Blinkit Grocery SQL Report Summary

# Objective

The goal of this SQL analysis is to explore Blinkit’s grocery dataset to extract business insights related to sales, ratings, outlet types, and product performance. The report helps stakeholders understand trends across years, outlet sizes, locations, and product categories.

## 1. View Full Dataset

SELECT \* FROM Blinkit\_Data;

Insight: Quick overview of the entire dataset structure and content.

## 2. Total Sales in 2022 (in Millions)

SELECT CAST(SUM(Sales)/ 1000000 AS DECIMAL(10,2)) AS Sales\_Millions  
FROM Blinkit\_Data  
WHERE Outlet\_Establishment\_Year = 2022;

Insight: Total revenue from outlets established in 2022.

## 3. Average Sales for 2022

SELECT CAST(AVG(SALES) AS decimal(10,0)) AS Avg\_sales  
FROM Blinkit\_Data  
WHERE Outlet\_Establishment\_Year = 2022;

Insight: Shows average product-level sales in 2022 outlets.

## 4. Total Items Sold in 2022

SELECT COUNT(\*) AS NO\_OF\_ITEMS  
FROM Blinkit\_Data  
WHERE Outlet\_Establishment\_Year = 2022;

Insight: Counts how many items were sold from 2022 outlets.

## 5. Overall Average Rating

SELECT CAST(AVG(Rating) AS decimal(10,2)) AS Avg\_Rating FROM Blinkit\_Data;

Insight: Overall average customer rating across all outlets and years.

## 6. 2020 Sales & Ratings by Fat Content

SELECT Item\_fat\_content,   
 CAST(SUM(Sales) AS decimal(10,2)) AS Sales\_Thousands,  
 CAST(AVG(Sales) AS decimal(10,2)) AS Avg\_Sales,  
 COUNT(\*) AS NO\_OF\_ITEMS,  
 CAST(AVG(Rating) AS DECIMAL(10,2)) AS Avg\_Rating  
FROM Blinkit\_Data  
WHERE Outlet\_Establishment\_Year = 2020  
GROUP BY Item\_Fat\_Content  
ORDER BY Sales\_Thousands DESC;

Insight: Compare Low Fat vs Regular item performance in 2020 outlets.

## 7. Bottom 5 Item Types in 2022

SELECT Top 5 Item\_Type,   
 CAST(SUM(Sales) AS decimal(10,2)) AS Sales,  
 CAST(AVG(Sales) AS decimal(10,2)) AS Avg\_Sales,  
 COUNT(\*) AS NO\_OF\_ITEMS,  
 CAST(AVG(Rating) AS DECIMAL(10,2)) AS Avg\_Rating  
FROM Blinkit\_Data  
WHERE Outlet\_Establishment\_Year = 2022  
GROUP BY Item\_Type  
ORDER BY Sales ASC;

Insight: Find least performing product types in newly opened stores.

## 8. Sales Pivot: Location Type vs Fat Content

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;

Insight: Compares sales of fat content types across locations.

## 9. Sales by Outlet Establishment Year

SELECT Outlet\_Establishment\_Year,  
 CAST(SUM(Sales) AS decimal(10,2)) AS Sales,  
 CAST(AVG(Sales) AS decimal(10,2)) AS Avg\_Sales,  
 COUNT(\*) AS NO\_OF\_ITEMS,  
 CAST(AVG(Rating) AS decimal(10,2)) AS Avg\_Rating  
FROM Blinkit\_Data  
GROUP BY Outlet\_Establishment\_Year  
ORDER BY Sales DESC;

Insight: Year-wise performance of all outlet batches.

## 10. Sales Share 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;

Insight: Shows each outlet size’s contribution to total revenue.

## 11. 2020 Sales by Outlet Location Type

SELECT Outlet\_Location\_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(10,2)) AS Avg\_Sales,  
 COUNT(\*) AS NO\_OF\_ITEMS,  
 CAST(AVG(Rating) AS DECIMAL(10,2)) AS Avg\_Rating  
FROM Blinkit\_Data  
WHERE Outlet\_Establishment\_Year = 2020  
GROUP BY Outlet\_Location\_Type  
ORDER BY Sales DESC;

Insight: Compare location-based performance for new 2020 stores.

## 12. Performance 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(10,2)) 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;

Insight: Evaluate sales distribution by outlet business model.