



Power Bi EDA Project

Understand the kpi's,
business requirements &
preparing dashboards

Q Steps for Project

Steps Involved

STEPS IN PROJECT

- Requirement Gathering/ Business Requirements
- Data Walkthrough
- Data Connection
- Data Cleaning / Quality Check
- Data Modeling
- Data Processing
- DAX Calculations
- Dashboard Lay outing
- Charts Development & Formatting Dashboard
- Report Development
- Insights Generation



Business Requirements

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 KPIs and visualizations in Power BI.

KPI's Requirements

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

Chart's Requirements

PAL | VESU | CITYLIGHT

- **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.

- **Total Sales by Item Type:**

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

Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.

Chart Type: Bar Chart.

- **Fat Content by Outlet for Total Sales:**

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

Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.

Chart Type: Stacked Column Chart.

Chart's Requirements

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- **Total Sales by Outlet Establishment:**

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

Chart Type: Line Chart.

- **Sales by Outlet Size:**

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

Chart Type: Donut/ Pie Chart.

- **Sales by Outlet Location:**

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

Chart Type: Funnel Map.

- **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.

Thank you!

Have
a Great
EDA