SQL PROJECT

Blinkit -KPI Tracking & Sales Overview

blinkit

india's last minute app

```
SELECT *
FROM blinkit_data;

SELECT COUNT(*)
FROM blinkit_data;

UPDATE blinkit_data
SET Item_Fat_Content =
CASE
   WHEN Item_Fat_Content IN ('LF', 'low fat') THEN 'Low Fat'
   WHEN Item_Fat_Content = 'reg' THEN 'Regular'
   ELSE Item_Fat_Content
END;
```

A).KPI'S

1). TOTAL SALES

```
      SELECT CAST(SUM(Total_Sales) / 1000000.0 AS DECIMAL(10,2))
AS Total_Sales_Million
FROM blinkit_data;
```

Results
Total sales _million
1.20

2). AVERAGE SALES

```
       SELECT CAST(AVG(Total_Sales) AS INT) AS Avg_Sales
FROM blinkit_data;
```

Results
Average sales
140

3).NO OF ITEM SOLD

```
    SELECT COUNT(*) AS No_of_Orders
FROM blinkit_data;
```

Results
No_of_orders
8823

4**). AVERAGE RATING**

```
    SELECT CAST(AVG(Rating) AS DECIMAL(10,1)) AS Avg_Rating
FROM blinkit_data;
```

Results
Avg_Rating
4.0

B). **TOTAL SALES BY FAT CONTENT**

```
SELECT
   Item_Fat_Content,
   CAST(SUM(Total_Sales) AS DECIMAL(10,2)) AS Total_Sales
CAST(AVG(Total_Sales) AS DECIMAL(10,1)) AS Avg_Sales,
   COUNT(*) AS No_Of_Items,
   CAST(AVG(Rating) AS DECIMAL(10,2)) AS Avg_Rating
FROM blinkit_data
GROUP BY Item_Fat_Content;
```

Results

Item_fat_content	Total_ sales	Avg_sales	No_of_items	Avg_Rating
Low fat	776319.68	140.7	5517	3.97
Regular	425361.80	141.5	3006	3.97

C).**TOTAL SALES BY ITEM TYPE**

```
SELECT TOP 5
    Item_Type,
    CAST(SUM(Total_Sales) /1000 AS DECIMAL(10,2)) AS
Total_Sales_thousands
CAST(AVG(Total_Sales) AS DECIMAL(10,1)) AS Avg_Sales,
    COUNT(*) AS No_Of_Items,
    CAST(AVG(Rating) AS DECIMAL(10,2)) AS Avg_Rating
FROM blinkit_data
GROUP BY Item_Type
ORDER BY Total_Sales DESC;
```

Results

Item_type	**Total_sales_by_thousands**	**Avg_sales**	**No_of_item**	**Avg_Rating**
Fruit and vegetables	178.12	144.6	1232	3.96
Snack food	175.43	146.2	1200	3.95
Household	135.98	149.4	910	4.00
Frozen food	118.56	138.5	856	3.97
Dairy	101.28	148.5	682	3.97

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;
```

Results

Outlet_location_type	Low_fat	Regular
Tier 1	215047.91	121349.90
Tier 2	254464.77	138685.87
Tier 3	306806.99	165326.03

E).TOTAL SALES BY OUTLET ESTABLISHMENT YEAR

```
SELECT
    Outlet_Establishment_Year,
    CAST(SUM(Total_Sales) AS DECIMAL(10,2)) AS Total_Sales,
    CAST(AVG(Total_Sales) AS DECIMAL(10,1)) 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 Total_Sales DESC;
```

Results

Outlet _establishment_year	Total_sales	Avg_sales	No_of_item	Avg_Rating
1998	204522.26	139.8	1463	3.97
2017	133103.91	143.1	930	3.94
2010	132113.37	142.1	930	3.96
2000	131809.02	141.4	932	3.95
2022	131477.77	141.7	928	3.97
2025	130942.78	141.0	929	3.96
2012	130476.86	140.3	930	3.99
2020	129103.96	139.4	926	3.98
2011	78131.56	140.8	555	3.98

F).**TOTAL 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;
```

Results

Outlet _Size	Total_sales	Sales_percentage
Medium	507895.73	42.27
Small	444794.17	37.01
High	248991.58	20.72

G).**TOTAL SALES BY OUTLET LOCATION TYPE**

```
SELECT
    Outlet_Location_Type,
    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,
    CAST(AVG(Total_Sales) AS DECIMAL(10,1)) AS Avg_Sales,
    COUNT(*) AS No_Of_Items,
    CAST(AVG(Rating) AS DECIMAL(10,2)) AS Avg_Rating
FROM blinkit_data
GROUP BY Outlet_Location_Type
OR
DER BY Total_Sales DESC;
```

Results

Outlet _ Location _type	Total_sales	Sales_percentage	Avg_sales	No_of_item	Avg_ rating
Tier 3	472133.03	39.29	140.9	3350	3.96
Tier 2	393150.64	32.72	141.2	2785	3.96
Tier 1	336397.81	27.99	140.9	2388	3.96

H).**TOTAL SALES BY OUTLET TYPE**

```
 SELECT
    Outlet_Type,
    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,
    CAST(AVG(Total_Sales) AS DECIMAL(10,1)) 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 Total_Sales DESC;
```

Results

Outlet_type	Total_sales	Sales_ percentage	Avg_sales	No_of_items	Avg_Rating
Supermarket 1	787549.89	64.54	141.2	5577	3.96
Grocery store	151939.15	12.64	140.3	1083	3.99
Supermarket 2	131477.77	10.94	141.7	928	3.97
Supermarket 3	130414.67	10.88	139.8	935	3.95