**STEPS IN PROJECT**

* Requirement gathering/ Business Requirements
* Data Walkthrough
* Data Connection
* Data Cleaning
* Data Modeling
* Data Processing
* DAX Calculations
* Dashboard Lay outing
* Charts Development and Formatting
* Dashboard/ Report Development
* Insights Generation

**REQUIREMENTS**

To conduct a comprehensive analysis of blinkit sales performance, customer satisfaction, and inventory distribution to identity key insights and opportunities for optimization using various KPIs and visualization in Power BI.

**KPI’s Requirements**

**1**.**Total Sales**: The overall revenue generated from all items sold.

**1**.**Average Sales**: The average revenue per scale.

**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 impact of fat content on total sales.

Additional KPI Metrics: Assess how other KPI’s (Average Sales, Number of items, Average Rating) vary with fat content.

Chart Type: Donut Chart.

**2.Total Sales by Item Type:**

Objective: Identity the performance of different items types of total sales.

Additional KPI Metrics: Assess how other KPI’s (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 KPI’s (Average Sales, Number of items, Average Rating) vary with fat content.

Chart Type: Stacked Columns Chart.

**4.Total Sales by Outlet Establishment:**

Objective: Evaluate how the age or type of outlet establishment influence 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 (Average Sales, Number of items, Average Rating) broken by different outlet types.

Chart Type: Matrix Card.