



BLINKIT GROCERY DATA ANALYSIS

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STEPS IN PROJECT

- Requirement gathering/ Business requirements
- Data Walkthrough
- Data Connection
- Data Cleaning / Quality Check
- Data Modelling
- Data Processing
- DAX Calculations
- Dashboard Lay outing
- Charts Development and Formatting
- Dashboard /Report Development
- Insights Generation

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 Power Bi.

KPI's Requirement:

- **Total Sales:** The overall revenue generated from all items sold.
- **Average Sales:** The average revenue per sale.
- **Number of items:** The total count of different items sold.
- **Average Rating:** The average customer rating for items sold.

BUSINESS REQUIREMENT

CHARTS REQUIREMENT

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 KPI's (Average Sales, Number of items, Average Rating) vary with fat content.

Chart type: Bar Chart.

Chart's Requirement

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 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

Chart's Requirement

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.