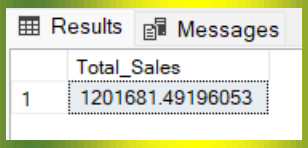
Blinkit Sales Report

1.What are the overall revenue generated from all items?

```
Select sum(Sales) as Total_Sales from blinkit_data;
```

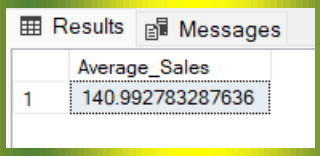


Results | Messages

	Total_Sales
1	1201681.49196053

2.What are the average revenue per sales?

```
Select avg(Sales) as Average_Sales from blinkit_data;
```

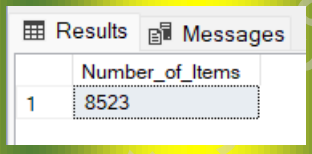


Results | Messages

	Average_Sales
1	140.992783287636

3 How many different types of items were sold?

```
Select count(Item_type) as Number_of_Items from blinkit_data;
```

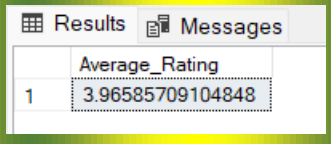


Results | Messages

	Number_of_Items
1	8523

4.What are the average ratings given by customer to the items sold?

```
Select avg(Rating) as Average_Rating from blinkit_data;
```



Results | Messages

	Average_Rating
1	3.96585709104848

5.Analyze the impact of fat content on total sales.

```
Select item_fat_content as Fat_Content,sum(Sales) as Total_Sales from
blinkit_data group by item_fat_content;
```

Results | Messages

	Fat_Content	Total_Sales
1	Low fat	776319.687639236
2	Regular	425361.804321289

6.How different types of item perform in terms of total sales?

```
Select Item_type, sum(Sales) as Total_Sales from blinkit_data group by
item_type;
```

Results | Messages

	Item_type	Total_Sales
1	Snack Foods	175433.922431946
2	Seafood	9077.86996841431
3	Breads	35379.1197090149
4	Canned	90706.7288208008
5	Dairy	101276.461353302
6	Baking Goods	81894.7364845276
7	Others	22451.8916893005
8	Breakfast	15596.6964912415
9	Fruits and Vegetables	178124.080921173
10	Frozen Foods	118558.881378174
11	Health and Hygiene	68025.8388824463
12	Meat	59449.8637466431
13	Starchy Foods	21880.0274009705
14	Soft Drinks	58514.1668949127
15	Hard Drinks	29334.6805801392
16	Household	135976.52520752

7.Compare total sales across different outlets segmented by fat content.

```
Select outlet_location_type, count(item_fat_content) as Fat_Content,
sum(Sales) as Total_Sales from blinkit_data group by
outlet_location_type order by outlet_location_type;
```

Results | Messages

	Fat_Content	Outlet_Location	Total_Sales
1	2388	Tier 1	336397.811855316
2	2785	Tier 2	393150.64743042
3	3350	Tier 3	472133.032674789

8.How does sales vary by the age or type of outlet establishment?

```
Select outlet_establishment_year as Outlet_Establishment, sum(Sales) as Total_Sales from blinkit_data group by outlet_establishment_year order by outlet_establishment_year;
```

Results | Messages

	Outlet_Establishment	Total_Sales
1	2011	78131.5664329529
2	2012	130476.859680176
3	2014	131809.015523911
4	2015	130942.780078888
5	2016	132113.369853973
6	2017	133103.907154083
7	2018	204522.256774902
8	2020	129103.960197449
9	2022	131477.776264191

9.How does outlet size correlates with sales?

```
Select outlet_size as Outlet_Size, sum(Sales) as Total_Sales from blinkit_data group by outlet_size order by outlet_size desc;
```

Results | Messages

	Outlet_Size	Total_Sales
1	Small	444794.170581818
2	Medium	507895.735687256
3	High	248991.585691452

10.Assess the geographical distribution of sales across different location.

```
Select outlet_location_type as Outlet_Location, sum(Sales) as Total_Sales from blinkit_data group by outlet_location_type order by outlet_location_type ;
```

Results | Messages

	Outlet_Location	Total_Sales
1	Tier 1	336397.811855316
2	Tier 2	393150.64743042
3	Tier 3	472133.032674789

11. How are all key metrics broken down by different outlet types?

```
Select outlet_type as Outlet_Type, sum(Sales) as Total_Sales,
avg(Sales) as Average_sales,count(Item_type) as Number_of_Items,
avg(Rating) as Average_Rating, sum(item_visibility) as Item_Visibility
from blinkit_data group by outlet_type order by outlet_type ;
```

Results | Messages

	Outlet_Type	Total_Sales	Average_sales	Number_of_Items	Average_Rating	Item_Visibility
1	Grocery Store	151939.14875412	140.294689523656	1083	3.98587257732205	113.565873302519
2	Supermarket Type1	787549.89248848	141.213895013175	5577	3.96324188388204	338.651293898234
3	Supermarket Type2	131477.776264191	141.678638215723	928	3.9712284484814	56.6214550845325
4	Supermarket Type3	130714.674453735	139.80179085961	935	3.95294117557811	54.804764297558