# 🛒 Zepto Grocery Sales Power BI Dashboard

**## 📌 Business Requirement**

To conduct a comprehensive analysis of grocery sales performance, customer satisfaction, and inventory distribution in order to:

- Identify key insights and opportunities for optimization

- Track sales growth across outlets and product categories

- Improve customer satisfaction through better understanding of preferences

- Visualize trends and KPIs 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 Average Sales, Number of Items, and Average Rating vary with fat content.

**### 2. Total Sales by Item Type**

- \*\*Objective:\*\* Identify performance of different item types in terms of total sales.

- \*\*Additional KPI Metrics:\*\* Compare Average Sales, Number of Items, Average Rating across item types.

**### 3. Fat Content by Outlet for Total Sales**

- \*\*Objective:\*\* Compare total sales across outlets segmented by fat content.

- \*\*Additional KPI Metrics:\*\* Track variations in Average Sales, Number of Items, Average Rating across outlets.

**### 4. Total Sales by Outlet Establishment**

- \*\*Objective:\*\* Evaluate how the age or type of outlet establishment influences total sales.

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**## 📂 Dataset**

The dataset (`Zepto Grocery Data.xlsx`) includes:

- Product details (ID, Type, Weight, Fat Content, Visibility)

- Outlet details (Location Tier, Size, Type, Establishment Year)

- Sales & Ratings