Executive Sales Dashbord for Blinkit

Business Requirement

To conduct a comprehensive analysis of Blinkit's sales performance, customer satisfaction and inventory distribution to identify key insights and opportunities using various KPIs (Total sales, Average sales, No.of items, Average Ratings) and visualizations in Power BI.

KPIs Requirements

1. Total Sales: The overall revenue generated from all items sold.

2. Average Sales: The average revenue per scale.

3. Number of Items: The total count of different items sold.

4. Average Rating: The average customer rating for items sold.

Charts Requirement

1. Total sales by Fat content:

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

Additional KPI Metrices: Access how other KPIs(Average sales, Number of items, Average Ratings) vary with fat content.

Donut chart.

2. Total sales by Item Type:

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

Additional KPI Metrices: Access how other KPIs(Average sales, Number of items, Average Ratings) vary with fat content.

Bar chart.

3. Fat content by outlet for Total sales:

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

Additional KPI Metrices: Access how other KPIs(Average sales, Number of items, Average Ratings) vary with fat content.

Stacked column chart.

4. Total sales by outlet Establishment:

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

Line chart.

5. Sales by outlet size:

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

Donut/Pie chart.

6. Sales by outlet location:

Objective: Access the geographic distribution of sales across different locations.

Funnel chart.

7. All Metrices by outlet type:

Objective: Provide a comprehensive view of all key metrices (Total sales, Average sales, No.of items, Average Ratings) broken down by different outlet types.

Matrix card.