**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.

**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 conten
* 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 conter
* 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

**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.