**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 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 Items**: The total count of different items sold.
4. **Average Rating**: The average customer rating for items sold.

This structured approach ensures that critical business insights are derived from the dataset, helping Blinkit optimize its **sales strategy, customer experience, and inventory management**. Let me know if you need further refinements!

**Chart Requirements**

1. **Total Sales by Fat Content**
   * **Objective:** Analyze the impact of fat content on total sales.
   * **Additional KPI Metrics:** Evaluate 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 fluctuate 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:** Examine patterns in Average Sales, Number of Items, and Customer Ratings.
   * **Chart Type:** **Stacked Column Chart**
4. **Total Sales by Outlet Establishment**
   * **Objective:** Evaluate the influence of outlet establishment year on 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**

1. **Sales by Outlet Location**

* **Objective: Assess the geographic distribution of sales across different locations.**
* **Chart Type: Funnel Map**

1. **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**