 **Project Requirements**

**Business Requirements**

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 KPls and visualizations in Power BI.

**KPI’s Requirements**

* Total Sales: The overall revenue generated from all items sold.
* Average Sales: The average revenue per sale.
* Number of Items: The total count of different items sold.
* Average Rating: The average customer rating for items sold.

**Chart Requirements**

1. **Total Sales by Fat Content:**

Objective: Analyse 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.

1. **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.

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 KPIs (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 type outlet establishment influences total sales.

Chart Type: Line Chart.

1. **Sales by Outlet Size:**

Objective: Analyse the correlation between outlet size and total sales.

Chart Type: Donut

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.