

# Blinkit Analysis

## 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 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

#### 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 KPIs (Average Sales, Number of Items, Average Rating) vary with item type.
- **Chart Type:** Bar Chart.

### **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.
- **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.

### **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.