**Blinkit Analysis**

**STEPS IN PROJECT**

* Requirement Gathering/Understanding Business Requirements
* Data Walkthrough
* Data Connection
* Data Cleaning/Quality Check
* Data Modelling
* Data Processing
* DAX Calculations
* Dashboard Layout Designing
* Charts Development and Formatting
* Dashboard/Report Development
* Insights generation

**BUSINESS REQUIREMENTS**

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**

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 fa content.

**Chart Type:** Donut Chart.

1. 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 fa content.

**Chart Type:** Bar Chart.

1. 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 fa content.

**Chart Type:** Stacked Column Chart.

1. Total Sales by Outlet Establishment:

**Objective:** Evaluate how the age or type of outlet establishment influence 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.

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 by different outlet types).

**Chart Type:** Matrix Card.