

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.

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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.

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- 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 of sales across different locations.
Chart Type: Funnel Map.
- 7. 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.