BLINKIT ANALYSIS SQL

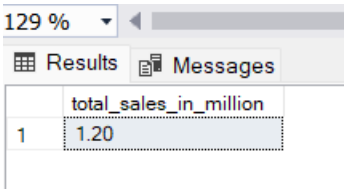
KPI's (key performance indicator)

- Total sales
- Average sales
- Number of items
- Average Rating

KPI'S

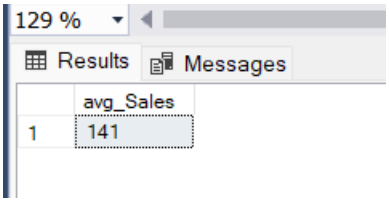
1. Total sales

```
SELECT CAST(SUM(Sales)/1000000 AS DECIMAL(10,2))AS total_sales_in_Million
FROM blinkitDB.dbo.BlinkITData;
```



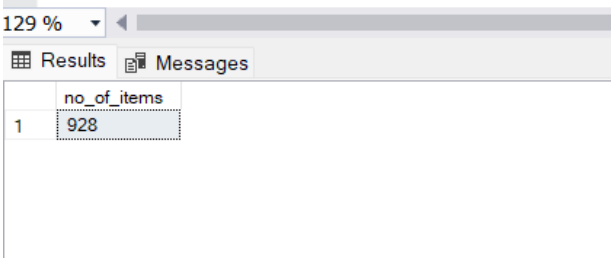
2. Average sales

```
SELECT CAST(AVG(Sales) AS DECIMAL(10,0)) AS avg_Sales
FROM blinkitDB.dbo.BlinkITData;
```



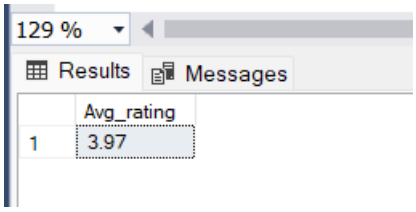
3. Counting

```
SELECT COUNT(*) AS no_of_items
FROM blinkitDB.dbo.BlinkITData
WHERE Outlet_Establishment_Year = 2022;
```



4. Average rating

```
SELECT CAST(AVG(Rating) AS DECIMAL(10,2)) AS Avg_rating
FROM blinkitDB.dbo.BlinkITData;
```



5. Total sales by fat_content

```
 SELECT Item_Fat_Content,
       CAST (SUM(Sales)/1000AS DECIMAL(10,2)) AS Total_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 blinkitDB.dbo.BlinkITData
GROUP BY Item_Fat_Content
ORDER BY Total_Sales_Thousands DESC
```

Results Messages

	Item_Fat_Content	Total_Sales_Thousands	Avg_Sales	No_of_items	Avg_Rating
1	Low Fat	776.32	140.7	5517	3.97
2	Regular	425.36	141.5	3006	3.97

6. Sales Performance Analysis by Item Type

```
SELECT Item_Type,
       CAST(SUM(Sales)/1000 As DECIMAL(10,2)) as total_sales_thousand,
       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 blinkitDB.dbo.BlinkITData
GROUP BY Item_Type
ORDER BY total_sales_thousand desc;
```

56 %

Results | Messages

	Item_Type	total_sales_thousand	avg_sales	no_of_items	Avg_Rating
1	Fruits and Vegetables	178.12	144.6	1232	3.96
2	Snack Foods	175.43	146.2	1200	3.95
3	Household	135.98	149.4	910	4.00
4	Frozen Foods	118.56	138.5	856	3.97
5	Dairy	101.28	148.5	682	3.97
6	Canned	90.71	139.8	649	3.99
7	Baking Goods	81.89	126.4	648	3.98
8	Health and Hygiene	68.03	130.8	520	3.99
9	Meat	59.45	139.9	425	4.02
10	Soft Drinks	58.51	131.5	445	3.92
11	Breads	35.38	141.0	251	3.88
12	Hard Drinks	29.33	137.1	214	3.91
13	Others	22.45	132.9	169	3.95
14	Starchy Foods	21.88	147.8	148	3.92
15	Breakfast	15.60	141.8	110	3.93
16	Seafood	9.08	141.8	64	3.96

7. Fat content by outlet for total sales

```
SELECT Outlet_Location_Type, Item_Fat_Content,
       CAST(SUM(Sales)/1000 as DECIMAL(10,2)) as total_sales_thousand,
       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 blinkitDB.dbo.BlinkITData
Group by Outlet_Location_Type, Item_Fat_Content
order by total_sales_thousand Desc;
```

156 %

Results | Messages

	Outlet_Location_Type	Item_Fat_Content	total_sales_thousand	avg_sales	no_of_items	Avg_rating
1	Tier 3	Low Fat	306.81	141.5	2168	3.96
2	Tier 2	Low Fat	254.46	140.7	1809	3.97
3	Tier 1	Low Fat	215.05	139.6	1540	3.98
4	Tier 3	Regular	165.33	139.9	1182	3.97
5	Tier 2	Regular	138.69	142.1	976	3.95
6	Tier 1	Regular	121.35	143.1	848	3.97

```
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 total_sales
              from blinkitDB.dbo.BlinkITData
              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;
```

Results | Messages

	Outlet_Location_Type	Low_Fat	Regular
1	Tier 1	215047.91	121349.90
2	Tier 2	254464.78	138685.87
3	Tier 3	306807.00	165326.04

8. Total sales by establishment year

```
select Outlet_Establishment_Year,
       CAST(SUM(Sales) As DECIMAL(10,2)) as total_sales,
       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 blinkitDB.dbo.BlinkITData
GROUP BY Outlet_Establishment_Year
ORDER BY total_sales desc;
```

Results | Messages

	Outlet_Establishment_Year	total_sales	avg_sales	no_of_items	Avg_Rating
1	2018	204522.26	139.8	1463	3.97
2	2017	133103.91	143.1	930	3.94
3	2016	132113.37	142.1	930	3.96
4	2014	131809.02	141.4	932	3.95
5	2022	131477.78	141.7	928	3.97
6	2015	130942.78	141.0	929	3.96
7	2012	130476.86	140.3	930	3.99
8	2020	129103.96	139.4	926	3.98
9	2011	78131.57	140.8	555	3.98

9. Percentage of sales by outlet size

```
SELECT Outlet_Size,
            CAST(SUM(Sales) as DECIMAL (10,2)) AS total_sales,
            CAST(SUM(Sales) *100.0/ SUM(SUM(Sales))over() as Decimal(10,2)) as
sales_percentage
From blinkitDB.dbo.BlinkITData
GROUP BY Outlet_Size
ORDER BY total_sales desc;
```

Results | Messages

	Outlet_Size	total_sales	sales_percentage
1	Medium	507895.74	42.27
2	Small	444794.17	37.01
3	High	248991.59	20.72

10. Sales by outlet location

```
SELECT Outlet_Location_Type,
            CAST(SUM(Sales) as DECIMAL (10,2)) AS total_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 blinkitDB.dbo.BlinkITData
GROUP BY Outlet_Location_Type
ORDER BY total_sales desc;
```

	Outlet_Location_Type	total_sales	sales_percentage	avg_sales	no_of_items	Avg_Rating
1	Tier 3	472133.03	39.29	140.9	3350	3.96
2	Tier 2	393150.65	32.72	141.2	2785	3.96
3	Tier 1	336397.81	27.99	140.9	2388	3.98

11.Sales by outlet type

```
SELECT Outlet_Type,
              CAST(SUM(Sales) as DECIMAL (10,2)) AS total_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 blinkitDB.dbo.BlinkITData
GROUP BY Outlet_Type
ORDER BY total_sales desc;
```

Results Messages

	Outlet_Type	total_sales	sales_percentage	avg_sales	no_of_items	Avg_Rating
1	Supermarket Type1	787549.89	65.54	141.2	5577	3.96
2	Grocery Store	151939.15	12.64	140.3	1083	3.99
3	Supermarket Type2	131477.78	10.94	141.7	928	3.97
4	Supermarket Type3	130714.67	10.88	139.8	935	3.95