**BLINKIT DASHBOARD**

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 the items sold
2. Average Sales : The average revenue generated from items sold
3. Number of Items : The total count of different items sold
4. Average Rating : The average customer ratings for item sold

Chart’s Requirements :

1. Total Sales by Fat Content
2. Total Sales by Item Type
3. Fat Content by Outlet for Total Sales
4. Total Sales by Outlet Establishment
5. Sales by Outlet Size
6. Sales by Outlet Location
7. All metrics by Outlet

About Data :

1. Item Fat Content : Low Fat or Regular (Data Anomalies Found)
2. Item Identifier : Item Code for each Item (Not useful)
3. Item Type : Type of Item Sold (contains multiple types)
4. Outlet Establishment Year : Year in which outlet is established. (2012-2022)
5. Outlet Identifier : Outlet code for each outlet (Not useful)
6. Outlet Location Type : Type of city outlet is present (Tier-1, Tier-2, Tier-3)
7. Outlet Size : Size of outlet (small, large, medium)
8. Outlet Type : Type of outlet (grocery store, super-market-1, 2, 3)
9. Item Visibility : Visibility Metric of Item (between 0 and 1)
10. Item Weight : Weight of Item (Data Missing Found)
11. Sales : Sales of the item
12. Rating : Rating of the item sold (between 1 and 5)