

Business requirement

To conduct a comprehensive analysis of Blinkit's sales performance, customer satisfaction & inventory distribution to identify key insights & opportunities for optimization using various KPI's & visualization in Excel.

KPI' Requirements

1. **Total sales:** Overall revenue generated from all items sold.
2. **Average sales:** The average revenue per sales.
3. **No. of items:** Total count of different items sold.
4. **Average rating:** The average customer rating for items sold.

Chart Requirements

1. Total Sales by Fat Content.
2. Total Sales by Item Type.
3. Fat Content by Outlet for Total Sales.
4. Total Sales by Outlet Establishments.
5. Sales by Outlet Sales.
6. Sales by Outlet location.
7. All Metrics by Outlet Type.