**Blink It Analysis -** Online Supermarket

**Business Requirements:**

To conduct comprehensive analysis off Blinkit’s sales performance, and inventory distribution to identify key insights and Opportunities for optimization using KPI’s and visualisation in power BI

**KPI 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

**Granular requirements:**

1. **Total sales by fat content:**
   1. Objective: analyse the impact of fat content on total sales
   2. Additional KPI metrics: access how other KPI’s (average sales, number of items, average rating) vary with fat content.
2. **Total sales by item type:**
   1. Objective: identify the performance of different item types in terms of total sales
   2. Additional KPI metrics: Asses how other KPI's average sales, number of items, have average rating vary with fat content.
3. **Fat content by outlet for total sales:**
   1. Objective: Compare total sales across different outlets segmented by fat content
   2. Additional KPI metrics: Asses how other KPI's average sales, number of items, have average rating vary with fat content.
4. **Total sales by outlet establishment:**
   1. Objective: evaluate how the age or type of outlet establishment influences total sales
5. **Percentage of sales by outlet size**
   1. Objective: analyse the correlation between outlet size and total sales
6. **Sales by outlet location:**
   1. Objective: Asses the geographic distribution of sales across different locations
7. **all metrics by outlet type:**
   1. Objective: Provide a comprehensive view of all key metrics (total sales, average sales, number of items, average rating) broken down by different outlet types.