

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

- 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's Requirements

1. Total Sales by Fat Content:

- Objective:** Analyze 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.

2. 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.

3. 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.

4. Total Sales by Outlet Establishment:

- Objective:** Evaluate how the age or type of outlet establishment influences total sales.
- Chart Type:** Line Chart.

5. Sales by Outlet Size:

- Objective:** Analyze the correlation between outlet size and total sales.
- Chart Type:** Donut/Pie Chart.

6. Sales by Outlet Location:

- Objective:** Assess the geographic distribution of sales across different locations.
- Chart Type:** Funnel Map.

7. 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.