**Blinkit Analysis**

**Steps in Project:**

* **Requirements Gathering**
* **Data Walkthrough**
* **Data Connection**
* **Data Quality Check/Data Cleaning**
* **Data Modelling**
* **DAX Calculations**
* **Dashboard Lay Outing**
* **Charts Development**
* **Dashboard Development**
* **Insights Generation**

**Business Requirements**

1. **Total Sales : Overall revenue generated from all items sold.**
2. **Average Sales : Average revenue per sale**
3. **Number of Items : Total count of different items sold**
4. **Average Rating : Average customer rating for items sold**

**Charts Requirements**

1. **Total Sales by Fat Content**

**Objective: Analyse impact of fat content on total sales**

**Additional KPIs: (Average sales, No of items, Average rating)**

**Chart Type: Donut Chart**

1. **Total Sales by Item type**

**Objective: Identify total sales per item type**

**Additional KPIs: (Average sales, No of items, Average rating)**

**Chart Type: Bar Chart**

1. **Fat content by outlet for total sales**

**Objective: Compare total sales across different outlets segmented by fat content**

**Chart Type: Stacked Column Chart**

1. **Total Sales by outlet establishment**

**Objective: Evaluate how outlet age influences total sales**

**Chart Type: Line Chart**

1. **Sales by outlet size**

**Objective: Analyse sales by outlet size**

**Chart Type: Donut Chart**

1. **Sales by outlet location**

**Objective: Analyse how outlet location influences sales**

**Chart Type: Funnel Chart**

1. **All metrics by outlet type**

**Objective: Provide comprehensive view of all key metrics (total sales, Average sales, No of Items, Avg Rating, Item Visibility**

**Chart Type: Matrix Card**