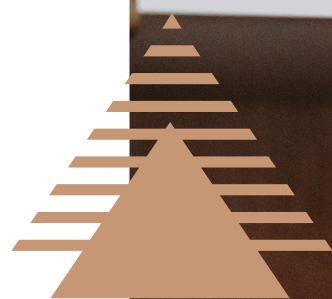# BLINKIT BUSINESS PERFORMANCE
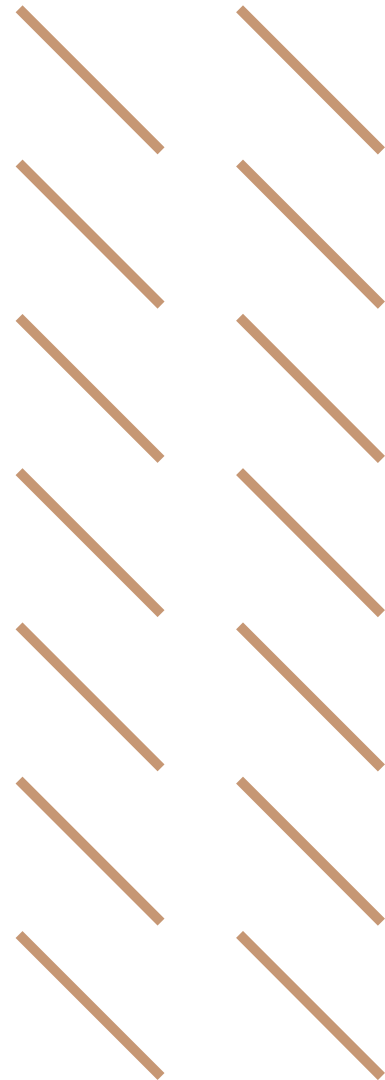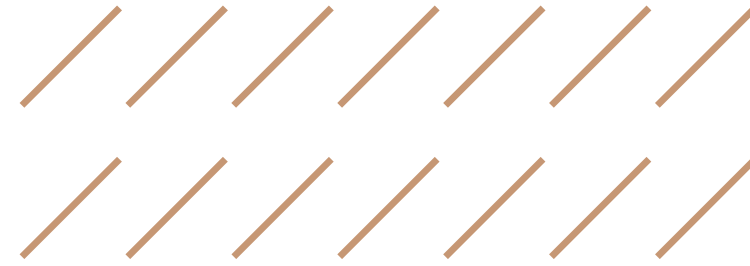
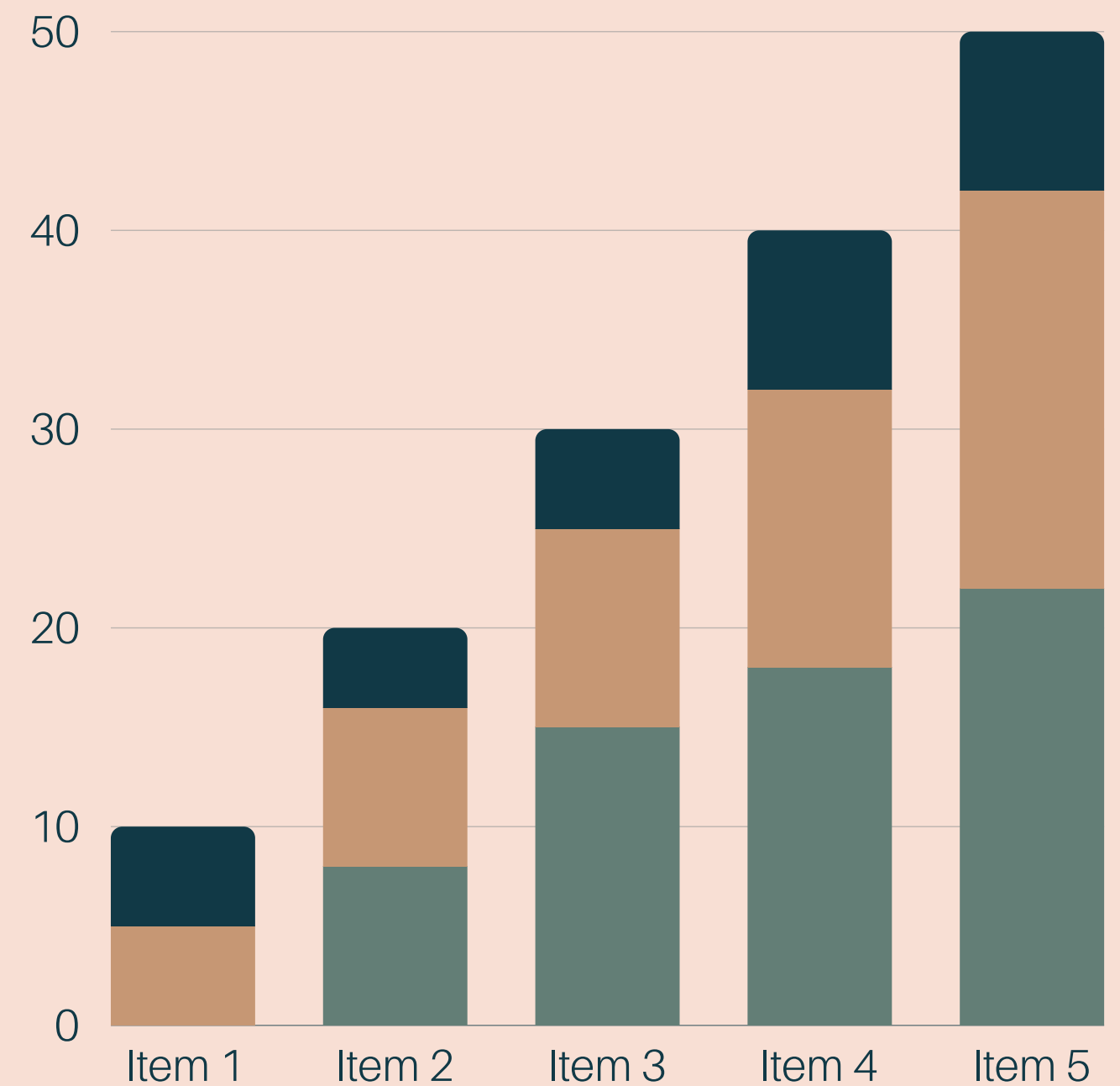# STEPS

- **Requirement Gathering**
- **Data Walkthrough**
- **Data Connection**
- **Data Cleaning**
- **Data Modelling**
- **Data Processing**
- **DAX Calculation**
- **Dashboard Layout**
- **Charts Formating**
- **Report Development**
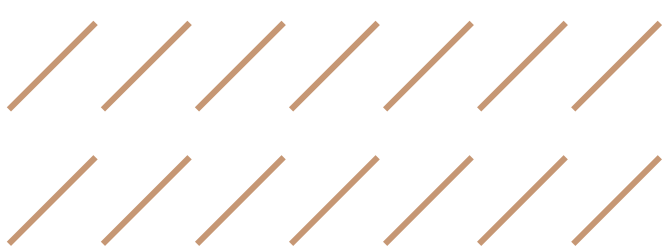- **Insights Generation**

BUSINESS REQUIREMENT

KPI's Requirement:

- **Total Sales** - The total revenue generated from all sales within a specified period.
- **Avg Sales-** The average sales amount per transaction.
- **No. of Items-** The total number of items sold across all transactions.
- **Avg Rating-** The average customer rating for the products or services.

Sales Performance

- **Total Sales By Fat Content** - Analyze the impact of fat content on total sales. (Donut Chart)

- **Total Sales by item type** - Identify the performance of different item types in terms of total sales. (Bar Chart)

- **Fat content by outlet for total sales** - Compare total sales across different outlets segmented by fat content. (Stacked Column Chart)

- **Total sales by outlet establishment** - Evaluate how the age or type of outlet establishment influences total sales. (Line Chart)

- **Sales by outlet size** - Analyze the correlation between outlet size and total sales. (Pie Chart)

- **Sales by outlet location** - Access the geographic distribution of sales across different locations. (Funnel Map)

- **All metrics by outlet type** - Provide a comprehensive view of all key metrics broken down by different outlet types. (Matrix Card)

Dashboard