Functional Requirement Document (FRD)

# Project Title:

Blinkit Sales Analysis Dashboard

# Purpose:

The purpose of this document is to define the functional requirements for the Blinkit Sales Analysis Dashboard. It outlines the specific features, functionalities, and design specifications to ensure the dashboard meets business objectives.

# Functional Requirements:

1. Dashboard Metrics:  
 - Total Sales  
 - Average Sales  
 - Number of Items  
 - Average Rating  
  
2. Sales Analysis:  
 - Sales trends by year of outlet establishment.  
 - Sales breakdown by fat content (Low Fat vs Regular).  
 - Item type-wise sales performance.  
  
3. Outlet Analysis:  
 - Sales contribution by outlet size (Small, Medium, High).  
 - Sales performance by outlet location (Tier 1, Tier 2, Tier 3).  
 - Comparison across outlet types (Supermarket Types & Grocery Stores).  
  
4. Interactivity:  
 - Filters for Outlet Location, Outlet Size, and Item Type.  
 - Drill-down analysis for item type and outlet performance.  
  
5. Reports:  
 - Export option for summary reports.

# Non-Functional Requirements:

- User-friendly interface.  
- Fast loading time and responsive visuals.  
- Data security and restricted access for internal teams only.

# Assumptions:

- Dataset used is clean and reliable.  
- Users have Power BI access.  
- Internet connection is required for dashboard refresh.

# Constraints:

- Limited to the fields available in Blinkit dataset.  
- Only Power BI supported features are implemented.