**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 KPI’s and visualizations in excel.

**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 KPI’s (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 order sales.

**Additional KPI metrics:** Assess how other KPI’s (Average Sales, Number of Items, Average Rating) vary with fat content.

**Chart Type:** Stacked Column 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 KPI’s (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.