Introduction to Blinkit

- Blinkit, formerly known as Grofers, is an Indian instant delivery service that enables customers to order groceries and other daily essentials online. Founded in December 2013 by Albinder Dhindsa and Saurabh Kumar.

- Blinkit initially operated as an online grocery marketplace. In 2021, it rebranded to Blinkit with a renewed focus on ultra-fast delivery, promising deliveries within minutes of placing an order. With the rise of quick commerce (q-commerce)

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Blinkit has positioned itself as a leader in the segment, competing with other platforms like Zepto, Swiggy Instamart, and BigBasket. In 2022, Blinkit was acquired by Zomato, which further strengthened its presence in the fast-growing e-commerce and food delivery ecosystem in India.

- This project aims to explore the operational, transactional, and customer data of Blinkit using SQL, providing insights into its delivery performance, product trends, and user behavior.

BUSINESS REQUIREMENT

KPI's Requirements

Total Sales: The overall revenue generated from all items sold.

Average Sales: The average revenue per sale.

Number of Items: The total count of different items sold.

Average Rating: The average customer rating for items sold.

Granular Requirements

1.Total Sales by Fat Content:

Objective: Analyze the impact of fat content on total sales.

Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.

2.Total Sales by Item Type:

Objective: Identify the performance of different item types in terms of total sales.

Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.

3. Fat Content by Outlet for Total Sales:

Objective: Compare total sales across different outlets segmented by fat content.

Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.

Chart's Requirements

4. Total Sales by Outlet Establishment:
Objective: Evaluate how the age or type of outlet establishment influences total sales.

5. Percentage of Sales by Outlet Size:
Analyze the correlation between outlet size and total sales.

6. All Metrics by Outlet Type:
Provide a comprehensive view of all key metrics (Total Sales, Average Sales, Number of Items, Average Rating) broken down by different outlet types.