**BLINKIT ANALYSIS**

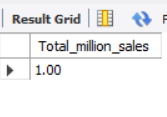
**A.KPI’S**

1. **TOTAL SALES:**

SELECT CAST (SUM(total\_sales) /1000000.0 AS DECIMAL(10,2)) AS

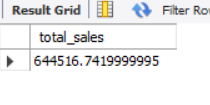
Total\_million\_sales

from blinkit\_data;



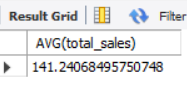
SELECT SUM(total\_sales) AS total\_sales from blinkit\_data

WHERE item\_fat\_content='Low Fat';

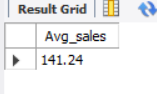


1. **AVERAGE SALES:**

SELECT AVG(total\_sales) from blinkit\_data;



SELECT CAST(AVG(total\_sales) AS DECIMAL(10,2)) AS Avg\_sales from blinkit\_data;



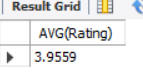
**3.TOTAL ITEMS:**

SELECT COUNT(\*) AS total\_items FROM blinkit\_data;

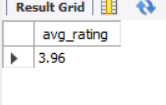


1. **RATING**

SELECT AVG(Rating) from blinkit\_data



SELECT CAST(AVG(Rating) AS DECIMAL(10,2)) AS avg\_rating FROM blinkit\_data;



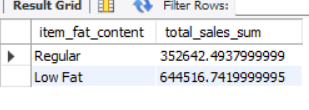
**GRANULAR REQUIREMENTS:**

**1.Total sales by fat content**

SELECT item\_fat\_content, SUM(total\_sales) AS total\_sales\_sum

FROM blinkit\_data

GROUP BY item\_fat\_content;

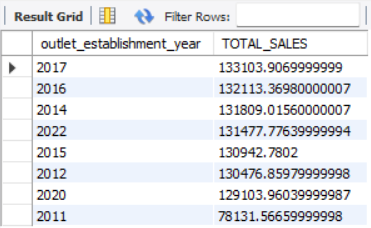


SELECT outlet\_establishment\_year,SUM(total\_sales) AS TOTAL\_SALES

FROM blinkit\_data

GROUP BY outlet\_establishment\_year

ORDER BY TOTAL\_SALES DESC;

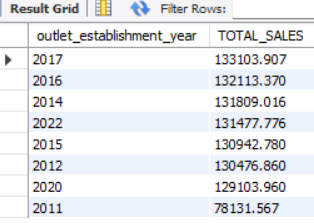


SELECT outlet\_establishment\_year,CAST(SUM(total\_sales) AS DECIMAL(10,3)) AS TOTAL\_SALES

FROM blinkit\_data

GROUP BY outlet\_establishment\_year

ORDER BY TOTAL\_SALES DESC;



SELECT item\_fat\_content,

CAST(SUM(total\_sales) AS DECIMAL(10,2)) AS total\_sales,

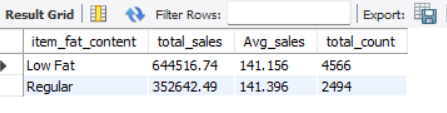
CAST(AVG(total\_sales) AS DECIMAL(10,3)) AS Avg\_sales,

COUNT(\*) AS total\_count

from blinkit\_data

GROUP BY item\_fat\_content

ORDER BY total\_sales DESC;



SELECT item\_fat\_content,

CAST(SUM(total\_sales) AS DECIMAL(10,2)) AS total\_sales,

CAST(AVG(total\_sales) AS DECIMAL(10,3)) AS Avg\_sales,

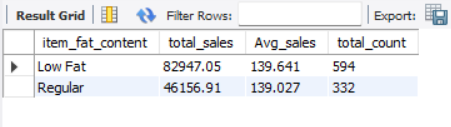
COUNT(\*) AS total\_count

from blinkit\_data

WHERE outlet\_establishment\_year=2020

GROUP BY item\_fat\_content

ORDER BY total\_sales DESC;



SELECT item\_type,

sum(total\_sales) AS total\_sales,

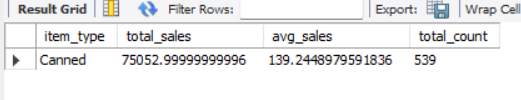
AVG(total\_sales) AS avg\_sales,

COUNT(\*) AS total\_count

from blinkit\_data

WHERE item\_type='Canned'

GROUP BY item\_type;



SELECT item\_type,

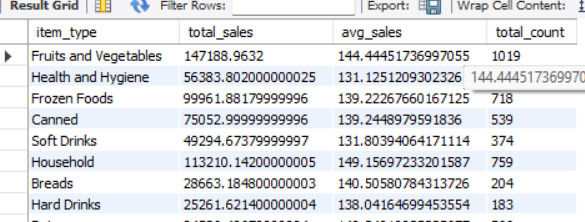
sum(total\_sales) AS total\_sales,

AVG(total\_sales) AS avg\_sales,

COUNT(\*) AS total\_count

from blinkit\_data

GROUP BY item\_type;



SELECT item\_type,

CAST(SUM(total\_sales) AS DECIMAL(10,2)) AS total\_sales,

CAST(AVG(total\_sales) AS DECIMAL(10,3)) AS avg\_sales,

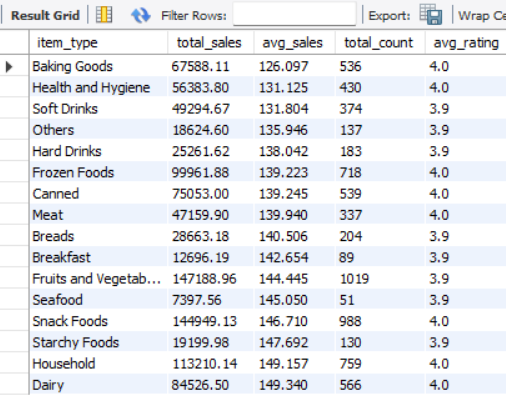
COUNT(\*) AS total\_count,

CAST(AVG(Rating) AS DECIMAL(10,1)) AS avg\_rating

FROM blinkit\_data

GROUP BY item\_type

ORDER BY avg\_sales;



SELECT `Outlet Location Type`,item\_fat\_content,

CAST(SUM(total\_Sales) AS DECIMAL(10,2)) AS total\_sales,

CAST(AVG(total\_sales) AS DECIMAL(10,1)) AS Avg\_sales,

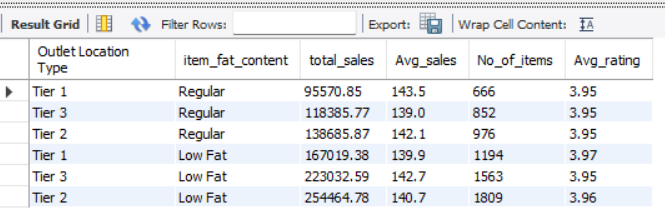
COUNT(\*) AS No\_of\_items,

CAST(AVG(Rating) AS DECIMAL(10,2)) AS Avg\_rating

FROM blinkit\_data

GROUP BY `Outlet Location Type`,item\_fat\_content

ORDER BY total\_sales ASC



**Total sales by establishment year**

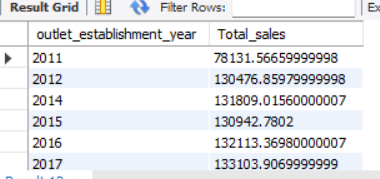
SELECT outlet\_establishment\_year ,

SUM(total\_sales) AS Total\_sales

FROM blinkit\_data

GROUP BY outlet\_establishment\_year

ORDER BY outlet\_establishment\_year ASC



**Percentage of sales by oulet size**

SELECT `Outlet Size`,

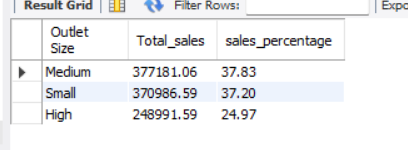
CAST(SUM(total\_sales) AS DECIMAL(10,2)) AS Total\_sales,

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



**Sales by outlet location**

SELECT `Outlet Location Type`,

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,

CAST(AVG(total\_sales) AS DECIMAL(10,2))AS avg\_sales,

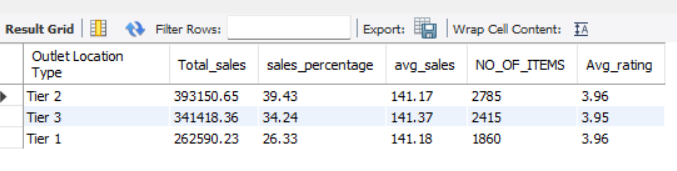
COUNT(\*) AS NO\_OF\_ITEMS,

CAST(AVG(Rating) AS DECIMAL(10,2)) AS Avg\_rating

FROM blinkit\_data

GROUP BY `Outlet Location Type`

ORDER BY total\_sales DESC;



**All metrics by outlet type**

SELECT `Outlet Type`,

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,

CAST(AVG(total\_sales) AS DECIMAL(10,2))AS avg\_sales,

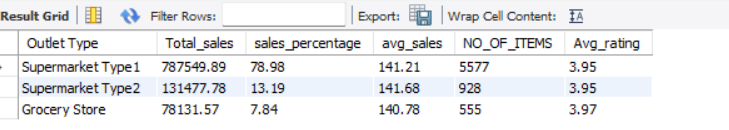
COUNT(\*) AS NO\_OF\_ITEMS,

CAST(AVG(Rating) AS DECIMAL(10,2)) AS Avg\_rating

FROM blinkit\_data

GROUP BY `Outlet Type`

ORDER BY total\_sales DESC;



**POWER BI**

**Business Requirements**

**Kpi’s requirements**

Total sales:The overall revenue generated from all items sold

Average sales: The average revenue per sale

Number of items: The total count of different items sold

Average rating: The average customer rating for items sold

DAX CALCULATIONS:

Total sales = SUM('BlinkIT Grocery Data'[Sales] )

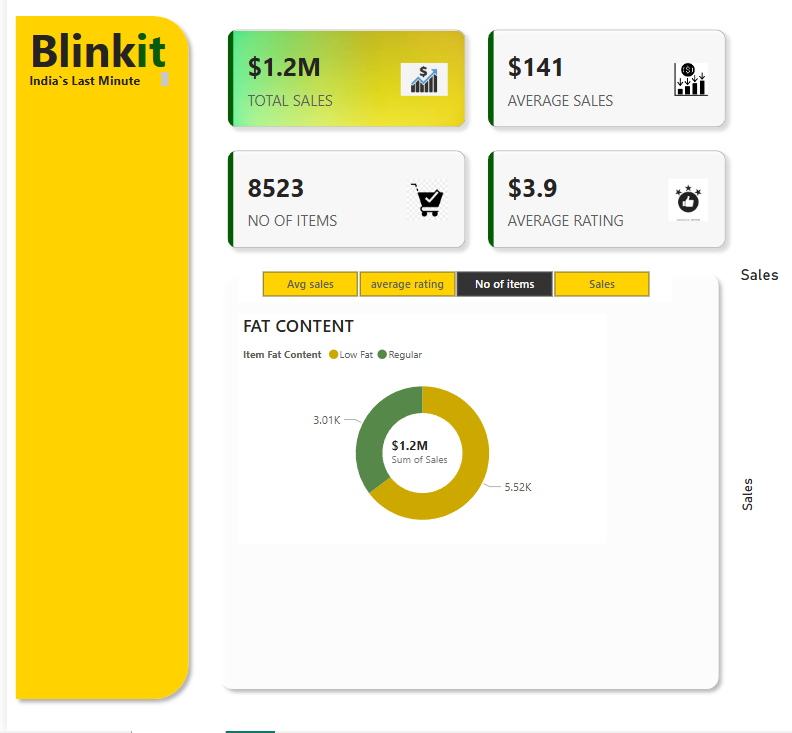
No of items = COUNTROWS('BlinkIT Grocery Data')

average rating = AVERAGE('BlinkIT Grocery Data'[Rating])

**chart requirements**

**Total sales by fat content:** Analyze the impact of fat content on total sales

Chart type- Donut chart

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**Fat content by outlet for total sales:** Compares total sales across different outlets segmented by fat content

Chart type: Stacked column chart

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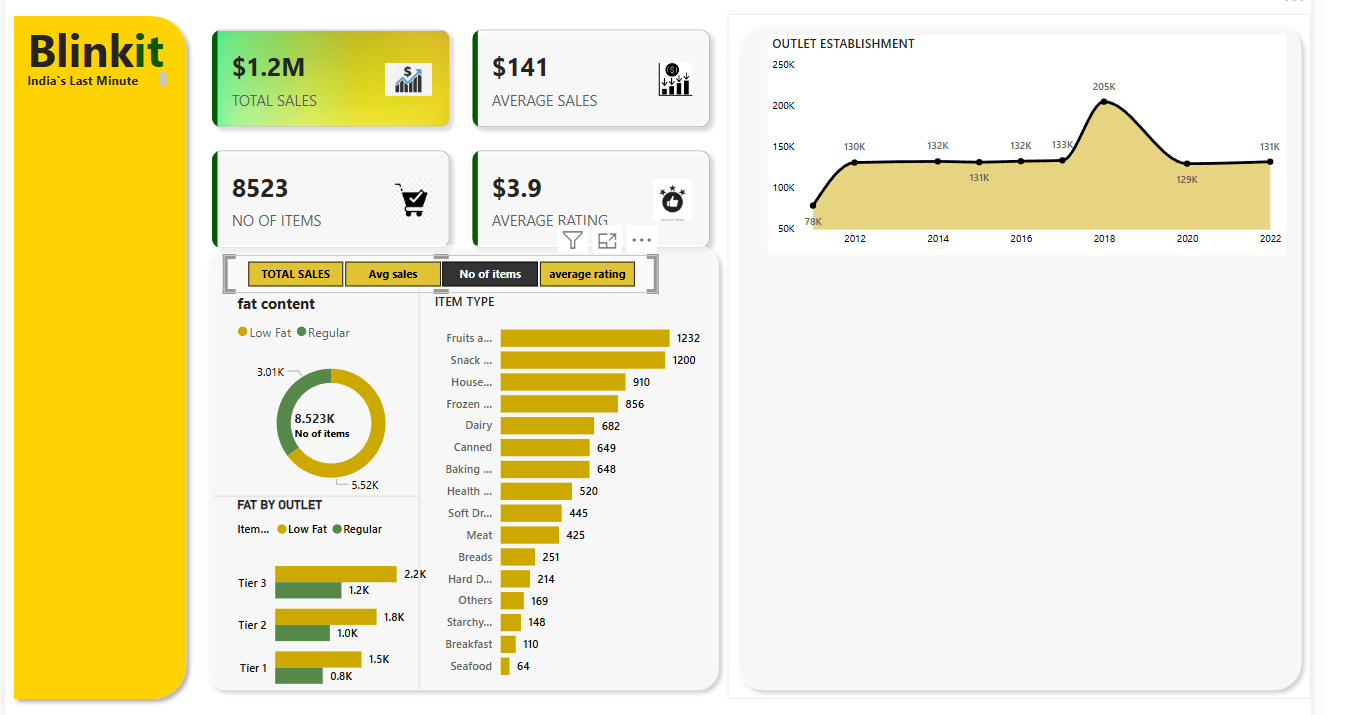
**Total sales by item type:** Identify the performance of different item types in terms of total sales

Chart type: Bar chart

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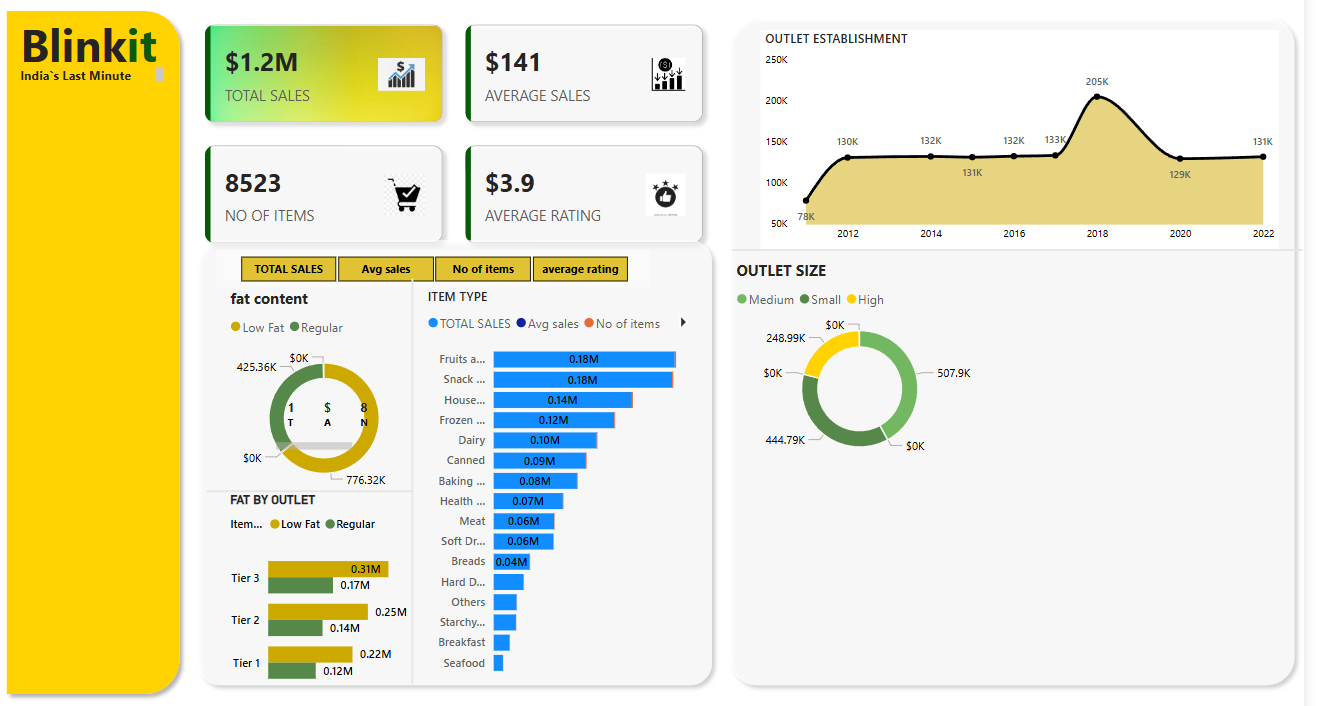
**Total sales by outlet establishment:** Evaluate how the age or type of outlet establishment influence total sales

**Chart type:** line chart

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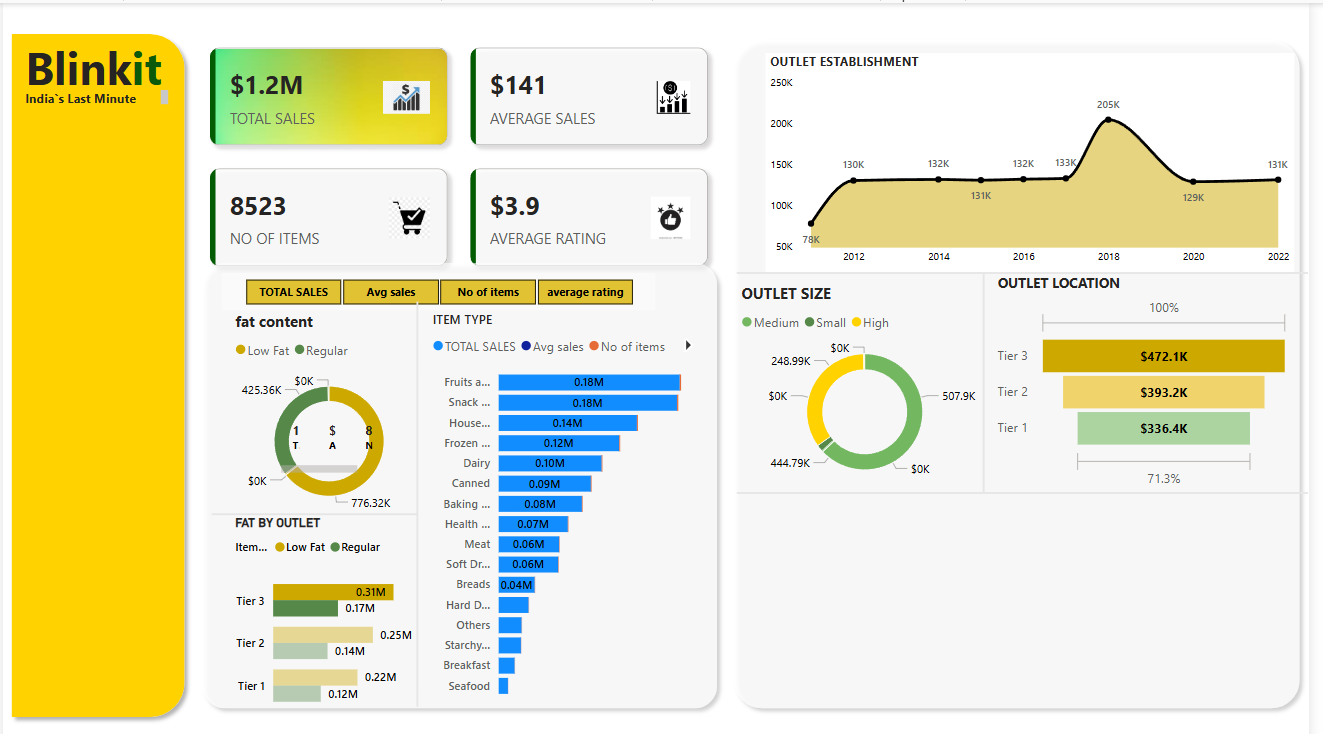
**Sales by outlet size:** Analyze the correlation between outlet size and total sales

**Chart type:** Donut or pie chart



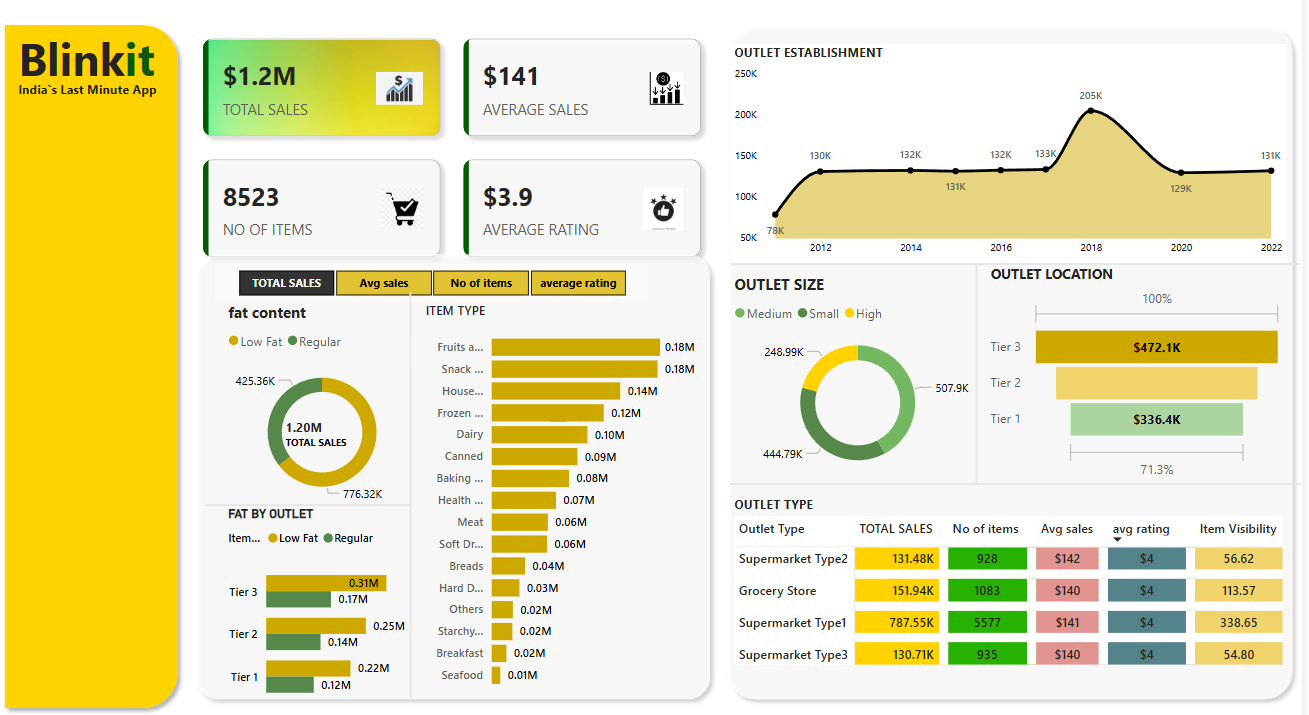
**Sales by Outlet Location:** Assess the geographic distribution of sales across different locations.

**Chart type:** Funnel type

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**All metrics by outlet type:** Provide a comprehensive view of all key metrics [Total sales, Aversge sales, Number of items, Average Rating] broken down by different outlet types.

Chart type: Matrix chart

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**COMPLETE DASHBOARD**

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**Dashboard link:** [blinkit dashboard.pbix](blinkit%20dashboard.pbix)