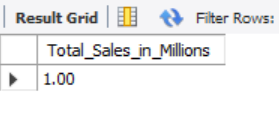
**Blinkit Sales Analysis Report (SQL-Based)**

The primary objective of this project is to comprehensively analyze Blinkit's business performance using Structured Query Language (SQL). The analysis focuses on extracting meaningful insights from a dataset that contains details about product sales, customer ratings, and outlet attributes.

**KPI Requirements**

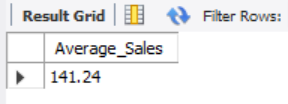
1. **Total Sales**  
   The overall revenue is generated from all items sold.

select cast(sum(Sales)/1000000 as decimal(10,2)) as Total\_Sales\_in\_Millions from blinkit\_data;



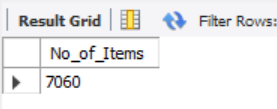
1. **Average Sales**  
   The average revenue per sale.

select cast(avg(Sales) as decimal(10,2)) as Average\_Sales from blinkit\_data;



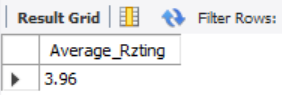
1. **Number of Items**  
   The total count of different items sold.

select count(\*) as No\_of\_Items from blinkit\_data;



1. **Average Rating**  
   The average customer rating for items sold.

select cast(avg(Rating) as decimal(10,2)) as Average\_Rzting from blinkit\_data;



1. **Percentage of Sales by Outlet Size**

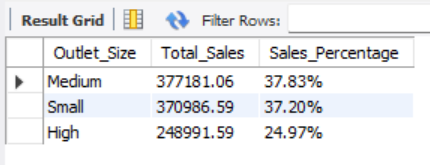
SELECT Outlet\_Size,

CAST(SUM(Sales) AS DECIMAL(10,2)) AS Total\_Sales,

CONCAT(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 Total\_Sales DESC;



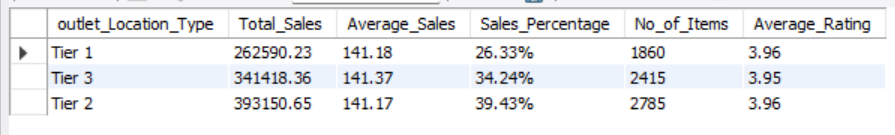
1. **Sales by Outlet Location**

select outlet\_Location\_Type, cast(sum(Sales) as decimal(10,2)) as Total\_Sales,

cast(avg(Sales) as decimal(10,2)) as Average\_Sales,CONCAT(CAST((SUM(Sales) \* 100.0 / SUM(SUM(Sales)) OVER()) AS DECIMAL(10,2)), '%' ) AS Sales\_Percentage,

count(\*) as No\_of\_Items, cast(avg(Rating) as decimal(10,2)) as Average\_Rating from blinkit\_data

group by outlet\_Location\_Type;



1. **All Metrics by Outlet Type**

select outlet\_Type, cast(sum(Sales) as decimal(10,2)) as Total\_Sales,

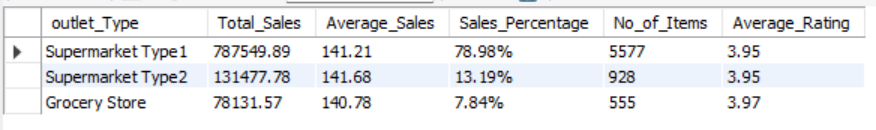
cast(avg(Sales) as decimal(10,2)) as Average\_Sales,

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

count(\*) as No\_of\_Items, cast(avg(Rating) as decimal(10,2)) as Average\_Rating from blinkit\_data

group by outlet\_type

order by Total\_Sales desc;

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