﻿**PROJECT DESCRIPTION**

**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.

DATA TUTORIALS 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: Analyse 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.

**STEPS IN PROJECT:**

* Requirement Gathering/ Business Requirements
* Data Walkthrough
* Data Connection
* Data Cleaning / Quality Check
* Data Modelling
* Data Processing
* DAX Calculations
* Dashboard Lay outing
* Charts Development and Formatting
* Dashboard / Report Development Insights Generation