

# blinkit

India's Last Minute App



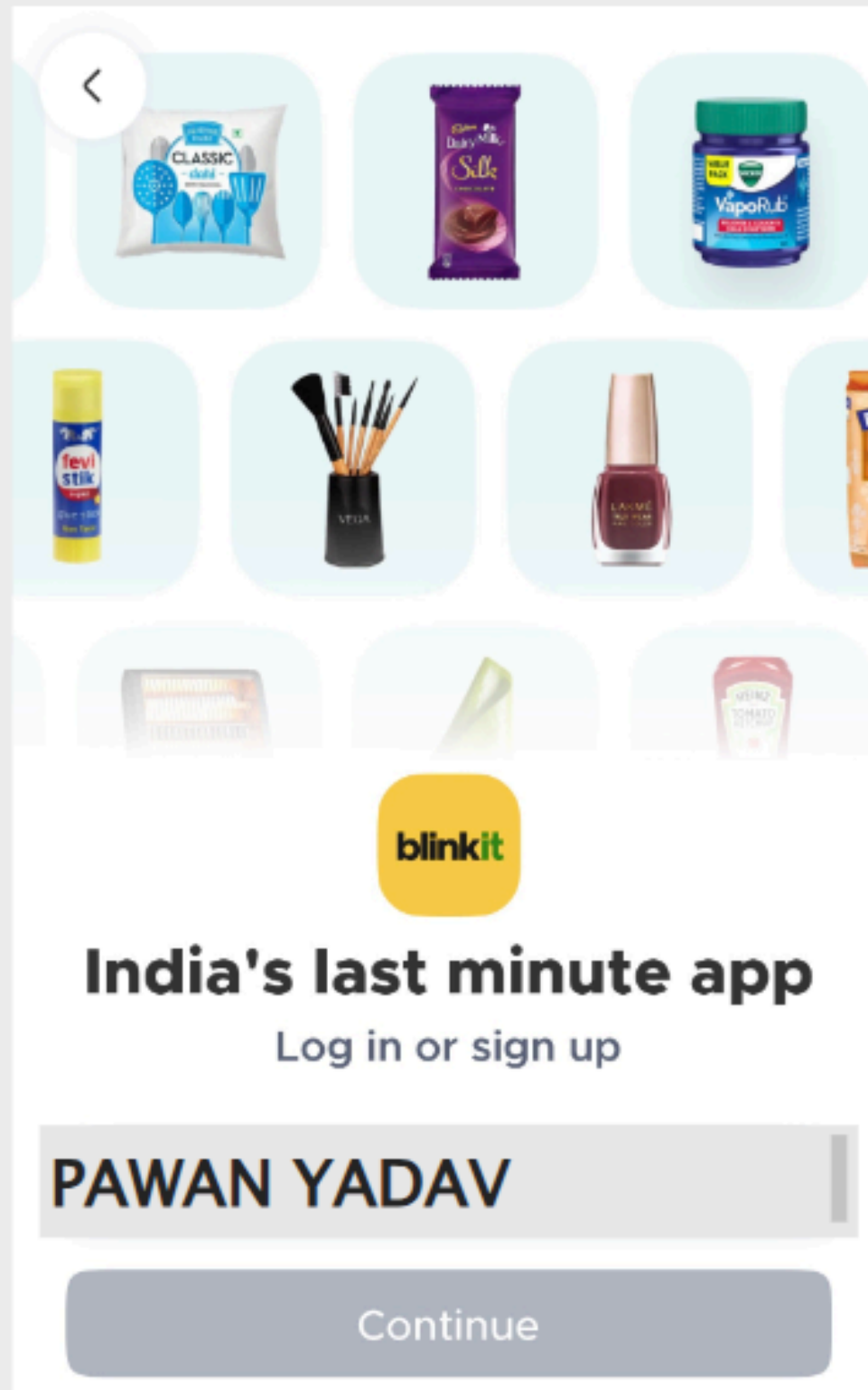
## UNLEASHING THE POWER OF DATA: INSIGHTS THAT INFORM AND INSPIRE



[pawan-yadav-data](#)

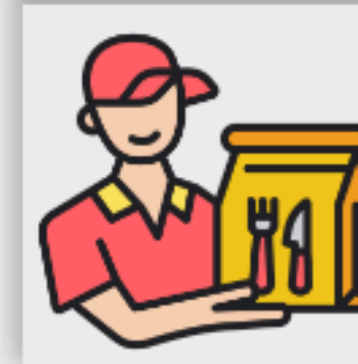
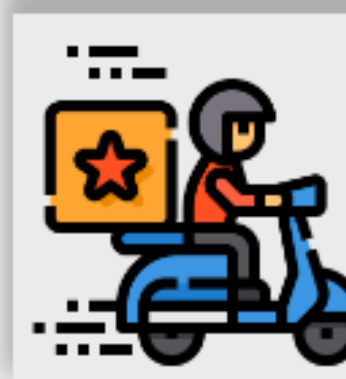
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ANALYTICS →



# 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.

# BUSINESS REQUIREMENT

## 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 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:** 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.

**\$1.20M**  
TOTAL SALES



**\$141**  
AVG SALES



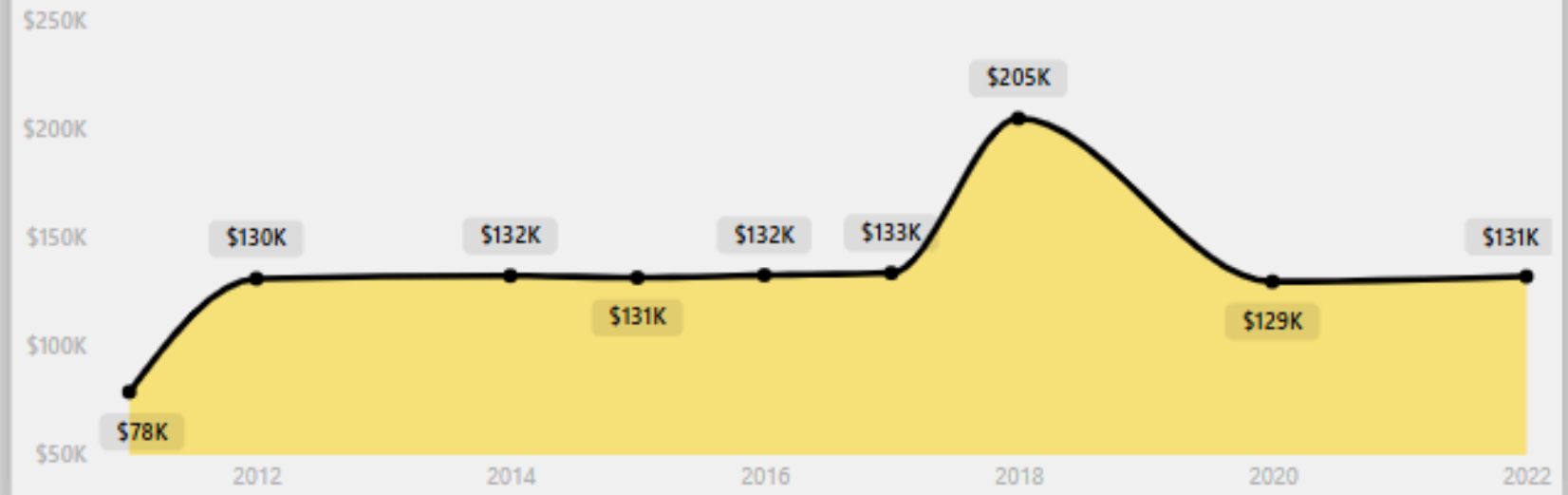
**8523**  
NO OF ITEMS



**3.9**  
AVG RATING



#### OUTLET ESTABLISHMENT



Total Sales

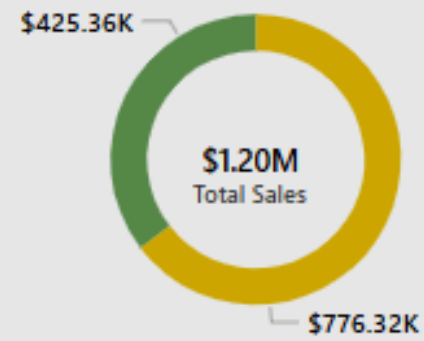
Avg Sales

No of Items

Avg Rating

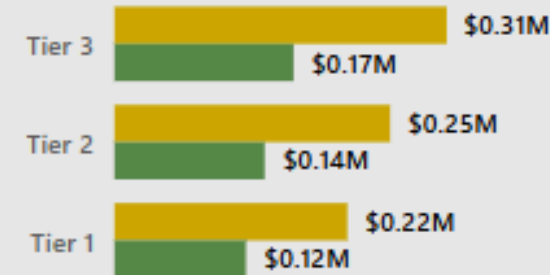
#### FAT CONTENT

Low Fat Regular



#### FAT FOR OUTLET

Low Fat Regular

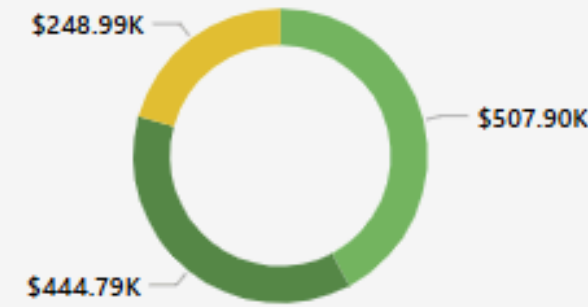


#### ITEM TYPE

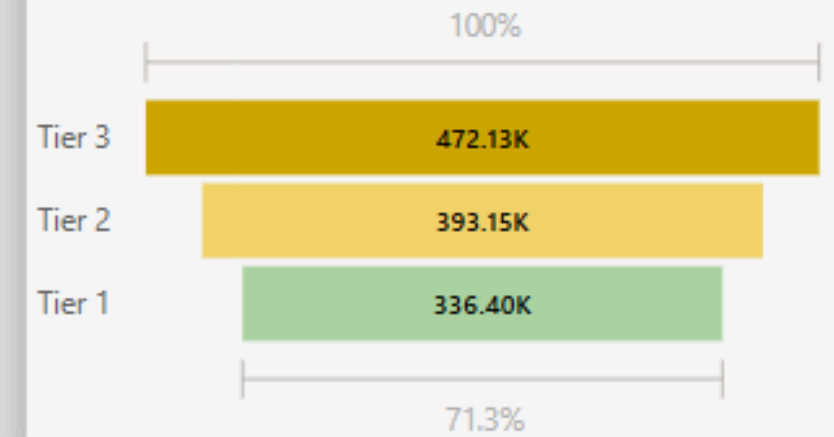


#### OUTLET SIZE

Medium Small Large



#### OUTLET LOCATION



#### OUTLET TYPE

Outlet Type	Total Sales	No of Items	Avg Sales	Avg Rating	Item Visibility
Grocery Store	\$151.94K	1083	\$140	4	0.10
Supermarket Type1	\$787.55K	5577	\$141	4	0.06
Supermarket Type2	\$131.48K	928	\$142	4	0.06
Supermarket Type3	\$130.71K	935	\$140	4	0.06



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FILTER PANEL

Outlet Location Type

All

Outlet Size

All

Item Type

All





# Live Dashboard Link

[Click here to Access Live Dashboard](#)





# Project Walkthrough Video

[Click here to Access Project overview video](#)