**Blinkit Analysis**

**Steps in project**

* Requirement Gathering / Business Requirements
* Data Walkthrough
* Data Connection
* Data Cleaning / Quality Check
* Data Modeling
* Data Processing
* DAX Calculations
* Dashboard Lay outing
* Charts development and formatting
* Dashboard / Report development
* Insights generations

**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 KPI’s 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 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**: Identify the performance of different item types in items 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 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.