* Business Requirement

To conduct a comprehensive analysis blinkit's sales performance, customer satisfaction, and inventory distribution to identify key insight and opportunities and optimization using various KPIs and visualizations in Power BI.

KPI's Requirements:

1. Total sales: The overall revenue generated from all the item 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 fact 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, 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, 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: Analyze the correlation between outlet size and total sales.

Chart Type: Donut/Pie Chart

6. Sales by outlet Location:

Objective: Assess the geographic distribution Sales across different location.

Chart Type: Funnel Chart.

7. All Metric by outlet Type:

Objective: Provide a comprehensive view of all key metric (Total sales, Average sales, Number of Items, Average Ratting) broken down by different outlet types.

Chart Type: Matrix Card.