**BLINKIT ANALYSIS**

**BUSINESS REQUIREMENTS**

**KPI’S REQUIREMENTS:**

Total sales: 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 REQUIREMENTS:**

1. **Total sales by fat content:**

Objective: Analyze the impact of fat content on total sales.

Additional KPI Metrics: Assess how other KPI’S (Average sales, number of items, Average Rating) vary with fat content.

Chart type: Donut chart

1. **Total sales by item type:**

Objective: Identify the performance of different item in terms of total sales.

Additional KPI Metrics: Assess how other KPI’S (Average sales, Number of items, Average Rating) vary with fat content.

Chart type: Bar chart.

1. **Fat content by outlet for 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

1. **Total sales by outlet establishment:**

Objective: Evaluate how the age or type of outlet establishment influences total sales.

Chart type: Line chart

1. **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