**Business Requirements**

**Blinkit Supermarket Sales Analysis**

**Business Requirement**

To comprehensively analyze Blinkit's sales performance, customer satisfaction, and inventory distribution. This analysis aims to identify key insights and opportunities for business optimization by leveraging various KPIs and visualizations in Power BI. By evaluating key metrics, we seek to enhance sales strategies, improve customer experience, and optimize product placement within different outlet types.

**KPI Requirements**

Key Performance Indicators (KPIs) are crucial in measuring and understanding sales trends. The following KPIs are essential for evaluating Blinkit’s supermarket sales performance:

1. **Total Sales**: The overall revenue generated from all items sold across different outlets.
2. **Average Sales**: The average revenue per sale, helping to understand profitability at a transactional level.
3. **Number of Items**: The total count of different items sold, providing insight into product diversity and demand.
4. **Average Rating**: The average customer rating for items sold, reflecting customer satisfaction and product performance.

**Granular Requirements**

A deeper dive into specific areas of sales analysis allows us to understand influencing factors in more detail. The following granular requirements focus on different aspects of total sales performance:

1. **Total Sales by Fat Content**  
   *Objective*: Examine the impact of fat content on total sales to understand customer preferences and product demand based on nutritional content.  
   *Additional KPI Metrics*: Evaluate how other KPIs (Average Sales, Number of Items, Average Rating) fluctuate with fat content.
2. **Total Sales by Item Type**  
   *Objective*: Analyze the sales performance of different product categories and determine which item types generate the highest revenue.  
   *Additional KPI Metrics*: Identify variations in Average Sales, Number of Items, and Average Rating across different item types.
3. **Fat Content by Outlet for Total Sales**  
   *Objective*: Compare total sales across different outlets based on the fat content of items sold. This helps identify trends in customer preferences at various locations.  
   *Additional KPI Metrics*: Assess variations in Average Sales, Number of Items, and Average Rating by fat content within different outlets.
4. **Total Sales by Outlet Establishment Year**  
   *Objective*: Evaluate how the age or type of an outlet establishment influences total sales. Older stores might have more loyal customers, while newer outlets may require targeted marketing efforts.
5. **Percentage of Sales by Outlet Size**  
   *Objective*: Analyze the correlation between outlet size and total sales, identifying whether larger stores generate more revenue compared to smaller ones.
6. **Sales by Outlet Location**  
   *Objective*: Assess the geographic distribution of sales across different locations, helping to pinpoint high-performing regions and areas needing improvement.
7. **All Metrics by Outlet Type**  
   *Objective*: Provide a comprehensive breakdown of all key metrics (Total Sales, Average Sales, Number of Items, Average Rating) based on different outlet types. This helps in understanding which store formats contribute the most to revenue and overall customer satisfaction.

By utilizing these business requirements, Blinkit Supermarkets can optimize its sales strategy, enhance customer satisfaction, and drive informed business decisions.