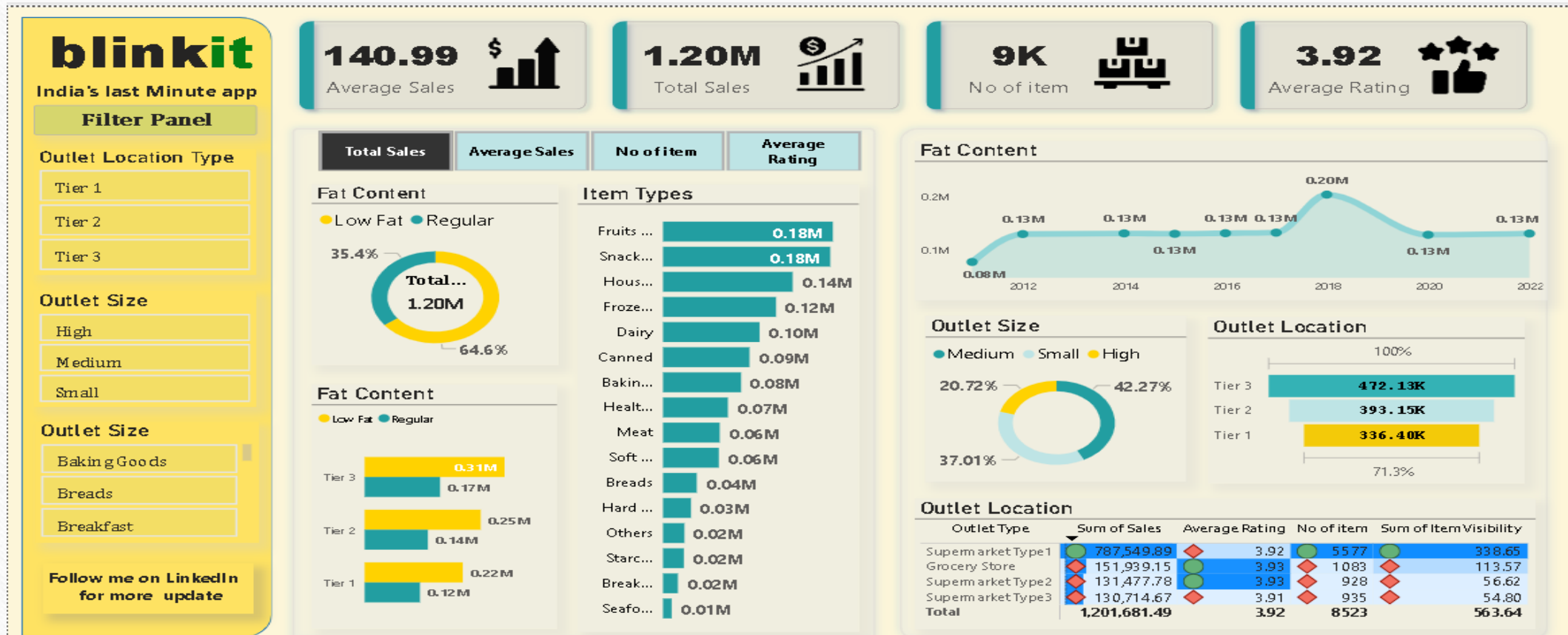# Blinkit's Dashboard Analysis

Tool used: Power bi

Steps in process

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

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 Requirement

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 fat content. Chart Type: Bar Chart.

Chart's Requirement

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..

Chart's Requirement

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.

KPIs

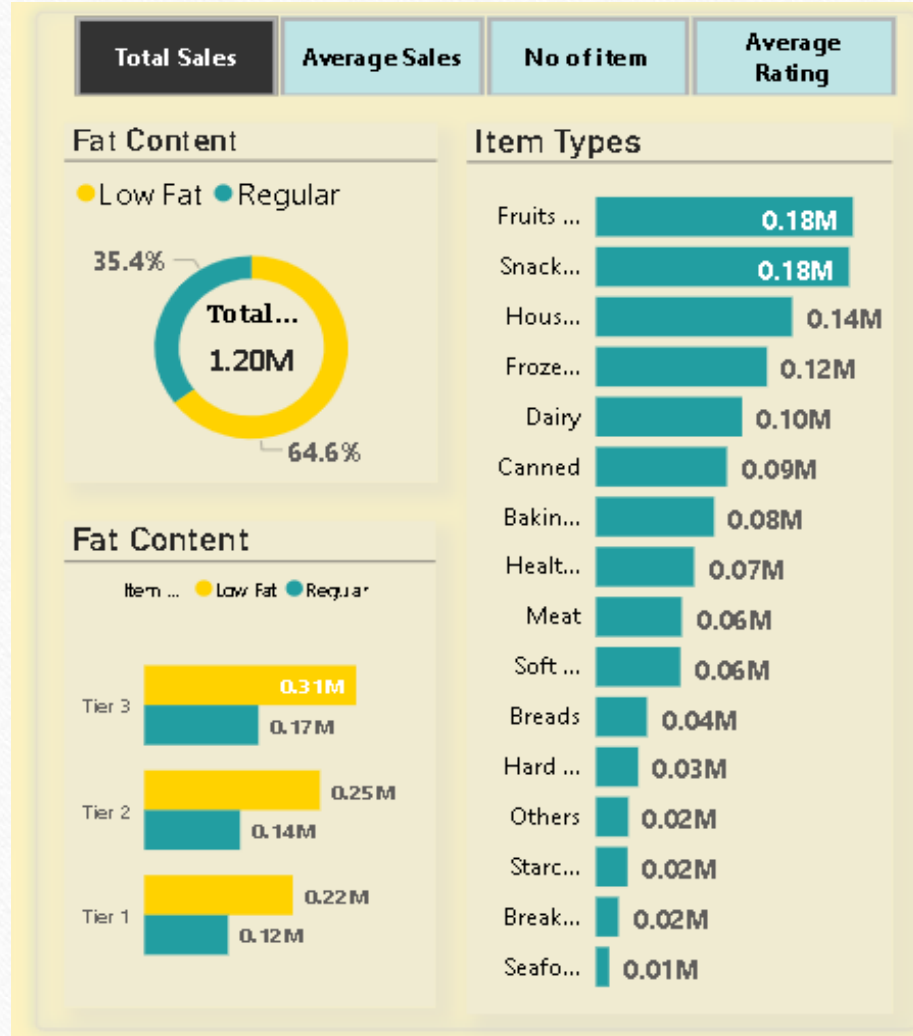| 140.99 $	1.20M	9K	3.92
Average Sales	Total Sales	No of item	Average Rating

KPI's Requirements

1. 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.

Matrices and Charts

Total Sales	Average Sales	No of item	Average Rating

Fat Content

● Low Fat ● Regular

35.4%

Total...
1.20M

64.6%

Fat Content

Item ... ● Low Fat ● Regular

Tier	Low Fat	Regular
Tier 3	0.31M	0.17M
Tier 2	0.25M	0.14M
Tier 1	0.22M	0.12M

Item Types

Fruits ...	0.18M
Snack...	0.18M
Hous...	0.14M
Froze...	0.12M
Dairy	0.10M
Canned	0.09M
Bakin...	0.08M
Healt...	0.07M
Meat	0.06M
Soft ...	0.06M
Breads	0.04M
Hard ...	0.03M
Others	0.02M
Starc...	0.02M
Break...	0.02M
Seafo...	0.01M

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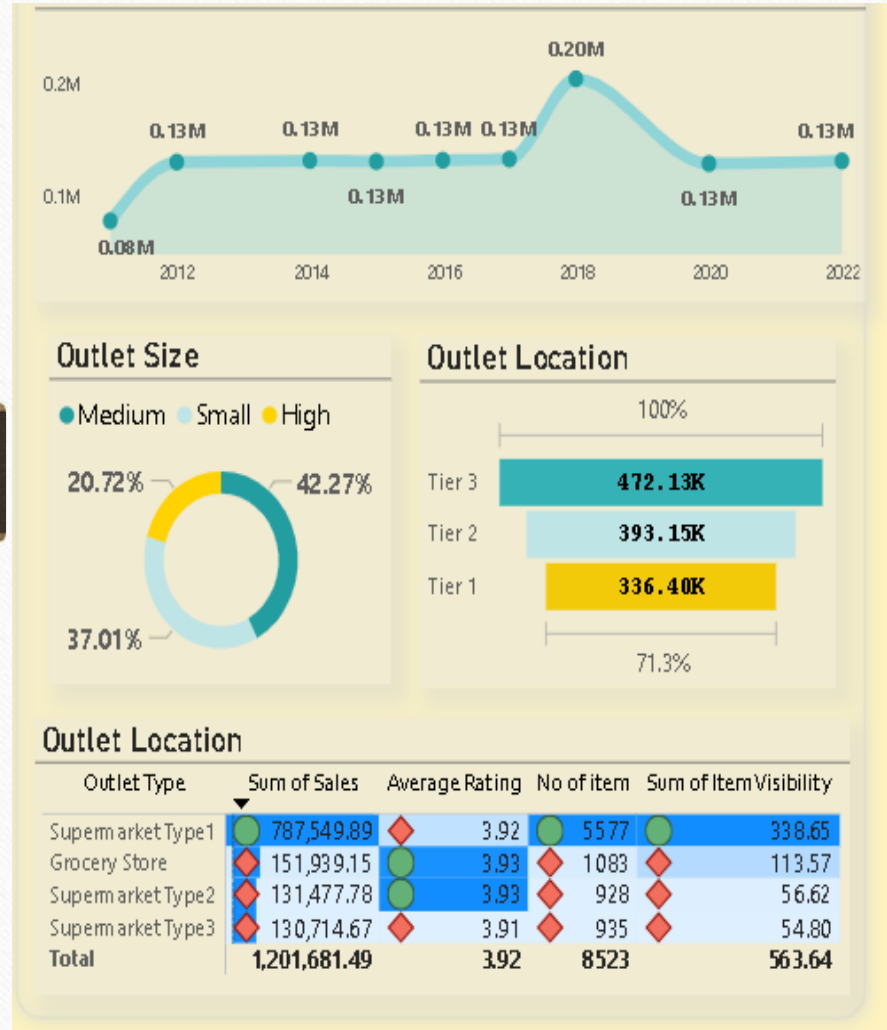
3. Fat Content by Outlet for Total Sales:

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.

Matrices and Charts

4. Total Sales by Outlet Establishment:

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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.

Complete Dashboard

blinkit
India's last Minute app

Filter Panel

Outlet Location Type
- Tier 1
- Tier 2
- Tier 3

Outlet Size
- High
- Medium
- Small

Outlet Size
- Baking Goods
- Breads
- Breakfast

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140.99	1.20M	9K	3.92
Average Sales	Total Sales	No of item	Average Rating

Total Sales	Average Sales	No of item	Average Rating

Fat Content
- Low Fat
- Regular

35.4%
Total... 1.20M
64.6%

Item Types
Fruits ...	0.18M
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Dairy	0.10M
Canned	0.09M
Bakin...	0.08M
Healt...	0.07M
Meat	0.06M
Soft ...	0.06M
Breads	0.04M
Hard ...	0.03M
Others	0.02M
Starc...	0.02M
Break...	0.02M
Seafo...	0.01M

Fat Content
- Low Fat
- Regular

Tier 3: 0.31M / 0.17M
Tier 2: 0.25M / 0.14M
Tier 1: 0.22M / 0.12M

Fat Content
- 2012: 0.08M
- 0.13M
- 2014: 0.13M
- 0.13M
- 2016: 0.13M
- 0.13M
- 2018: 0.20M
- 2020: 0.13M
- 2022: 0.13M
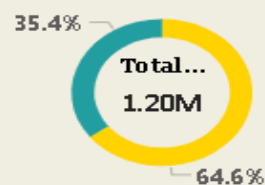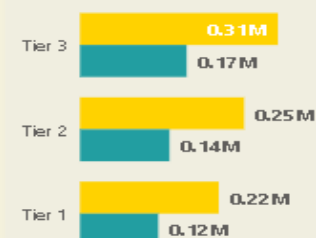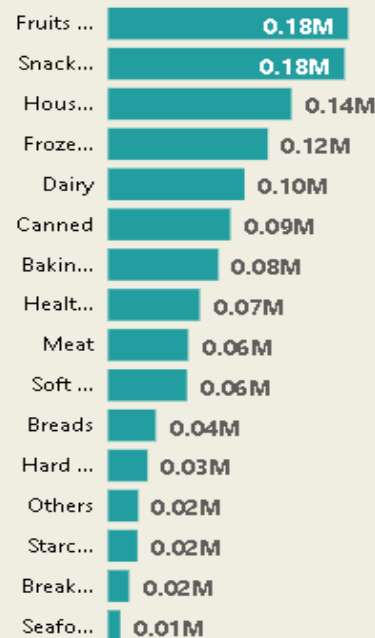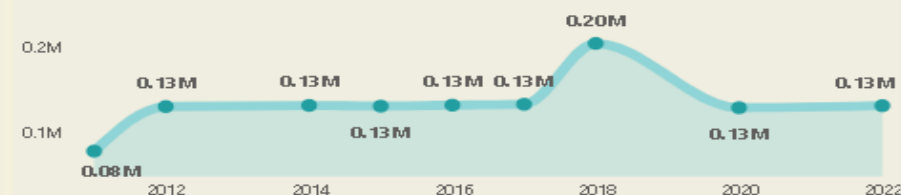
Outlet Size
- Medium
- Small
- High

20.72%   42.27%
37.01%

Outlet Location
100%
Tier 3	472.13K
Tier 2	393.15K
Tier 1	336.40K
71.3%
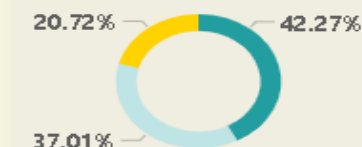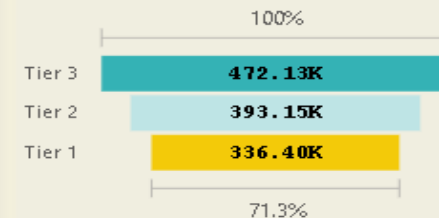
Outlet Location
Outlet Type	Sum of Sales	Average Rating	No of item	Sum of Item Visibility
Supermarket Type1	787,549.89	3.92	5577	338.65
Grocery Store	151,939.15	3.93	1083	113.57
Supermarket Type2	131,477.78	3.93	928	56.62
Supermarket Type3	130,714.67	3.91	935	54.80
Total	1,201,681.49	3.92	8523	563.64