***Blinkit Analysis***

**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 content.
   * 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 content.
   * 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.