**Blinkit Analysis**

**Project**

**BUSINESS REQUIREMENT**

To perform a thorough analysis of Blinkit's sales performance, customer satisfaction, and inventory distribution. The goal is to uncover valuable insights and identify optimization opportunities using various KPIs and visualizations in Power BI.

**KPI Requirements**

1. Total Sales : The cumulative revenue generated from all items sold.
2. Average Sales : The mean revenue per sale.
3. Number of Items : The total count of unique items sold.
4. Average Rating : The mean customer rating for items sold.

**Chart Requirements**

**1. Total Sales by Fat Content**

* Objective : Examine how fat content influences total sales.
* Additional KPI Metrics : Evaluate variations in other KPIs (Average Sales, Number of Items, Average Rating) based on 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 : Analyze how other KPIs (Average Sales, Number of Items, Average Rating) vary across item types.
* Chart Type : Bar Chart.

**3. Fat Content by Outlet for Total Sales**

* Objective : Compare total sales across outlets segmented by fat content.
* Additional KPI Metrics : Assess variations in other KPIs (Average Sales, Number of Items, Average Rating) based on fat content.
* Chart Type : Stacked Column Chart.

**4. Total Sales by Outlet Establishment**

* Objective : Evaluate how the age or type of outlet establishment impacts total sales.
* Chart Type : Line Chart.

**5. Sales by Outlet Size**

* Objective : Analyze the relationship 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.