Business Requirement - Blinkit Dashboard Analysis

This project aims to analyze Blinkit's sales performance using various KPIs and visualizations built in Power BI. Below are the detailed chart requirements.

# 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.

\*\*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 fat 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 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