

## **BUSINESS REQUIREMENTS**

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 KPI's and visualization in power BI.

### **KPI's Requirement:-**

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 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