**BUSINESS REQUIREMENT**

To conduct a comprehensive analysis of Swiggy Instamart sales performance, customer satisfaction, and inventory distribution to identify key insights and opportunities for optimization using various KPIs and visualizations in Microsoft 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:**
   1. **Objective:** Analyse the impact of fat content on total sales.
   2. **Additional KPI metrics:** Assess how other KPIs (Average Sales, Number of Items, Average Rating). -
   3. **Chart Type:** Donut Chart
2. **Total Sales by Item Type:** 
   1. **Objective:** Identify the performance of different item types in terms of total sales.
   2. **Additional KPI Metrics:** Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.
   3. **Chart Type:** Bar Chart.
3. **Fat Content by Outlet for Total Sales:**
   1. **Objective:** Compare total sales across different outlets segmented by fat content.
   2. **Additional KPI Metrics:** Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.
   3. **Chart Type:** Stacked Column Chart.
4. **Total Sales by Outlet Establishment:**
   1. **Objective:** Evaluate how the age or type of outlet establishment influences the total sales.
   2. **Chart Type:** Line Chart.
5. **Sales by Outlet Size:**
   1. **Objective:** Analyse the correlation between outlet size and total sales.
   2. **Chart Type:** Donut/ Pie Chart.
6. **Sales by Outlet Location:**
   1. **Objective:** Assess the geographic distribution of sales across different locations.
   2. **Chart Type:** Funnel Map.
7. **All Metrics by Outlet Type:**
   1. **Objective:** Provide a comprehensive view of all key metrics (Total Sales, Average Sales, Number of Items, Average Rating) broken down by different outlet types.
   2. **Chart Type:** Matrix Card.