**BlinkIt Grocery Dataset** we need to conduct a comprehensive analysis of sales performance, customer satisfactions, inventory distribution to identify Key insights using KPIs and Power BI dashboard.

**Item Fat Content:** Categorization of the fat content of the grocery items (e.g., Low Fat, Regular).

Item **Identifier**: Unique identifier for each grocery item in the dataset.

**Item Type:** Category or type of the grocery item (e.g., Dairy, Frozen Foods, Snacks).

**Outlet Establishment Year**: Year when the outlet (store) was established.

**Outlet Identifier:** Unique identifier for each outlet (store) in the dataset.

**Outlet Location Type:** Type of location where the outlet is situated (e.g., Urban, Rural).

**Outlet Size:** Size of the outlet (e.g., Small, Medium, High).

**Outlet Type:** Type of outlet (e.g., Grocery Store, Supermarket).

**Item Visibility:** Percentage of total display area of the item in the store.

**Item Weight**: Weight of the item.

**Sales:** Sales of the item in the given time period.

**Rating:** Customer rating or feedback score for the item or the outlet.

**Projects Steps:**

* Figure Out the Business Requirements.
* Data Walkthrough.
* Data Connection.
* Data Cleaning.
* Data Modelling.
* Data Processing.
* DAX Calculation.
* Dashboard Layout.
* Charts Development and Formatting.
* Report Development.
* Insights Generations.

**KPIs Requirements**: Total Sales, Average Sales, Number of Items, Average Ratings.

**Charts Requirements**

* Total Sales by Fat Content.
* Total Sales by Item Type.
* Fat Content by Outlet for Total Sales.
* Total Sales by Outlet Establishments.
* Total Sales by Outlet Size.
* Total Sales by Outlet Location
* All metrics by Outlet Type