**Blinkit Analysis**

**BUSINESS REQUIREMENTS**

Conduct a comprehensive analysis of Blinkit’s sales performance, customer satisfaction and inventory distribution to find out insights and opportunities for business growth.

KPI’s Requirements

1. Total Sales: Overall revenue generated from sale.
2. Average Sales: Average revenue per sale
3. Number of Items Sold: total count of goods sold
4. Average rating: Average rating per user

**Charts Requirements**

1. Total sales by Outlets

Objective : Analyze impact of fat content on total sales

Chart type : Donut chart

1. Total Sales by Item type

Objective : Identify patterns of Total sales by item type

Chart type : Bar chart

1. Total Sales by Fat Contents

Objective : Compare total sales in different outlets by fat content

Chart type : Stacked Column chart

1. Fat Contents by outlets

Objective : Evaluate Total sales by outlet type

Chart type : Line Chart

1. Sales by Outlet Size

Objective: Find total sales by size of outlet

Chart type: Donut/Pie chart

1. Sales by Outlet Location

Objective: Find total sales by outlet location

Chart type: Funnel

1. All metrics by Outlet Type

Objective: Comprehensive metric table

Chart type: Matrix Card