**Blinkit SQL Queries**

A. KPIs

1. Total Sales

select cast(sum(Total\_Sales)/1000000.0 as decimal(10,2)) as total\_sales\_millions

from blinkit\_data;



Calculates the **total sales in millions** by summing Total\_Sales and dividing by 1,000,000.

2. Average Sales

select cast(avg(Total\_Sales) as int) as Avg\_Sales

from blinkit\_data;



Finds the **average sales value** across all records, cast as an integer

3. No. of Items

select count(\*) as order\_no

from blinkit\_data;



Counts all rows in blinkit\_data to get the **total number of items (orders)**.

4. Average Rating

select cast(avg(Rating) as decimal(10,1)) as Avg\_Rating

from blinkit\_data;



Calculates the **average product rating**, rounded to one decimal place.

B. Total Sales by Fat Content

select Item\_Fat\_Content, cast(sum(Total\_Sales) as decimal(10,2)) as Total\_Sales

from blinkit\_data

group by Item\_Fat\_Content;



Shows **total sales by item fat content category** (e.g., Low Fat, Regular).

C. Total Sales by item type

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

from blinkit\_data

group by Item\_Type

order by Total\_Sales DESC;



Shows **total sales by item type**, ordered from highest to lowest sales.

D. 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(Total\_Sales) as decimal(10,2)) as Total\_Sales

from blinkit\_data

group by Outlet\_Location\_Type, Item\_Fat\_Content) as sourceTable

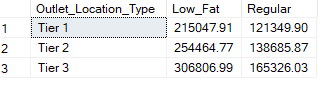
pivot(

sum(Total\_Sales)

for Item\_Fat\_Content in ([Low Fat], [Regular])

) as PivotTable

order by Outlet\_Location\_Type;



Creates a **pivot table** showing total sales of **Low Fat vs Regular items** across different outlet location types.

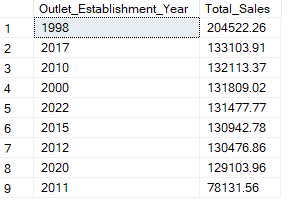
E. Total Sales by Outlet Establishment

select Outlet\_Establishment\_Year, cast(sum(Total\_Sales) as decimal(10,2))

from blinkit\_data

group by Outlet\_Establishment\_Year

order by Total\_Sales desc;



Shows **total sales by outlet establishment year**, ordered chronologically.

F. Percentage of Sales by Outlet Size

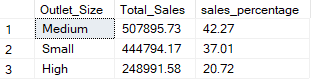
select Outlet\_Size, cast(sum(Total\_Sales) as decimal(10,2)) as Total\_Sales,

cast((sum(Total\_Sales) \* 100.0 / sum(sum(Total\_Sales)) over()) as decimal(10,2)) as sales\_percentage

from blinkit\_data

group by Outlet\_Size

order by Total\_Sales desc;



Shows **total sales by outlet size** along with each size’s **percentage contribution to overall sales**, ordered from highest to lowest sales.

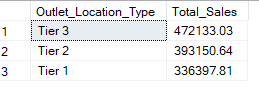
G. Sales by Outlet Location

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

from blinkit\_data

group by Outlet\_Location\_Type

order by Total\_Sales desc;



Shows **total sales by outlet location type**, ordered from highest to lowest sales.

H. All metrics by Outlet Type

select Outlet\_Type,

cast(sum(Total\_Sales) as decimal(10,2)) as Total\_Sales,

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

count(\*) as No\_of\_Items,

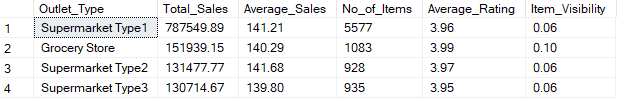
cast(avg(Rating) as decimal(10,2)) as Average\_Rating,

cast(avg(Item\_Visibility) as decimal(10,2)) as Item\_Visibility

from blinkit\_data

group by Outlet\_Type

order by Total\_Sales desc;



Summarizes **outlet performance by type**, showing total sales, average sales, number of items, average rating, and average item visibility.