**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 items sold.
4. Average Rating: The average customer rating of items sold.