**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**

* **Total Sales:** The overall revenue generated from all items sold.
* **Average Sales:** The average revenue per sale.
* **Number of Items:** The total count of different items sold.
* **Average Rating:** The average customer rating for items sold.

**Business Requirement: 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.