

# BLINKIT ANNUAL SALES REPORT



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# INTRODUCTION



The primary aim of this project is to perform a detailed yearly sales analysis for Blinkit, an online grocery delivery platform. By using the available transactional data, the analysis helps to understand overall performance, key trends, and customer behavior over different years. The insights derived from this analysis can support business growth strategies and operational improvements.



# TOOLS USED



**1**

MYSQL  
FOR DATA ANALYSIS

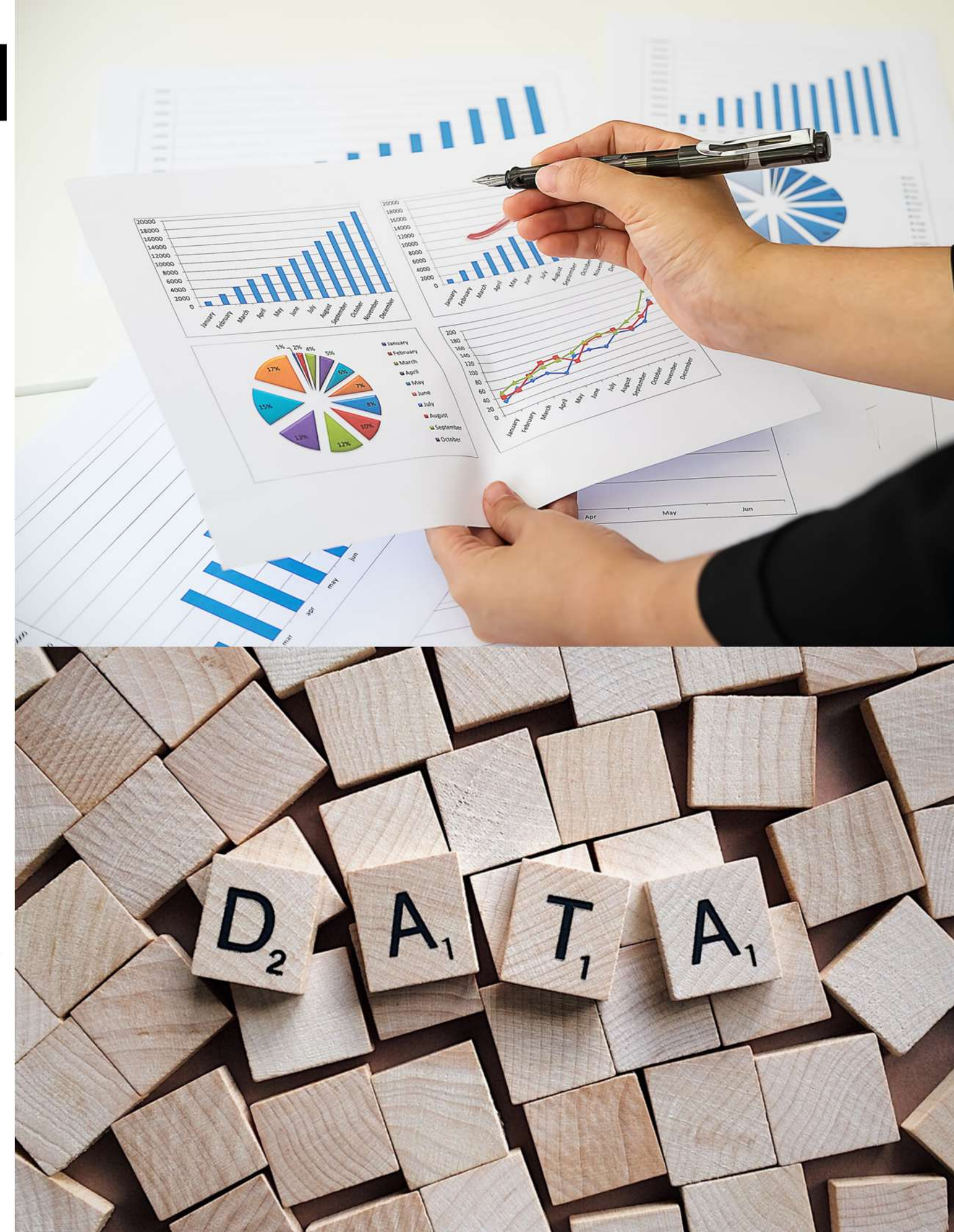
**2**

MS EXCEL  
FOR RAW DATA  
COLLECTION



# DATASET DESCRIPTION

- Item Type
- Item Fat Content
- Total Sales
- Rating
- Outlet Type
- Outlet Size
- Outlet Establishment Year
- Outlet Location Type





# METHODOLOGY



## Data Cleaning:

Standardized the Item\_Fat\_Content field to correct inconsistent entries such as 'LF', 'low fat', and 'reg'.

## Adding a Year Column:

Extracted the sale year from the date column (if available). If the dataset lacked sale dates, a year tag was assigned manually or inferred.

## KPI Calculation:

Computed various KPIs such as Total Sales, Average Sales per Order, Total Orders, and Average Ratings grouped by year.

## Categorical Breakdown:

Grouped data by:

- Item Fat Content

- Item Type

- Outlet Type

- Outlet Size

- Outlet Location

## Table Outputs:

Created query outputs that summarized the yearly and categorical sales data.

## Final Presentation:

Organized and summarized the analysis using Microsoft Excel tables for clarity.

# KEY PERFORMANCE INDICATORS (KPIs)

The following KPIs were computed:

Total Yearly Sales: Total revenue generated each year.

Average Sales per Order: Mean sale value for orders in each year.

Total Number of Orders: Total sales transactions completed per year.

Average Rating: Customer satisfaction score per year.

Additionally, breakdowns were performed:

Sales by Item Fat Content

Top 5 Selling Item Types

Sales by Outlet Type

Sales by Outlet Size Percentage

Sales by Location Type





# TABLE USED



Table Name	Description
blinkit_data	Main dataset source
Yearly_Sales_KPIs	Table with Total Sales, Avg Sales, Orders, Ratings per Year
Item_Fat_Content_Sales	Summarized sales by item fat content per year
Top_Item_Types	Top 5 best-selling item types each year
Outlet_Sales_Breakdown	Sales grouped by Outlet Type, Size, and Location



# CONCLUSION

**Through structured querying and analysis, a comprehensive yearly sales view for Blinkit was developed. The data insights can help identify key trends such as customer preferences, outlet performance, and item popularity. These findings are valuable for strategic planning, marketing focus, and operational improvements for Blinkit's future growth.**

