**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 visualization 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

Chart’s Requirements

1. **Total sales by fat content:**

**Objective:** Analyse the impact of fat content on total sales.

**Additional KPI Metrics**: Asses how other KPI’s (Average sales, Number of items, Average Rating) vary with fat content.

**Chart type:** Donut chart.

1. **Total sales by item type:**

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

**Additional KPI Metrics:** Asses how other KPI’s (Average sales, Number of items, Average Rating) vary with fat content.

Chart **type:** Bar chart.

1. **Fat content by outlet for total sales:**

**Objective:** Analyse the impact of fat content on total sales.

**Additional KPI Metrics:** Asses how other KPI’s (Average sales, Number of items, Average Rating) vary with fat content.

**Chart type:** Donut chart.

1. **Total sales by outlet Establishment:**

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

**Chart Type**: Line chart.

1. **Sales by outlet size:**

**Objective:** Analyse the correlation between outlet size and total sales.

**Chart type:** Donut /pie chart

1. **Sales by outlet location:**

**Objective:** Asses the geographic distribution of sales across different locations.

**Chart type:** Funnel Map.

1. **All metrics by outlet type:**

**Objective:** Provide a comprehensive view of all key metrics (Total sales, Average sales, Number of items, Average rating)

**Chart Type**: Matrix Card.