# blinkit Analysis

## 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 KPI's and visualization in  excel.

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# KPI'S REQUIREMENT

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

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

03. **Number of items** : The total count of differnet items sold.

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

## 1. Total Sales by Fat Content

• Objective: Analyze the impact of fat content on total sales.
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• Additional KPI Metrics: Assess how other KPis (Average Sales, Number of items, Average Rating) vary with fat cantent.
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• Chart Type: Donut Chart

## 2. Total Sales by tem Type

• Objective: identify the performance of different item types in terms of total sales.
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• Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of items, Average Rating) vary with fat content
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• Chart Type: Bar Chart.
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## 3. Fat Content by Outlet for Total Sales

• Objective: Compare total sales across different outlets segmented by fat content.
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• Additional KPI Metrics: Assess how other KPIs [Average Sales, Number of Items, Average Rating) vary with fat content.
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• Chart Type: Stacked Column Chart.
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## 4. Total Sales by Outlet Establishment

• Objective: Evaluate how the age or type of outlet establishment influences total sales.
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• Chart Type: Line Chart.

# CHARTS REQUIREMENTS

**5. Boles by Outlet Size**

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

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• Chart Type: Donut/Pie Chart

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**6. Sales bry Outlet Location:**

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• Objective: Assess the geographic distribution of sales across different locations.

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• Chart Type: Funnel Map.

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**7. All Metrics by Outlet Type:**

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• Objective: Provide a comprehensive view of all key metrics (Total Sales, Average Sales, Number of items, Average Rating)

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• broken down by different outlet types.

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• Chart Type: Matrix Card.



blinkit

India's Last Minute App