

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's 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.

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 item 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: Bar 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.