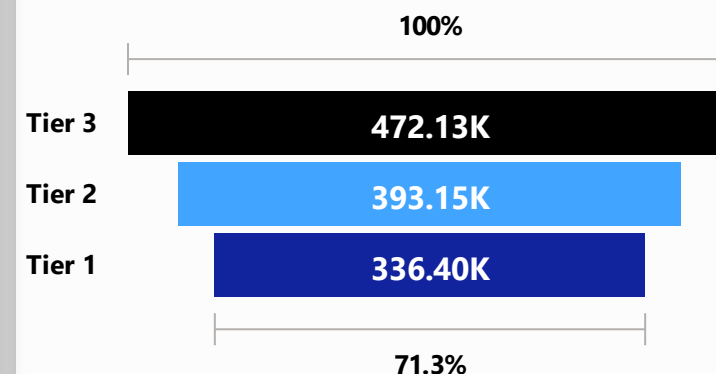


OUTLET SIZE

Medium Small High



OUTLET LOCATION



Outlet Type	Total sales	Avg Rating	Avg Sales	Sum of Item Visibility	No of items
Supermarket Type2	\$131,477.78	4	\$142	56.62	928
Grocery Store	\$151,939.15	4	\$140	113.57	1083
Supermarket Type1	\$787,549.89	4	\$141	338.65	5577
Supermarket Type3	\$130,714.67	4	\$140	54.80	935

Blinkit Analysis

BUSINESS REQUIREMENTS

To conduct a comprehensive analysis of blinklist'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 item sold.
2. Average Sales: The average revenue per sales.
3. Number of items: The total count of different items sold.
4. Average Rating: The average customer rating for items sold.

Charts

1. Total Sales by Fat Content :

Objectives: Analyze the impact of fat content on total sales

Additional KPIs Metrics: Assess how other KPIs [Average Sales, Number of items, Average Rating] vary with fat content.

Chart: Donut Chart

2. Total Sales by item types

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

Additional KPIs Metrics: Assess how other KPIs[Average Sales, Number of items, Average Rating] vary with fat content

Chart Type: Bar Chart

Power BI

Blinkit Analysis

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 KPI's[Average Sales, Number of items, Average rating] vary with fat content

Chart: 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 geographical distribution of sales across different locations.

Chat 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