# Business Requirement

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 KPIs and visualizations in Power BI.

## 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 item sold.
4. Average Rating: The average customer rating for items sold.

## Chart’s Requirements

1. Total Sales by Fat Content:

Objective: Analyze the impact of fat content on the total sales.

Additional KPI Metrics: Assess how other KPIs (Avg. Sales, Number of items, Avg. 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 (Avg. Sales, Number of items, Avg. Rating) vary for different item types.

Chart Type: Bar Chart.

1. Fat Content by Outlet for Total Sales:

Objective: Compare total sales across different outlets by fat content.

Additional KPI Metrics: Assess how other KPIs (Avg. Sales, Number of items, Avg. Rating) vary for different outlets.

Chart Type: Stacked Column Chart.

1. Total Sales by Outlet Establishment:

Objective: Evaluate how the age or type of outlet establishment influences total sale.

Chart Type: Line Chart.

1. Sales by Outlet Size:

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

Chart Type: Donut / Pie Chart.

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.