**Blinkit Analysis**

**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**

* **Total Sales**: The overall revenue generated from all items sold.
* **Average Sales**: The average revenue per sale.
* **Number of Items**: The total count of different items sold.
* **Average Rating**: The average customer rating for items sold.

**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**: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with item type.
* **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

**Additional Chart’s Requirements**

**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