**PROBLEM STATEMENT**

To conduct a comprehensive analysis of Blinkit sales performance, customer satisfactin and inventory distribution to identify key insights and opportunities for optimization using various KPIs and visualizations in Power BI

**KPIs 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 REQUIREMENTS**

**1.TOTAL SALES BY FAT CONTENT:**

**OBJECTIVE-** Analyze the impact of fat content on total sales

**CHART TYPE-** donut chart

**2. TOTAL SALES BY ITEM TYPE**

**OBJECTIVE-** Identify the performance of different item types in terms of total sales

**CHART TYPE-** Bar chart

**3. FAT CONTENT BY OUTLET FOR TOTAL SALES**

**OBJECTIVE-** Compare total sales across different outlets segmented by fat content

**CHART TYPE-** Column chart

**4. TOTAL SALES BY OUTLET ESTABLISHMENT**

**OBJECTIVE-** Evaluate how the age or type of outlet establishments influences total sales

**CHARRT TYPE-** Line chart