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 KPIs and visualization in power BI.

KPI's Requirements

Total : 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'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 items 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: Bart 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: Analyse 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 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) broken down by different outlet types.
Chart type: Matrix chart.