



## 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

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.

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### 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 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.

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### Chart's Requirements

#### 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.

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