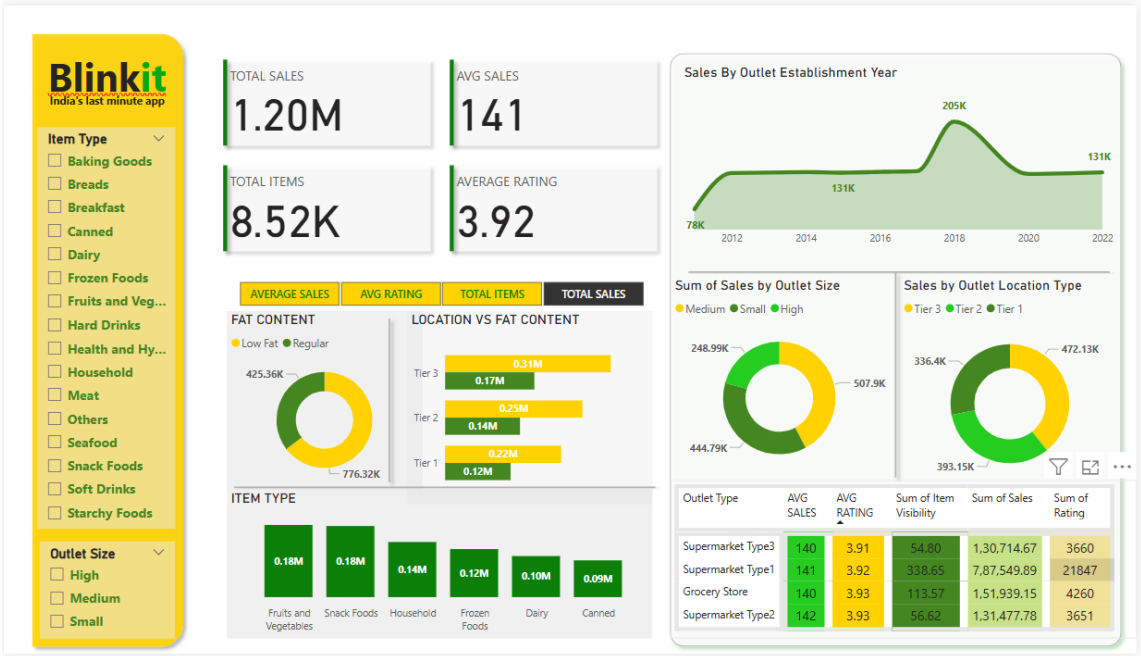
Blinkit

SALES DASHBOARD



KPI's

Total Sales (M)

SELECT ROUND(SUM(Sales) / 1000000, 2) AS Total_Sales

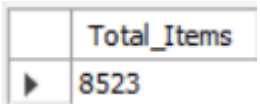
FROM blinkit_data;

	Total_Sales
▶	1.2

	Total_Sales
▶	1201681.4919605255

Total Items

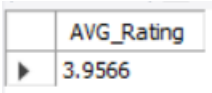
select count(item_identifier) as Total_Items from blinkit_data;



	Total_Items
▶	8523

Average Rating

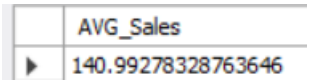
select avg(rating) as AVG_Rating from blinkit_data;



	AVG_Rating
▶	3.9566

Average Sales

SELECT AVG(sales) AS AVG_Sales FROM blinkit_data;



	AVG_Sales
▶	140.99278328763646

TOP 5 Item and their sales

```
SELECT
   Item_Type, ROUND(SUM(Sales) / 1000000, 2) AS Total_Sales
FROM
   blinkit_data
GROUP BY Item_Type
ORDER BY SUM(Sales) DESC
LIMIT 5;
```

Item_Type	Total_Sales
Fruits and Vegetables	0.18
Snack Foods	0.18
Household	0.14
Frozen Foods	0.12
Dairy	0.1

Fat Content

```
SELECT
    Item_Fat_Content, SUM(Sales) AS Total_Sales
FROM
    blinkit_data
GROUP BY Item_Fat_Content
ORDER BY Total_Sales DESC;
```

Standardized_Fat_Content	Total_Sales
Low Fat	776319.6876392365
Regular	425361.80432128906

Total Sales by Outlet Location and Fat Content

```
SELECT
    Outlet_Location_Type,
    Item_Fat_Content,
    ROUND(SUM(Sales) / 1000, 2) AS Total_Sales_K
FROM blinkit_data
GROUP BY Outlet_Location_Type, Item_Fat_Content
ORDER BY Outlet_Location_Type, Total_Sales_K DESC;
```

Outlet_Location_Type	Item_Fat_Content_Cleaned	Total_Sales_K
Tier 1	Low Fat	215.05
Tier 1	Regular	121.35
Tier 2	Low Fat	254.46
Tier 2	Regular	138.69
Tier 3	Low Fat	306.81
Tier 3	Regular	165.33

Sales by Outlet Establishment Year

```
SELECT
    Outlet_Establishment_Year,
    round(SUM(Sales)/1000,3) AS Total_Sales
FROM blinkit_data
GROUP BY Outlet_Establishment_Year
ORDER BY Outlet_Establishment_Year;
```

Outlet_Establishment_Year	Total_Sales
2011	78.132
2012	130.477
2014	131.809
2015	130.943
2016	132.113
2017	133.104
2018	204.522
2020	129.104
2022	131.478

Sum of Sales by Outlet Size

sql

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```
SELECT
    Outlet_Size,
    ROUND(SUM(Sales) / 1000, 2) AS Total_Sales_K
FROM blinkit_data
GROUP BY Outlet_Size
ORDER BY Total_Sales_K DESC;
```

Outlet_Size	Total_Sales_K
Medium	507.9
Small	444.79
High	248.99

Sales by Outlet Location Type

```
SELECT
    Outlet_Location_Type,
    ROUND(SUM(Sales) / 1000, 2) AS Total_Sales_K
FROM blinkit_data
GROUP BY Outlet_Location_Type
ORDER BY Total_Sales_K DESC;
```

Outlet_Location_Type	Total_Sales_K
Tier 3	472.13
Tier 2	393.15
Tier 1	336.4

Summary Table

```
SELECT
    Outlet_Type,
    ROUND(AVG(Sales) / 1000, 2) AS AVG_SALES_K,
    ROUND(AVG(Rating), 2) AS AVG_RATING,
    ROUND(SUM(Item_Visibility), 2) AS Sum_of_Item_Visibility,
    ROUND(SUM(Sales) / 1000, 2) AS Sum_of_Sales_K,
    ROUND(SUM(Rating), 2) AS Sum_of_Rating
FROM blinkit_data
GROUP BY Outlet_Type
ORDER BY Sum_of_Sales_K DESC;
```

Outlet_Type	AVG_SALES_K	AVG_RATING	Sum_of_Item_Visibility	Sum_of_Sales_K	Sum_of_Rating
Supermarket Type1	0.14	3.95	338.65	787.55	22055
Grocery Store	0.14	3.98	113.57	151.94	4305
Supermarket Type2	0.14	3.95	56.62	131.48	3670
Supermarket Type3	0.14	3.95	54.8	130.71	3692