

Business Requirements:

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 KPIs and visualizations in PowerBI.

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 Requirement:

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

Chart Type: Donut Chart.

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 Fat Content

Chart Type: Bar Chart.

3. Fat Content by Outlet for Total Sales:

Objective: Compare total sales across different outlets segmented by content

Additional KPI Metrics: Assess how other KPIs (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 ages 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 geographical 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