



BlinkIT Grocery Sales Analysis

by Ng Hoi Yee



Project Objective

- The primary goal of this Power BI project is to conduct a comprehensive analysis of BlinkIT Grocery sales performance, customer satisfaction, and inventory distribution to identify key insights and opportunities for optimization using various KPIs and visualizations in Power BI.

BlinkIT Grocery Data

Item Fat Content ▾	Item Identifier ▾	Item Type ▾	Outlet Establishment Year ▾	Outlet Identifier ▾	Outlet Location Type ▾	Outlet Size	Outlet Type ▾	Item Visibility ▾	Item Weight ▾	Sales ▾	Rating ▾
Regular	FDY49	Canned	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.011953902		164.5184	4
Low Fat	NCJ54	Household	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.059776237		231.7642	4
Low Fat	FDP11	Breads	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.068765925		216.9166	4
Low Fat	FDR23	Breads	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.08139146		177.837	4
Low Fat	FDB27	Dairy	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.055121892		196.7768	4
Low Fat	FDK51	Dairy	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.005209791		265.2884	4
Low Fat	FDK28	Frozen Foods	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.065272284		256.1646	4
Low Fat	FDK52	Frozen Foods	2018	OUT027	Tier 3	Medium	Supermarket Type3	0		225.3062	4
Low Fat	FDU52	Frozen Foods	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.063462048		157.563	4
Low Fat	NCK05	Health and Hygiene	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.077079177		61.5536	4
Low Fat	NCA06	Household	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.142589751		35.919	4
Low Fat	NCE06	Household	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.091042211		162.6894	4
Low Fat	NCG07	Household	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.052247806		190.853	4
Low Fat	NCH54	Household	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.072317217		160.792	4
Low Fat	NCT18	Household	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.05911748		181.5976	4
Low Fat	NCZ06	Household	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.09370568		253.8698	4
Low Fat	NCL07	Others	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.0311868		39.548	4
Regular	FDF24	Baking Goods	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.02524761		81.9934	4
Regular	FDF26	Canned	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.046408928		153.2998	4
Regular	FDR40	Frozen Foods	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.00799548		78.5618	4
Regular	FDM46	Frozen Foods	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.000000000		0.0000	4

KPI requirement

- **Total sales:** The overall revenue generated from all items sold.
- **Average sales:** The average revenue per sale.
- **Number of items:** The total count of different items sold.
- **Average rating:** The average customer rating for items sold.

Chart Objective

Donut chart

1. Total sales by fat content:

- Analyze the impact of fat content on total sales.

Bar chart

2. Total sales by item type:

- Identify the performance of different item type in terms of total sales.

Chart Objective

Stacked column chart

3. Fat content by outlet for total sales:

- Compare total sales across different outlets segmented by fat content.

Line chart

4. Total sales by outlet establishment:

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

Chart Objective

Donut/ Pie chart

5. Total sales by outlet size:

- Analyze the correlation between outlet size and total sales.

6. Total sales by outlet location:

- Assess the geographic distribution of sales across different locations.

Chart Objective

Matrix card

7. All metrics by outlet type:

- Provide a comprehensive view of all key metrics (Total sales, average sales, number of items, average rating) broken down by different outlet types.

Filter panel

Outlet Location Type

All

Outlet Size

All

Item Type

All

507...

total sales

140

avg sales

4K

no of items

3.93

avg rating

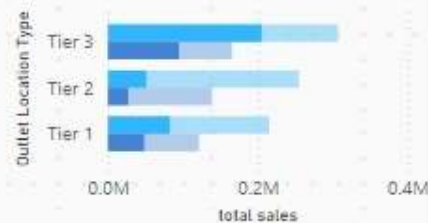
Fat Content

Item F... Low Fat Regular



Fat by Outlet

Item Fat... Low Fat Regular



Item Type

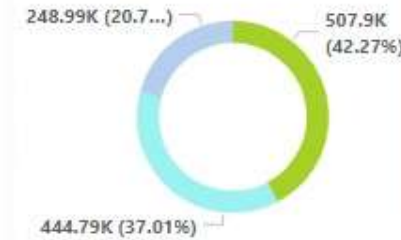


Outlet Establishment

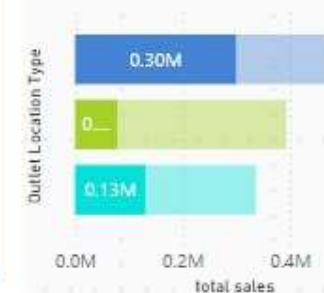


Outlet Size

Outlet ... Medium Small High



Outlet Location



Outlet Type

Outlet Type	total sales	no of items	avg sales	avg rating	Item Visibility
Grocery Store	37,178.11	265	140	3.95	0.10
Supermarket Type1	208,525.17	1503	139	3.93	0.06
Supermarket Type2	131,477.78	928	142	3.93	0.06
Supermarket Type3	130,714.67	935	140	3.91	0.06



thank you