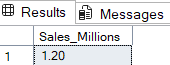
1. KPI’s

1.Total Sales:

SELECT CAST(SUM(Sales)/1000000 AS DECIMAL(10,2)) AS Sales\_Millions

FROM Blinkit\_data



2.Average Sales:

SELECT CAST(AVG(Sales) AS DECIMAL(10,1)) AS Avg\_Sales FROM Blinkit\_data



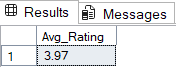
3.No. of Items:

SELECT COUNT(\*) AS No\_of\_Items FROM Blinkit\_data



4. Average Ratings:

SELECT CAST(AVG(Rating) AS DECIMAL(10,2)) AS Avg\_Rating FROM Blinkit\_data



1. Granular Requirements
2. Total Sales by Fat Content

SELECT Item\_Fat\_Content,

CAST(SUM(Sales)/1000 AS DECIMAL(10,2)) AS Sales\_Thousands,

CAST(AVG(Sales) AS DECIMAL(10,1)) AS Avg\_Sales,

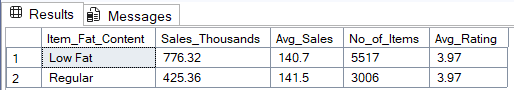
COUNT(\*) AS No\_of\_Items,

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

FROM Blinkit\_data

GROUP BY Item\_Fat\_Content

ORDER BY Sales\_Thousands DESC



1. Total Sales by Item Type

SELECT TOP 5 Item\_Type,

CAST(SUM(Sales)/1000 AS DECIMAL(10,2)) AS Sales\_Thousands,

CAST(AVG(Sales) AS DECIMAL(10,1)) AS Avg\_Sales,

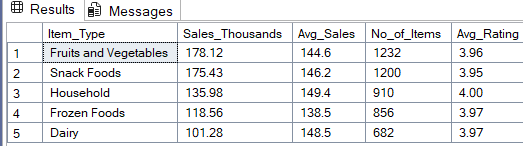
COUNT(\*) AS No\_of\_Items,

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

FROM Blinkit\_data

GROUP BY Item\_Type

ORDER BY Sales\_Thousands DESC



1. Fat content by outlet for total sales

SELECT Outlet\_Location\_Type,

ISNULL([Low Fat], 0)AS Low\_Fat,

ISNULL([Regular], 0)AS Regular

FROM

(

SELECT Outlet\_Location\_Type, Item\_Fat\_Content,

CAST(SUM(Sales) AS DECIMAL(10,2))AS Sales

FROM blinkit\_data

GROUP BY Outlet\_Location\_Type, Item\_Fat\_Content

)AS SourceTable

PIVOT

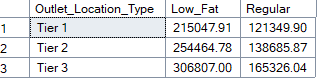
(

SUM(Sales)

FOR Item\_Fat\_Content IN ([Low Fat],[Regular])

) AS PivotTable

ORDER BY Outlet\_Location\_Type;



1. Total Sales by Outlet Establishement

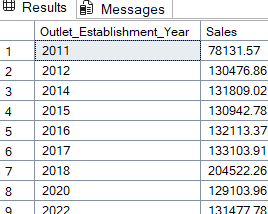
SELECT Outlet\_Establishment\_Year,

CAST(SUM(Sales) AS DECIMAL(10,2)) AS Sales

FROM Blinkit\_data

GROUP BY Outlet\_Establishment\_Year

ORDER BY Outlet\_Establishment\_Year ASC



5.Percentage of Sales by Outlet size

SELECT

Outlet\_Size,

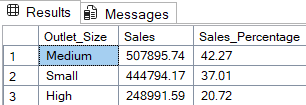
CAST(SUM(Sales) AS DECIMAL(10,2)) AS Sales,

CAST((SUM(Sales) \* 100.0 / SUM(SUM(Sales)) OVER()) AS DECIMAL(10,2)) AS Sales\_Percentage

FROM blinkit\_data

GROUP BY Outlet\_Size

ORDER BY Sales DESC;



1. Sales by Outlet Location

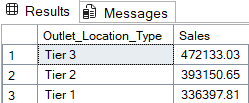
SELECT Outlet\_Location\_Type,

CAST(SUM(Sales) AS DECIMAL(10,2)) AS Sales

FROM Blinkit\_data

GROUP BY Outlet\_Location\_Type

ORDER BY Sales DESC



7.All metrics by Outlet Type

SELECT Outlet\_Type,

CAST(SUM(Sales) AS DECIMAL(10,2)) AS Sales,

CAST((SUM(Sales) \* 100.0 / SUM(SUM(Sales)) OVER()) AS DECIMAL(10,2)) AS Sales\_Percentage,

CAST(AVG(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\_Type

ORDER BY Sales DESC;

