**📘 Steps in Project (Blinkit Analysis)**

**STEPS IN PROJECT**

1. Requirement Gathering / Business Requirements
2. Data Walkthrough
3. Data Connection
4. Data Cleaning / Quality Check
5. Data Modelling
6. Data Processing
7. DAX Calculations
8. Dashboard Layouting
9. Charts Development and Formatting
10. Dashboard / Report Development
11. Insights Generation

**📘 Business Requirement (KPIs)**

**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 KPIs 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.

**📘 Business Requirement – Chart’s Requirements**

**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 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*: Same as above.
   * *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*: Same as above.
   * *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