

# BLINKIT SALES ANALYSIS

## Business Requirement



To conduct a comprehensive analysis of Blinkit's sales performance, customers, satisfaction, and inventory distribution to identify key insights and opportunities for optimization using various KPIs and visualization in Excel.

### 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 term 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

#### 3. Fat content by outlet for total sales:

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

**Additional KPI Metrics:** Access 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 established influences total sales.

**Chart Types:** Area Chart

5. Sales by outlet size:

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

**Chart Types:** Donut/Pie Chart

6. Sales by outlet location:

**Objective:** Access 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