BLINKIT Sales Report

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Objective

- Measure total and average sales, item count, and customer ratings.
- Analyze sales by product attributes: Item Type & Fat Content.
- Evaluate performance across Outlet Size, Location, and Type.
- Identify top products and outlets for data-driven decisions

Overview

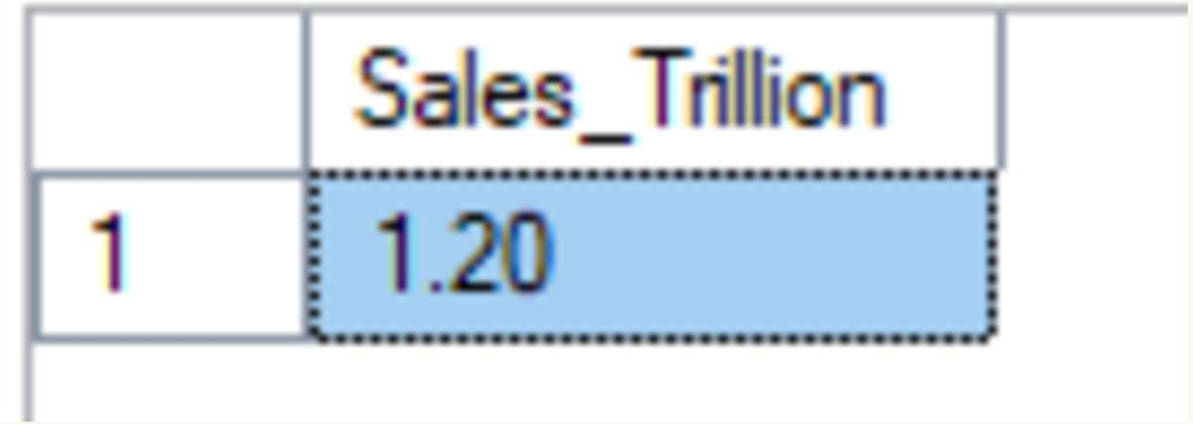
- Analyzed the Blinkit dataset to understand overall business performance.
- Calculated total sales, average sales, total items, and average customer ratings.
- Examined sales and ratings by Item Type and Item Fat Content.
- Evaluated performance across Outlet Size, Outlet Location, and Outlet Type.
- Identified top-selling products and high-performing outlets.
- Provided insights to help improve inventory, marketing strategies, and business growth.

KPI

Total Sales

SELECT CAST(SUM(Sales)/1000000 AS DECIMAL (10,2)) AS Sales_Trillion FROM Blinkit_Data

Output:



	Sales_Trillion
1	1.20

KPI

Average Sales

```
SELECT CAST(AVG(Sales) AS DECIMAL (10,0)) AS
Avg_Sales FROM Blinkit_Data
```

Output:

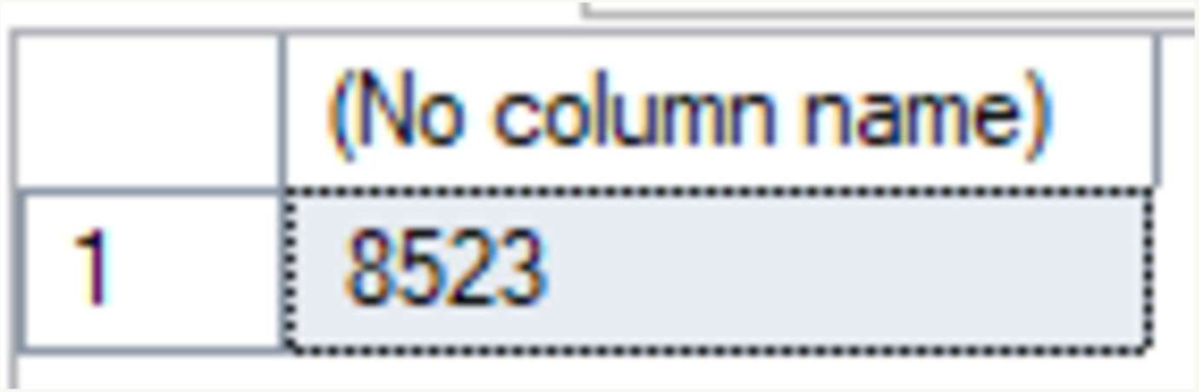
	Avg_Sales
1	141

KPI

Total Count

SELECT COUNT(*) FROM Blinkit_Data;

Output:



	(No column name)
1	8523

KPI

Average Rating

```
SELECT CAST(AVG(Rating) AS DECIMAL (10,1)) AS
Avg_Rating FROM Blinkit_Data;
```

Output:

	Avg_Rating
1	4.0

KPI

Sales & Ratings by Fat Content

```
SELECT Item_Fat_Content,
    CAST(SUM(Sales)/10000 AS DECIMAL(10,2)) AS Sales_Trillion,
    CAST(AVG(Sales) AS DECIMAL(10,0)) AS Avg_Sales,
    COUNT(*) AS Total_Count,
    CAST(AVG(Rating) AS DECIMAL(10,1)) AS Avg_Rating
FROM Blinkit_Data
GROUP BY Item_Fat_Content
ORDER BY Sales_Trillion, Avg_Rating, Avg_Sales DESC;
```

KPI

Sales & Ratings by Fat Content

Output:

Item_Type	Sales_Trillion	Avg_Sales	Total_Count	Avg_Rating
Seafood	0.91	142	64	4.0
Breakfast	1.56	142	110	3.9
Starchy Foods	2.19	148	148	3.9
Others	2.25	133	169	4.0
Hard Drinks	2.93	137	214	3.9
Breads	3.54	141	251	3.9
Soft Drinks	5.85	131	445	3.9
Meat	5.94	140	425	4.0
Health and Hygiene	6.80	131	520	4.0
Baking Goods	8.19	126	648	4.0
Canned	9.07	140	649	4.0
Dairy	10.13	148	682	4.0
Frozen Foods	11.86	139	856	4.0
Household	13.60	149	910	4.0
Snack Foods	17.54	146	1200	3.9
Fruits and Vegeta...	17.81	145	1232	4.0

KPI

Sales & Ratings by Item Type

```
SELECT Item_Type,
CAST(SUM(Sales)/10000 AS DECIMAL(10,2)) AS Sales_Trillion,
CAST(AVG(Sales) AS DECIMAL(10,0)) AS Avg_Sales,
COUNT(*) AS Total_Count,
CAST(AVG(Rating) AS DECIMAL (10,1)) AS Avg_Rating
FROM Blinkit_Data
GROUP BY Item_Type
ORDER BY Sales_Trillion, Avg_Rating, Avg_Sales DESC;
```

KPI

Sales & Ratings by Item Type

Output:

1	Seafood	0.91	142	64	4.0
2	Breakfast	1.56	142	110	3.9
3	Starchy Foods	2.19	148	148	3.9
4	Others	2.25	133	169	4.0
5	Hard Drinks	2.93	137	214	3.9
6	Breads	3.54	141	251	3.9
7	Soft Drinks	5.85	131	445	3.9
8	Meat	5.94	140	425	4.0
9	Health and ...	6.80	131	520	4.0
10	Baking Goods	8.19	126	648	4.0
11	Canned	9.07	140	649	4.0
12	Dairy	10.13	148	682	4.0
13	Frozen Foods	11.86	139	856	4.0
14	Household	13.60	149	910	4.0
15	Snack Foods	17.54	146	1200	3.9
16	Fruits and V...	17.81	145	1232	4.0

KPI

Fat Content by Outlet for Total Sales

```
SELECT Outlet_Location_Type,
      ISNULL([Low Fat], 0) AS Low_Fat,
      ISNULL([Regular], 0) AS Regular
FROM
( SELECT Outlet_Location_Type, Item_Fat_Content,
   CAST(SUM(Sales) AS DECIMAL(10,2)) AS Total_Sales
   FROM blinkit_data
 GROUP BY Outlet_Location_Type, Item_Fat_Content)
 AS SourceTable
PIVOT
(SUM(Total_Sales) FOR Item_Fat_Content IN ([Low Fat], [Regular])) AS
PivotTable
ORDER BY Outlet_Location_Type
```

KPI

Fat Content by Outlet for Total Sales

Output:

Results | Messages

	Outlet_Location_Type	Low_Fat	Regular
1	Tier 1	215047.91	121349.90
2	Tier 2	254464.78	138685.87
3	Tier 3	306807.00	165326.04

KPI

Total Sales by Outlet Establishment

```
SELECT Outlet_Establishment_Year, CAST(SUM(Sales) AS
DECIMAL(10,2)) AS Total_Sales
FROM blinkit_data
GROUP BY Outlet_Establishment_Year
ORDER BY Outlet_Establishment_Year
```

KPI

Total Sales by Outlet Establishment

Output:

Results | Messages

	Outlet_Establishment_Year	Total_Sales
1	2011	78131.57
2	2012	130476.86
3	2014	131809.02
4	2015	130942.78
5	2016	132113.37
6	2017	133103.91
7	2018	204522.26
8	2020	129103.96
9	2022	131477.78

KPI

Percentage of Sales by Outlet Size

```
SELECT  * FROM Blinkit_Data
SELECT
    Outlet_Size,
    CAST(SUM(Sales) AS DECIMAL(10,2)) AS Total_Sales,
    CAST((SUM(Sales) * 100.0 / SUM(SUM(Sales)) OVER()) AS
DECIMAL(10,2)) AS Sales_Percentage
FROM blinkit_data
GROUP BY Outlet_Size
ORDER BY Total_Sales DESC
```

KPI

Percentage of Sales by Outlet Size

Output:

Results Messages

	Outlet_Size	Total_Sales	Sales_Percentage
1	Medium	507895.74	42.27
2	Small	444794.17	37.01
3	High	248991.59	20.72

KPI

Sales by Outlet Location

```
SELECT Outlet_Location_Type,
    CAST(SUM(Sales) AS DECIMAL(10,2)) AS
Total_Sales
FROM blinkit_data
GROUP BY Outlet_Location_Type
ORDER BY Total_Sales DESC
```

KPI

Sales by Outlet Location

Output:

Results | Messages

	Outlet_Location_Type	Total_Sales
1	Tier 3	472133.03
2	Tier 2	393150.65
3	Tier 1	336397.81

KPI

METRIC BY OUTLET TYPE

```
SELECT Outlet_Type,
CAST(SUM(Sales) AS DECIMAL(10,2)) AS Total_Sales,
  CAST(AVG(Sales) AS DECIMAL(10,0)) AS Avg_Sales,
  COUNT(*) AS No_Of_Items,
  CAST(AVG(Rating) AS DECIMAL(10,2)) AS Avg_Rating,
  CAST(AVG(Item_Visibility) AS DECIMAL(10,2)) AS Item_Visibility
FROM blinkit_data
GROUP BY Outlet_Type
ORDER BY Total_Sales DESC
```

KPI

METRIC BY OUTLET TYPE

Output:

Results | Messages

	Outlet_Type	Total_Sales	Avg_Sales	No_Of_Items	Avg_Rating	Item_Visibility
1	Supermarket Type1	787549.89	141	5577	3.96	0.06
2	Grocery Store	151939.15	140	1083	3.99	0.10
3	Supermarket Type2	131477.78	142	928	3.97	0.06
4	Supermarket Type3	130714.67	140	935	3.95	0.06

Conclusion

- SQL analysis provided a clear picture of Blinkit’s overall performance.
- Calculated KPIs such as total sales, average sales, item count, and ratings.
- Found top-performing product categories by fat content and item type.
- Identified how outlet size, location, and type impact sales contribution.
- Insights can guide better inventory planning, targeted marketing, and outlet strategy.
- Overall, the analysis highlights growth opportunities and areas for improvement.