**My Excel project requirements**

In this project I was conducting 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 Excel.

**KPI’s requirements**

1. Total sales: The overall revenue generates from all the 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 for items sold.

**Chart’s Requirements**

1. **Total sales by fat content:**

Objective: Analyze the impacts of fat content on total sales

Additional KPI Metrics: Asses how other KPIs (average sales, number of items, average rating) vary with fat content.

Chart type: Donut chart.

1. **Total sales by outlet location types:**

Objective: identify the performance of different outlet location types in terms of total sales

Additional KPI Metrics: Asses how other KPIs (average sales, number of items, average rating) vary with fat content.

Chart type: Clustered Bar chart.

1. **Sales by outlet item type:**

Objective: Compare total sales across different item types

Additional KPI Metrics: Asses how other KPIs (average sales, number of items, average rating) vary with item types.

Chart type: Stacked Bar chart.

1. **TOTAL SALES BY OUTLET ESTABLISHMENT:**

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

Chart type: Area chart.

1. **SALES BY OUTLET SIZE**

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

Chart type: Donut chart/pie chart.

1. **SALES BY OUTLET LOCATION**

Objective: Asses the geographical distribution of sales across different locations

Chart type: Funnel map

1. **ALL METRIC BY OUTLET TYPE**

Objective: provide a comprehensive view of all key metrics (total sales, average sales, number of items, average rating) broken down by outlets type.

Chart type: matrix card