Blinkit Data Analysis Project

**About this project :**

**Introduction:**

About Company :

Blinkit Commerce Private Limited, d/b/a Blinkit and formerly Grofers, is an Indian quick-commerce service

**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 Requirements**

**1.Total Sales : The overall revenue generated from all items sold**

**2.Average Sales : The average revenue per sale**

**3. Number of Ites : The toaral count of different items sold**

**4.Average Rating : The average customer rating for items sold.**

**Charts Requirement :**

**1.Total sales by Fat Content**

**2.Total Sales by Item Type**

**3.Fat Content by Outlet for Total Sales**

**4.Total Sales by Outlet Establishment**

**Tools/Skills Used:**

* **DAX**
* **Power Query**
* **ETL**
* **Measures**
* **Custom Visuals**
* **Slicers**
* **Data Modelling**
* **Data Transformation**
* **Data Cleaning**
* **Power BI Desktop**
* **Conditional Formatting**
* **Dashboard**

**Insights:**

* **The blinkit had generated totally $ 1.20 Million with a Average Rating of 3.9**
* **The Low Fat content dish contributes about 64.6% in total sales**
* **The Top Five item type by Sales :**

1. **Fruits and Vegetables**
2. **Snacks foods**
3. **Households**
4. **Frozen foods**
5. **Dairy**

* **Tier 3 location contributes more followed by Tier 2 and Tier1**
* **Low fat content dish is more popular having more sales in all tier cities**
* **Medium outlet size contribution has 47.6% in total sales small Small size outlets contributes has 37.1 % finally high size outlet has contributed last of 20.3 % of total sales.**
* **Average Rating is 3.9 for all the size of outlets Expect Grocery in small outlet size has the highest average of 4.0 Rating.**

**Link**

**Power BI web link:**

[**https://app.powerbi.com/view?r=eyJrIjoiZTM5ODE5N2UtZDg3ZC00M2E1LWIxODQtM2U5NWFmMDg5NDFkIiwidCI6IjJhYjFmNTRlLTk2YWEtNDNiMS04OWIyLTZhNmRmOWE0YzlhYSJ9**](https://app.powerbi.com/view?r=eyJrIjoiZTM5ODE5N2UtZDg3ZC00M2E1LWIxODQtM2U5NWFmMDg5NDFkIiwidCI6IjJhYjFmNTRlLTk2YWEtNDNiMS04OWIyLTZhNmRmOWE0YzlhYSJ9)