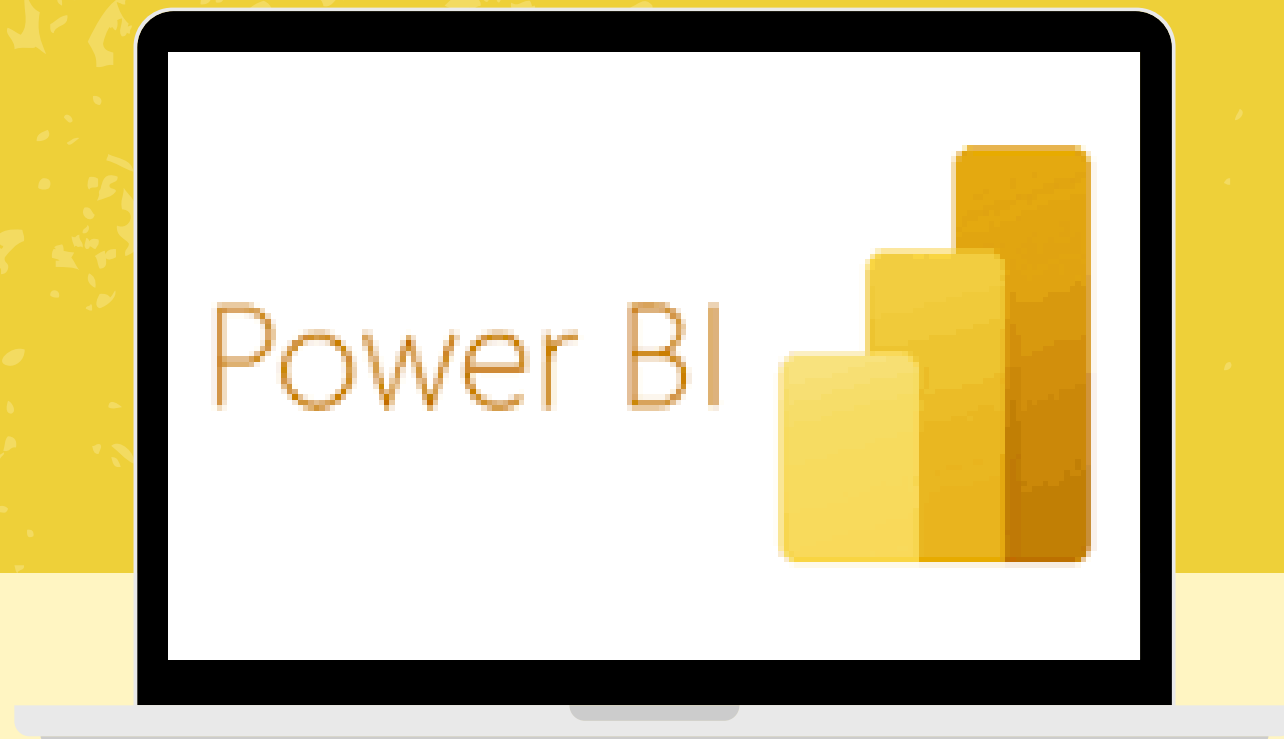


# BLINKIT ANALYSIS AND POWER BI DASHBOARD

**The project focuses on conducting a comprehensive analysis of Blinkit's sales performance, customer satisfaction, and inventory distribution. Using Power BI, the goal is to identify key insights and opportunities for business optimization through interactive dashboards and KPIs.**



**BY - KARTIK GAHLOT**

# BUSINESS REQUIREMENTS

## KEY KPI'S REQUIREMENT

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.

## GRANULAR REQUIREMENTS

### 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.

### 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 KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.

### 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 KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.

### 4. Total Sales by Outlet Establishment:

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

# BUSINESS REQUIREMENTS

## CHARTS REQUIRED

### 5. Percentage of Sales by Outlet Size:

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

### 6. Sales by Outlet Location:

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

### 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.



# DETAILED INSIGHTS

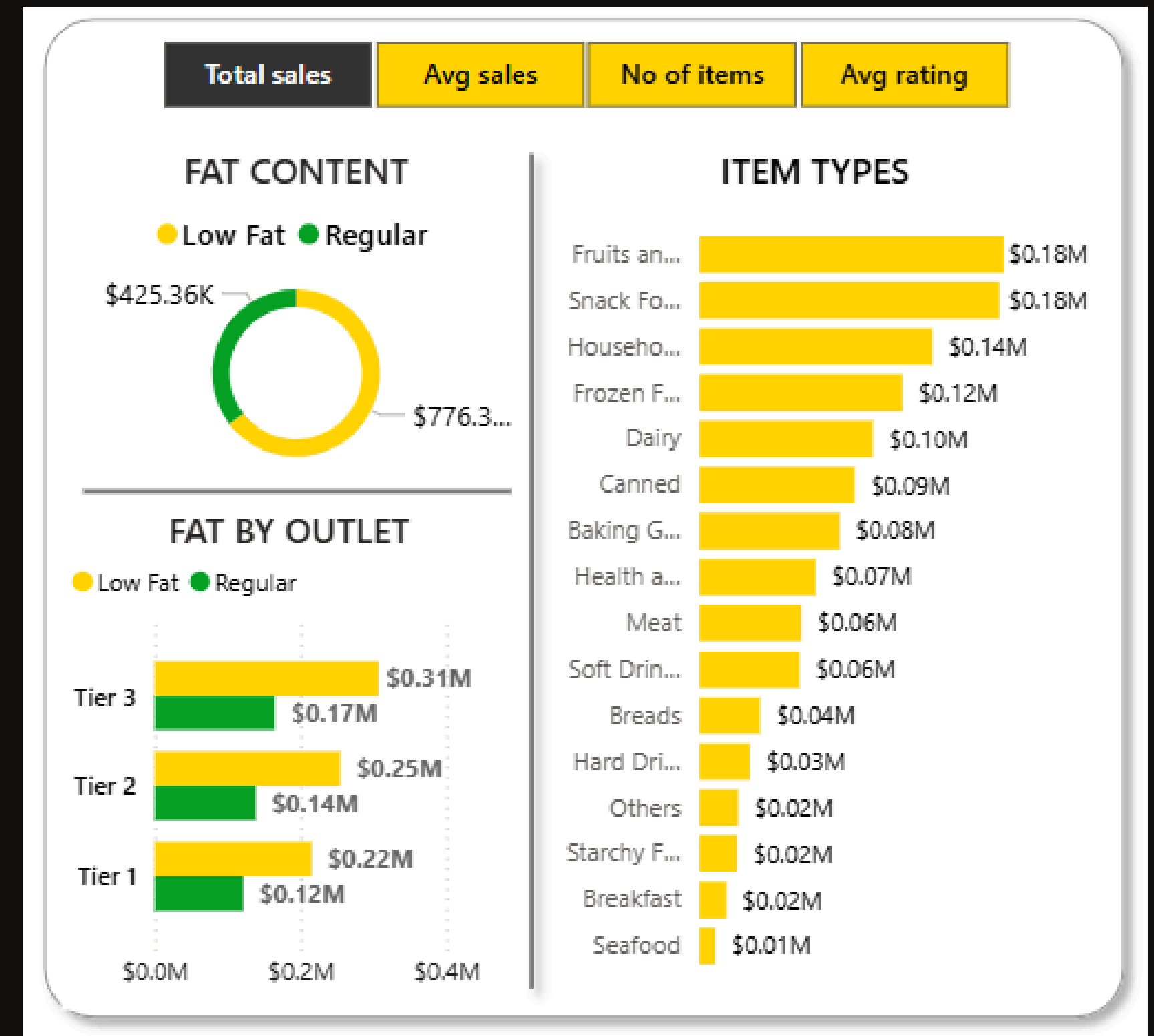
**Sales by Fat Content –**  
Measured how low-fat, regular, and other categories impact overall sales and customer ratings.

**Sales by Item Type –**  
Identified top-performing and underperforming product categories.

**Sales by Outlet & Establishment Age –**  
Compared sales across different outlet types and years of establishment.

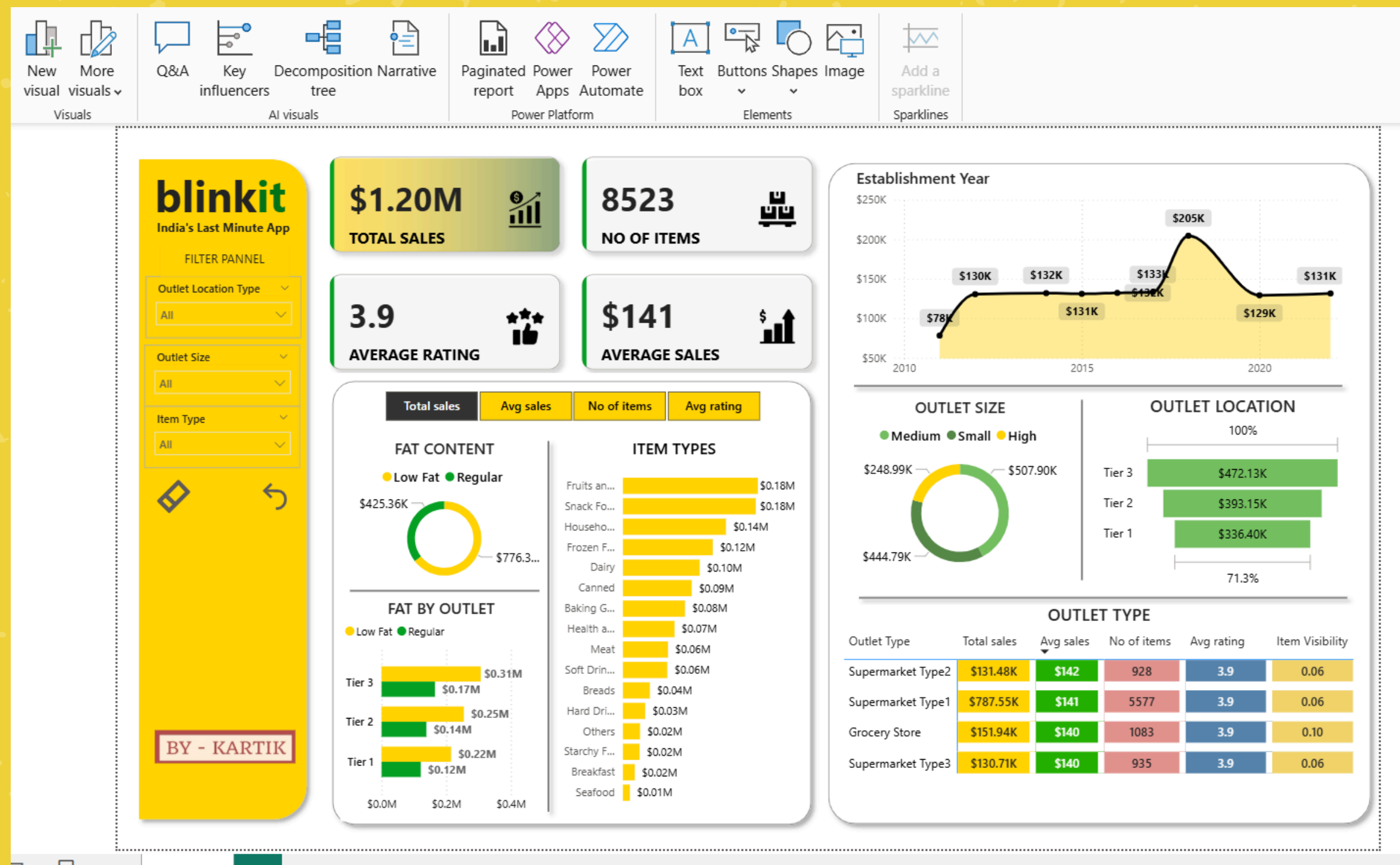
**Sales Distribution by Outlet Size & Location –**  
Analyzed how store size and geographical placement influence revenue.

**All Metrics by Outlet Type –**  
Comprehensive breakdown of KPIs across all outlet formats.



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# FINAL POWER BI- DASHBOARD



screenshot from power bi

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