

blinkit Dashboard Overview

- ▶ Objective:- To conduct a comprehensive analysis's of blinkit's sales performance, customer satisfaction, and inventory distribution to identify key insights and opportunities using various KPIs and visualizations in power bi.
- ▶ KPI's Requirements:-
- ▶ 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.
- ▶ Chart's overview:-
- ▶ Donut chart:-
- ▶ Total sales by fat content:- analyze the impact of fat content on total sales.
- ▶ Bar chart:-
- ▶ Total sales by item type:- represents the performance of different items types in terms of total sales.

Stacked column chart:-

- ▶ Fat content by outlet for total sales:- compare total sales across different outlets segmented by fat content.
- ▶ Line chart:-
- ▶ Total sales by outlet establishment :- evaluate how the age or type of outlet establishment influences total sales.
- ▶ Pie chart :-
- ▶ Sales by outlet size:- analyze the correlation between outlet size and total sales.
- ▶ Funnel map:-
- ▶ Sales by outlet location :- assess the geographic distribution of sales across different locations.
- ▶ Matrix card:-
- ▶ All metrics by outlet type:- provide a comprehensive view of all key metrics (total sales, average sales, number of items, average rating).
- ▶ Additional kpi metrics:- Assess how other KPIs (average sales, number of items, average rating) vary with fat content.
- ▶ This information helps to identify trends, preferences and opportunities for targeted strategies.