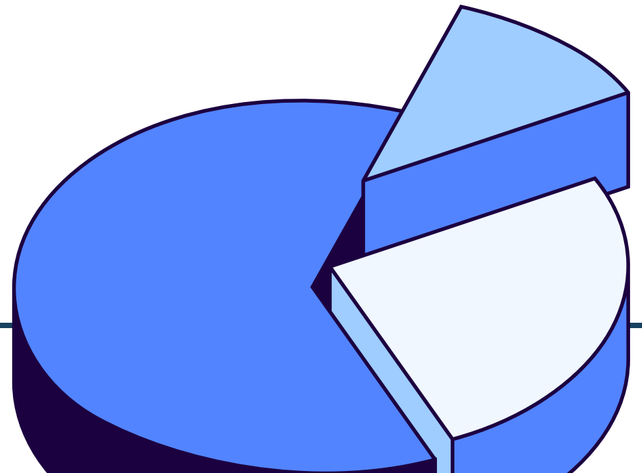
Blinkit Analysis

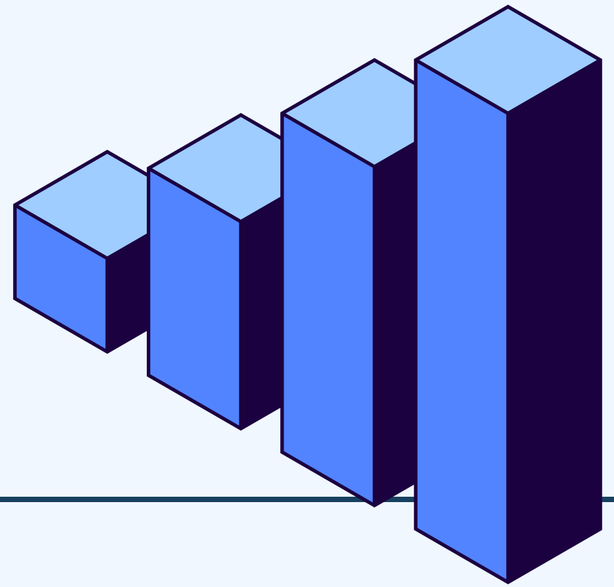
SQL PROJECT



Blinkit Sales Performance & Business Insight Report

Executive Summary

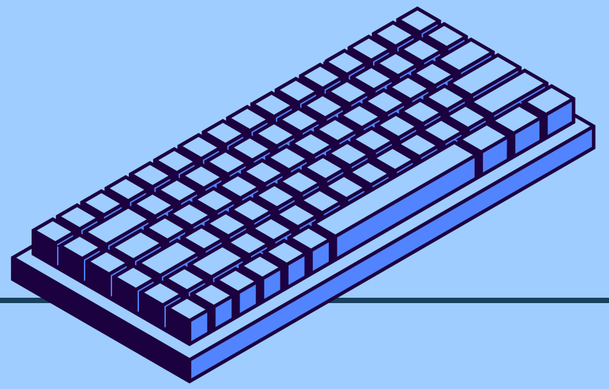
This report presents a comprehensive analysis of Blinkit's sales performance, customer satisfaction, and outlet operations. The objective is to identify key insights from SQL data analysis . Results show that low-fat product categories, medium-sized outlets, and Tier 3 cities deliver the highest sales, providing guidance for future business strategy.



Key Performance Indicators (KPI)

```
SELECT
    CAST(SUM(Total_Sales) / 1000000 AS DECIMAL(10,2)) AS Total_Sales_Millions,
    CAST(AVG(Total_Sales) AS DECIMAL(10,0)) AS Average_Sales,
    COUNT(DISTINCT Item_Type) AS No_Of_Unique_Items,
    CAST(AVG(Rating) AS DECIMAL(10,2)) AS Avg_Rating
FROM [BlinkIT Grocery Data]
```

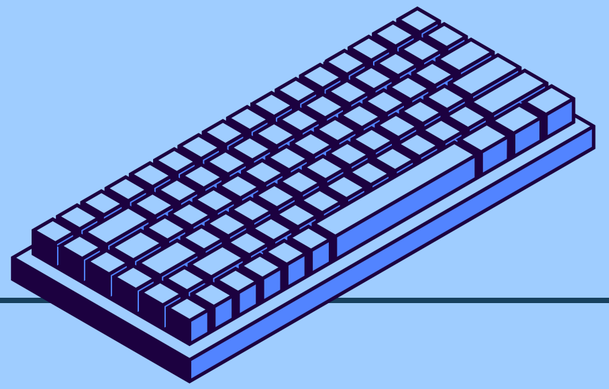
	Total_Sales_Millions	Average_Sales	No_Of_Unique_Items	Avg_Rating
1	1.20	141	16	3.97



Key Performance Indicators (KPI)

- Total Sales in Millions : 1.20M
- Average Sales: 141
- Number of Unique Items: 16
- Average Rating: 3.97 / 5

These metrics reflect strong sales performance and good customer satisfaction.



1. Total Sales by Fat Content

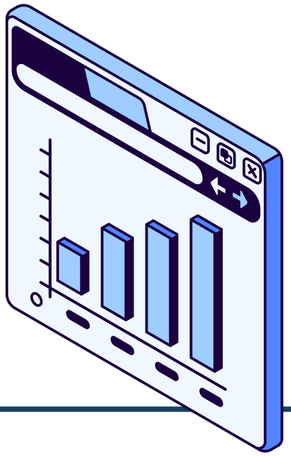
```
SELECT
    Item_Fat_Content,
    CAST(SUM(Total_Sales) AS DECIMAL(10,2)) AS Total_Sales,
    CAST(AVG(Total_Sales) AS DECIMAL (10,2)) AS Average_Sales,
    COUNT(*) AS No_Of_Items,
    CAST(AVG(Rating) AS DECIMAL(10,1)) AS Avg_Rating
FROM [BlinkIT Grocery Data]
GROUP BY Item_Fat_Content
ORDER BY Total_Sales DESC;
```

	Item_Fat_Content	Total_Sales	Average_Sales	No_Of_Items	Avg_Rating
1	Low Fat	792268.36	140.62	5634	4.0
2	Regular	409413.12	141.71	2889	4.0

2. Total Sales by Item Type

```
SELECT
    Item_Type,
    CAST(SUM(Total_Sales) AS DECIMAL(10,2)) AS Total_Sales,
    CAST(AVG(Total_Sales) AS DECIMAL (10,2)) AS Average_Sales,
    COUNT(*) AS No_Of_Items,
    CAST(AVG(Rating) AS DECIMAL(10,1)) AS Avg_Rating
FROM [BlinkIT Grocery Data]
GROUP BY Item_Type
ORDER BY Total_Sales DESC;
```

	Item_Type	Total_Sales	Average_Sales	No_Of_Items	Avg_Rating
1	Fruits and Vegetables	178124.08	144.58	1232	4.0
2	Snack Foods	175433.92	146.19	1200	3.9
3	Household	135976.53	149.42	910	4.0
4	Frozen Foods	118558.88	138.50	856	4.0
5	Dairy	101276.46	148.50	682	4.0



3. Fat Content by Outlet for Total Sales

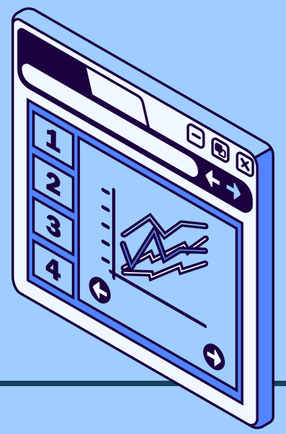
```
SELECT
	Outlet_Location_Type,
	 ISNULL([Low Fat],0) AS Low_fat,
	 ISNULL([Regular],0) AS Regular
FROM
(
	SELECT
		Outlet_Location_Type,
		 Item_Fat_Content,
		 CAST(SUM(Total_Sales) AS DECIMAL(10,2)) AS Total_Sales
	FROM [BlinkIT Grocery Data]
	GROUP BY Outlet_Location_Type, Item_Fat_Content
) AS SourceTable
PIVOT
(
	SUM(Total_Sales)
	FOR Item_Fat_Content IN ([Low Fat], [Regular])
) AS Pivot_Table
ORDER BY Outlet_Location_Type;
```

	Outlet_Location_Type	Low_fat	Regular
1	Tier 1	220117.45	116280.36
2	Tier 2	259242.32	133908.32
3	Tier 3	312908.59	159224.43

4. Total Sales by Outlet Establishment

```
SELECT
        Outlet_Establishment_Year,
        CAST(SUM(Total_Sales) AS DECIMAL(10,2)) AS Total_Sales
FROM [BlinkIT Grocery Data]
GROUP BY Outlet_Establishment_Year
ORDER BY Outlet_Establishment_Year ASC;
```

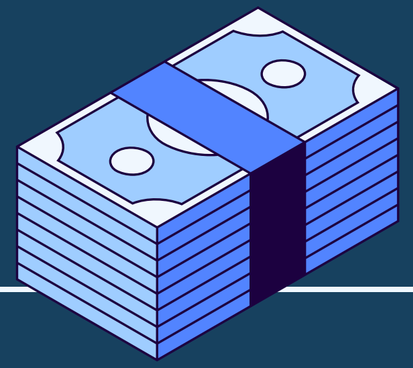
	Outlet_Establishment_Year	Total_Sales
1	1998	204522.26
2	2000	131809.02
3	2010	132113.37
4	2011	78131.56
5	2012	130476.86
6	2015	130942.78
7	2017	133103.91
8	2020	129103.96
9	2022	131477.77



5. Percentage of Sales by Outlet Size

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

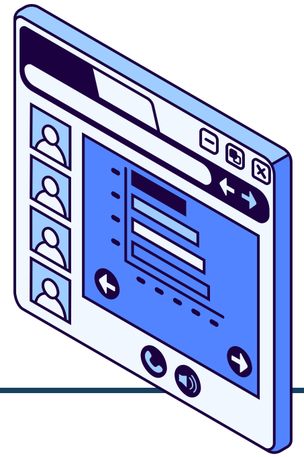
	Outlet_Size	Total_Sales	Percentage_of_Sales
1	Medium	507895.73	42.27
2	Small	444794.17	37.01
3	High	248991.58	20.72



6. Sales by Outlet Location

```
SELECT
    Outlet_Location_Type,
    CAST(SUM(Total_Sales) AS DECIMAL(10,2)) AS Total_Sales
FROM [BlinkIT Grocery Data]
GROUP BY Outlet_Location_Type
ORDER BY Total_Sales DESC;
```

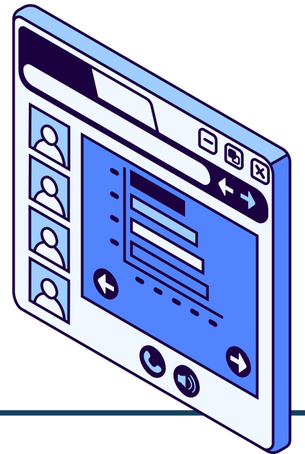
	Outlet_Location_Type	Total_Sales
1	Tier 3	472133.03
2	Tier 2	393150.64
3	Tier 1	336397.81



7. All Metrics by Outlet Type

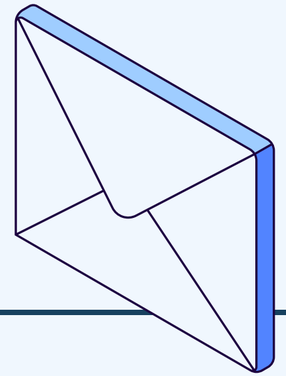
```
SELECT
	Outlet_Type,
	CAST(SUM(Total_Sales) AS DECIMAL(10,2)) AS Total_Sales,
	CAST(AVG(Total_Sales) AS DECIMAL (10,2)) AS Average_Sales,
	COUNT(*) AS No_Of_Items,
	CAST(AVG(Rating) AS DECIMAL(10,1)) AS Avg_Rating,
	CAST(AVG(Item_Visibility) AS DECIMAL(10,1)) AS Avg_Item_Visibility
FROM [BlinkIT Grocery Data]
GROUP BY Outlet_Type
ORDER BY Total_Sales DESC;
```

	Outlet_Type	Total_Sales	Average_Sales	No_Of_Items	Avg_Rating	Avg_Item_Visibility
1	Supermarket Type1	787549.89	141.21	5577	4.0	0.1
2	Grocery Store	151939.15	140.29	1083	4.0	0.1
3	Supermarket Type2	131477.77	141.68	928	4.0	0.1
4	Supermarket Type3	130714.67	139.80	935	4.0	0.1



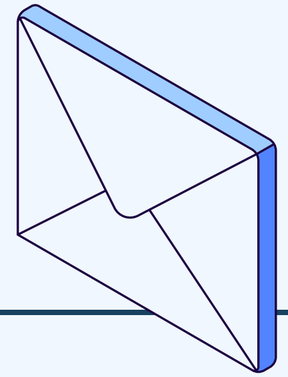
Strategic Business Insights

- Expand low-fat, health-focused product lines.
- Prioritize medium and small outlets for expansion.
- Focus marketing and logistics on Tier 3 cities.
- Maintain high customer satisfaction (target >4.2 rating).
- Benchmark successful Supermarket Type 1 outlets for best practices.
- Leverage data analytics for inventory optimization.



Conclusion

Blinkit’s growth is driven by health-conscious products, efficient medium outlets, and strong demand in Tier 3 regions. To sustain long-term success, the company should strengthen supply chains in smaller cities, optimize outlet types, and enhance customer experience through data-driven decisions.



Thank You