

Blinkit Analysis

Project Objective

To conduct a comprehensive analysis of Blinkit's sales performance, customer satisfaction, and inventory distribution to identify key insights and opportunities for optimization. The analysis will leverage various KPIs and visualizations in Power BI to provide a detailed understanding of factors impacting sales and customer satisfaction.

Business Requirements

1. **Sales Performance Analysis:** Evaluate overall revenue, average revenue per sale, and performance of different item types and outlets.
2. **Customer Satisfaction Analysis:** Assess average customer ratings for items sold.
3. **Inventory Distribution Analysis:** Analyze the impact of fat content on sales and how inventory distribution affects total sales across different outlets.

KPI Requirements

1. **Total Sales:** Overall revenue generated from all items sold.
2. **Average Sales:** Average revenue per sale.
3. **Number of Items:** Total count of different items sold.
4. **Average Rating:** Average customer rating for items sold.

Visualization and Chart Requirements

1. **Total Sales by Fat Content**
 - **Objective:** Analyze the impact of fat content on total sales.
 - **Additional KPI Metrics:** Assess how average sales, number of items, and average rating vary with fat content.
 - **Chart Type:** Doughnut Chart
2. **Total Sales by Item Type**
 - **Objective:** Identify the performance of different item types in terms of total sales.
 - **Chart Type:** Bar Chart or Column Chart
3. **Fat Content by Outlet for Total Sales**
 - **Objective:** Compare total sales across different outlets segmented by fat content.
 - **Chart Type:** Stacked Column Chart or Clustered 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 or Area Chart
5. **Sales by Outlet Size**
 - **Objective:** Analyze the correlation between outlet size and total sales.
 - **Chart Type:** Doughnut Chart
6. **Sales by Outlet Location**
 - **Objective:** Assess the geographic distribution of sales across different locations.

- **Chart Type:** Funnel chart
- 7. **All Metrics by Outlet Type**
 - **Objective:** Provide a comprehensive view of all key metrics (total sales, average sales, number of items, average rating) by outlet type.
 - **Chart Type:** Multi-row Card or Matrix Visualization

Deliverables

1. **Power BI Dashboard:** An interactive Power BI dashboard featuring the required charts and KPIs.
2. **Detailed Report:** A comprehensive report summarizing the findings, insights, and recommendations for optimization based on the analysis.
3. **Presentation:** A slide deck presenting key insights and actionable recommendations for stakeholders.

Dashboard link: [Blinkit analysis - Power BI](#)