Presented by : Bankim Das

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 using SQL.

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.

Presented by : Bankim Das

SOLUTION OF KPI's REQUIREMENTS

1. Total Sales: The overall revenue generated from all items sold.

```
SELECT SUM(Total_Sales) AS Total_Revenue
FROM  blinkit_grocery_data ;
```

2. Average Sales: The average revenue per sale.

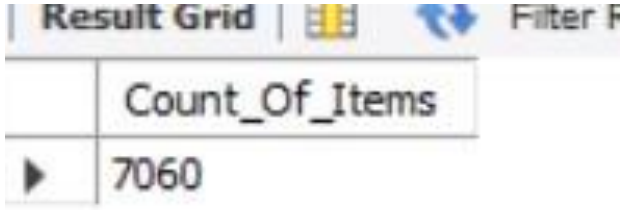
```
SELECT ROUND( AVG(Total_Sales) , 2 ) AS
Avg_Revenue FROM  blinkit_grocery_data ;
```

Presented by : Bankim Das

SOLUTION OF KPI's REQUIREMENTS

3. Number of Items: The total count of different items sold.

```
SELECT  COUNT(*) AS Count_Of_Items
FROM  blinkit_grocery_data  ;
```



4. Average Rating: The average customer rating for items sold.

```
SELECT ROUND( AVG(Rating) , 2 ) AS Avg_Rating FROM
blinkit_grocery_data ;
```

Presented by : Bankim Das

BUSINESS REQUIREMENT

Granular Requirements :

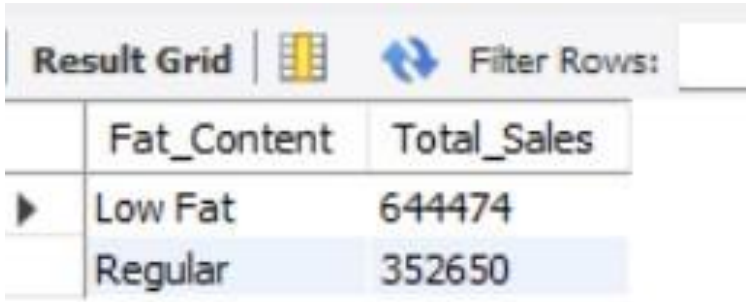
1. **Total Sales by Fat Content**:
   Objective: Analyze the impact of fat content on total sales.
2. **Total Sales by Item Type**:
   Objective: Identify the performance of different item types in terms of total sales.
3. **Fat Content by Outlet for Total Sales**:
   Objective: Compare total sales across different outlets segmented by fat content.
4. **Total Sales by Outlet Establishment**:
   Objective: Evaluate how the age or type of outlet establishment influences total sales.
5. **Percentage of Sales by Outlet Size:**
   Objective: Analyze the correlation between outlet size and total sales.
6. **Sales by Outlet Location:**
   Objective: Assess the geographic distribution of sales across different locations.
7. **All Metrics by Outlet Type:**
   Objective: Provide a comprehensive view of all key metrics (Total Sales, Average Sales, Number of Items, Average Rating) broken down by different outlet types.

Presented by : Bankim Das

Solution of Granular Requirements

1. Total Sales by Fat Content

```
SELECT  Fat_Content ,
        SUM(Total_Sales) AS Total_Sales
FROM blinkit_grocery_data
GROUP BY Fat_Content
ORDER BY Total_Sales DESC ;
```

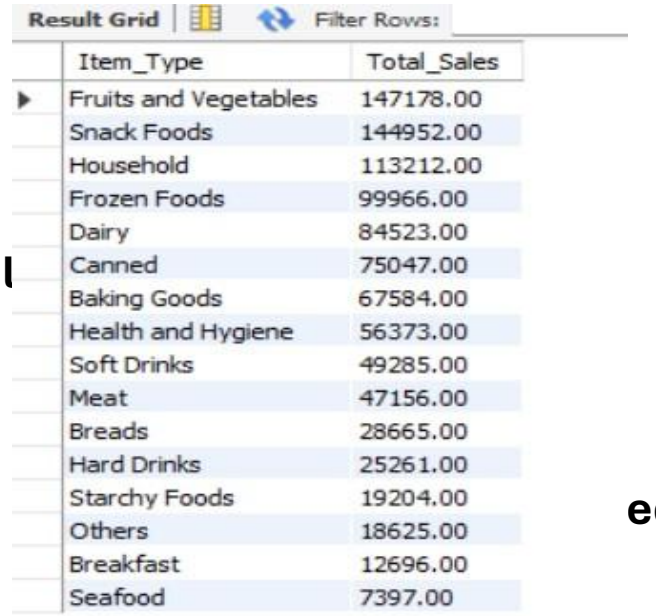


Result Grid | Filter Rows:

Fat_Content	Total_Sales
Low Fat	644474
Regular	352650

2. Total Sales by Item Type:

```
SELECT Item_Type ,
        CAST(SUM(Total_Sales) AS DECIMAL(10 , 2) ) AS Total
FROM blinkit_grocery_data
GROUP BY Item_Type
ORDER BY Total_Sales DESC ;
```



Result Grid | Filter Rows:

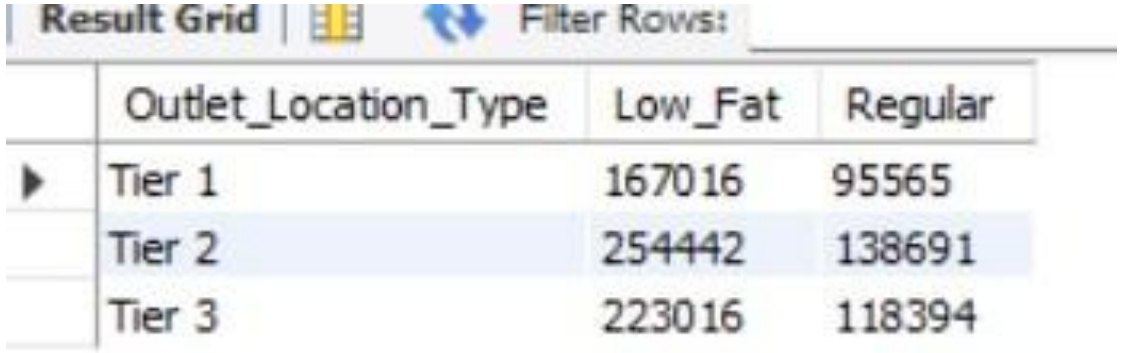
Item_Type	Total_Sales
Fruits and Vegetables	147178.00
Snack Foods	144952.00
Household	113212.00
Frozen Foods	99966.00
Dairy	84523.00
Canned	75047.00
Baking Goods	67584.00
Health and Hygiene	56373.00
Soft Drinks	49285.00
Meat	47156.00
Breads	28665.00
Hard Drinks	25261.00
Starchy Foods	19204.00
Others	18625.00
Breakfast	12696.00
Seafood	7397.00

ed by : Bankim Das

Solution of Granular Requirements

3. Fat Content by Outlet for Total Sales:

```
SELECT Outlet_Location_Type,
      SUM( CASE WHEN Fat_Content = 'Low Fat' THEN Total_Sales END ) AS Low_Fat ,
      SUM( CASE WHEN Fat_Content = 'Regular' THEN Total_Sales END ) AS Regular
FROM blinkit_grocery_data
GROUP BY Outlet_Location_Type
ORDER BY Outlet_Location_Type ;
```


Result Grid | Filter Rows:

Outlet_Location_Type	Low_Fat	Regular
Tier 1	167016	95565
Tier 2	254442	138691
Tier 3	223016	118394

Presented by : Bankim Das

Solution of Granular Requirements

4. Total Sales by Outlet Establishment:

```
SELECT Outlet_Establishment_Year ,
            SUM(Total_Sales) AS Total_Sales
FROM blinkit_grocery_data
GROUP BY Outlet_Establishment_Year
ORDER BY Outlet_Establishment_Year ;
```

Result Grid | Filter Rows:

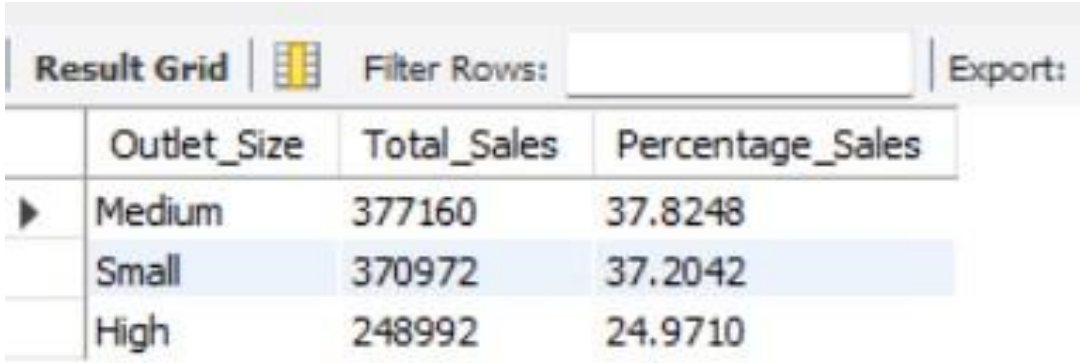
Outlet_Establishment_Year	Total_Sales
2000	131815
2010	132111
2011	78124
2012	130470
2015	130934
2017	133100
2020	129099
2022	131471

Presented by : Bankim Das

Solution of Granular Requirements

5. Percentage of Sales by Outlet Size:

```
WITH cte AS (
        SELECT Outlet_Size ,
        SUM( Total_Sales ) AS Total_Sales
        FROM blinkit_grocery_data
        GROUP BY Outlet_Size  )
SELECT Outlet_Size ,
        Total_Sales ,
        (100*Total_Sales / SUM( Total_Sales ) OVER() ) AS Percentage_Sales
FROM cte ;
```


Result Grid | Filter Rows: | Export:

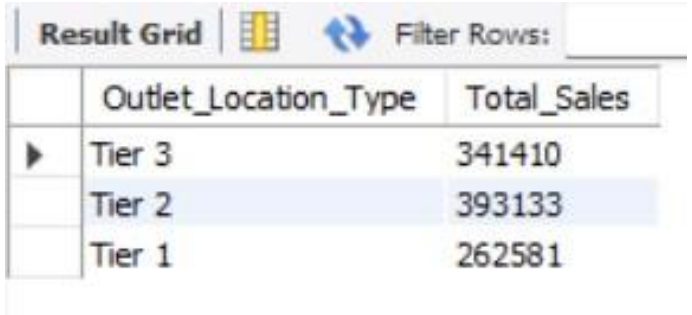
Outlet_Size	Total_Sales	Percentage_Sales
Medium	377160	37.8248
Small	370972	37.2042
High	248992	24.9710

Presented by : Bankim Das

Solution of Granular Requirements

6. Sales by Outlet Location :

```
SELECT Outlet_Location_Type ,
            SUM(Total_Sales) AS Total_Sales
FROM blinkit_grocery_data
GROUP BY Outlet_Location_Type
ORDER BY Outlet_Location_Type DESC;
```


Result Grid | Filter Rows:

Outlet_Location_Type	Total_Sales
Tier 3	341410
Tier 2	393133
Tier 1	262581

Presented by : Bankim Das

Solution of Granular Requirements

7. All Metrics by Outlet Type:

```
SELECT Outlet_Type ,
       SUM(Total_Sales) AS Total_Sales,
       AVG(Total_Sales) AS Avg_Sales,
       COUNT(*) AS No_Of_Items,
       AVG(Rating) AS Avg_Rating,        CAST(AVG(Item_Visibility) AS DECIMAL(10,2)) AS Avg_Item_Visibility
FROM blinkit_grocery_data
GROUP BY Outlet_Type ;
```

Outlet_Type	Total_Sales	Avg_Sales	No_Of_Items	Avg_Rating	Avg_Item_Visibility
Supermarket Type1	787529	141.2101	5577	3.9546	0.06
Supermarket Type2	131471	141.6713	928	3.9547	0.06
Grocery Store	78124	140.7640	555	3.9712	0.10

Presented by : Bankim Das