**STEPS IN PROJECT**

* **Requirement Gathering / Business Requirements**
* **Data Walkthrough**
* **Data Connection**
* **Data Cleaning/Quality Check**
* **Data Modelling**
* **Data Processing**
* **DAX Calculations**
* **Dashboard Lay outing**
* **Charts Development and Formatting**
* **Dashboard/Report Development**
* **Insights Generation**

**BUSINESS REQUIRMENT**

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.

**Chart’s Requirements**

1. **Total Sales by Fat content:**

**Objective: Analyse 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.**

1. **Total Sales by Items Type:**

**Objective: Identify the performance of different items types in terms 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.**

1. **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 (Average Sales, Number of Items, Average Rating) vary with fat content.**

**Chart Type: Stacked Column Chart.**

1. **Total Sales by Outlet Establishment:**

**Objective: Evaluate how the age or type of outlet establishment influences total sales.**

**Chart Type: Line Chart.**

1. **Sales by Outlet Size:**

**Objective: Analyse the correlation between outlet size and total sales.**

**Chart Type: Donut/ Pie Chart.**

1. **Sales by Outlet Location:**

**Objective: Assess the geographic distribution of sales across different locations.**

**Chart Type: Funnel Map.**

1. **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.**