**Problem Statement**

This project aims to conduct a comprehensive analysis of Blinkit's sales performance, customer satisfaction, and inventory distribution. The goal is to identify key insights and optimization opportunities by utilizing various Key Performance Indicators (KPIs) and visualizations within Power BI.

**KPI 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 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.
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 item type.
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.
4. **Total Sales by Outlet Establishment:**
   * Objective: Evaluate how the age or type of outlet establishment influences total sales.
5. **Sales by Outlet Size:**
   * Objective: Analyze the correlation between outlet size and total sales.
6. **Sales by Outlet Location:**
   * Objective: Assess the geographic distribution of sales across different locations.
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.