Blinkit

**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.

1. **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.

1. **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.

1. **Total Sales by Outlet Establishment:**

**Objective:** Evaluate how the age or type of outlet establishment influences total sales.

**Chart Type:** Line Chart.

1. **Sales by Outlet Size:**

**Objective:** Analyze the correlation between outlet size and total sales.

**Chart Type:** Donut/ Pie Chart.

1. **Sales by Outlet Location:**

**Objective:** Assess the geographic distribution of sales across different locations.

**Chart Type:** Funnel Map.

1. **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**.**