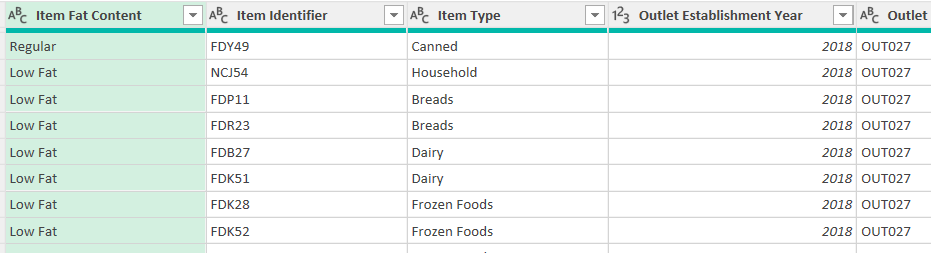
BLINKIT SALES ANALYSIS

* Data Cleaning: (Used Excel)

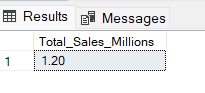
**Standardizing the *Item\_Fat\_Content* field (e.g., converting 'LF', 'low fat' to 'Low Fat') ensures consistency, improves reporting accuracy, and prevents duplicate categorizations. The presence of multiple variations of the same category (e.g., LF, low fat vs. Low Fat) can cause issues in reporting, aggregations, and filtering. By standardizing these values, we improve data quality, making it easier to generate insights and maintain uniformity in our datasets.**



* KPI’s :
* Total Sales :

-- TOTAL SALES IN MILLIONS

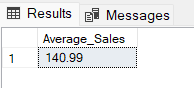
SELECT CAST(SUM(Sales)/1000000 AS DECIMAL(10,2)) AS Total\_Sales\_Millions FROM dbo.blinkit\_cleaned ;



* Average Sales :

-- AVERAGE SALES

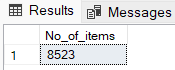
SELECT ROUND(AVG(Sales),2) AS Average\_Sales FROM dbo.blinkit\_cleaned ;



* No Of Items :

-- NUMBER OF ITEMS

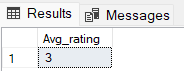
SELECT COUNT(\*) AS No\_of\_items FROM dbo.blinkit\_cleaned ;



* Average Rating :

-- AVERAGE RATING

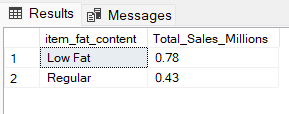
SELECT AVG(Rating) AS Avg\_rating FROM dbo.blinkit\_cleaned ;



* GRANULAR REQUIREMENTS:
* **Total Sales by Fat Content:**

SELECT item\_fat\_content, CAST(SUM(Sales)/1000000 AS DECIMAL(10,2)) AS Total\_Sales\_Millions FROM dbo.blinkit\_cleaned

GROUP BY item\_fat\_content ;

****

* **Total Sales by Item Type:**

-- Extracting top 5 items based on total sales

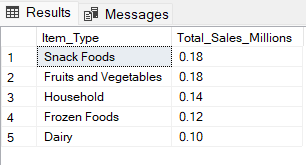
SELECT TOP 5 Item\_Type ,

CAST(SUM(Sales)/1000000 AS DECIMAL(10,2)) AS Total\_Sales\_Millions,

FROM dbo.blinkit\_cleaned

GROUP BY Item\_Type

ORDER BY Total\_Sales\_Millions DESC ;

****

* **Total Sales Across Different Outlet By Fat Content:**

SELECT Outlet\_Type, Item\_Fat\_Content,

CAST(SUM(Sales)/1000000 AS DECIMAL(10,2)) AS Total\_Sales\_Millions

--ROUND(AVG(Sales),2) AS Average\_Sales,

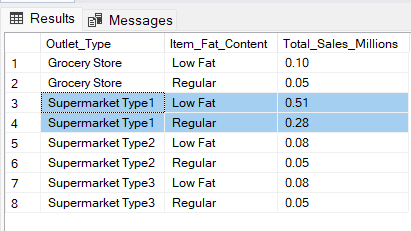
--COUNT(\*) AS No\_of\_items,

--AVG(Rating) AS Avg\_rating

FROM dbo.blinkit\_cleaned

GROUP BY Outlet\_Type, Item\_Fat\_Content

ORDER BY Outlet\_Type, Item\_Fat\_Content, Total\_Sales\_Millions DESC ;



* **Total Sales Across Different Outlet Location For Each 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,

ROUND(SUM(Sales),2) AS Total\_Sales

FROM dbo.blinkit\_cleaned

GROUP BY Outlet\_location\_type, Item\_fat\_content

) AS SourceTable

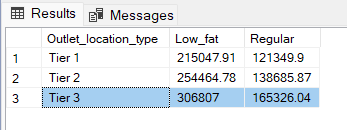
PIVOT

(

SUM(Total\_Sales)

FOR Item\_fat\_content IN ([Low Fat], [Regular])

) AS PivotTable ;

****

**Explanation of the Query**

This SQL query retrieves total sales data for different outlet location types, categorized by item fat content ("Low Fat" and "Regular").

1. **Subquery (SourceTable)**
   * Groups data by Outlet\_location\_type and Item\_fat\_content.
   * Calculates the total sales for each combination, rounding to two decimal places.
2. **PIVOT Operation (PivotTable)**
   * Transforms the Item\_fat\_content values into column headers ("Low Fat" and "Regular").
   * Uses SUM(Total\_Sales) to aggregate sales data for each outlet location type.
3. **Final Output**
   * Replaces NULL values with 0 using ISNULL() to ensure completeness in the result.
   * Returns sales figures for each Outlet\_location\_type, with separate columns for "Low Fat" and "Regular" item sales.

* **Total Sales By Outlet Establishment:**

SELECT Outlet\_Establishment\_year,

ROUND(SUM(Sales),2) AS Total\_sales

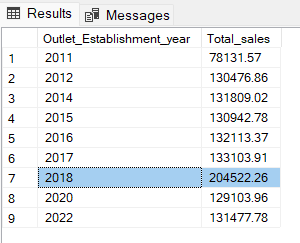
--ROUND(AVG(Sales),2) AS Avg\_sales,

--AVG(Rating) AS Avg\_rating

FROM dbo.blinkit\_cleaned

GROUP BY Outlet\_Establishment\_year

ORDER BY Outlet\_Establishment\_year ;



* **All Metrics By Outlet Size:**

SELECT Outlet\_Size,

ROUND(SUM(Sales),2) AS Total\_Sales,

ROUND(SUM(Sales)\*100/SUM(SUM(Sales)) OVER(),2) AS Percentage\_Sales,

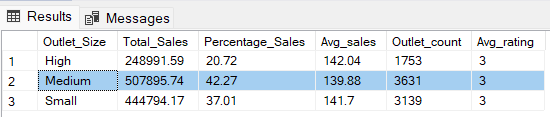
ROUND(AVG(Sales),2) AS Avg\_sales,

COUNT(\*) AS Outlet\_count,

AVG(Rating) AS Avg\_rating

FROM dbo.blinkit\_cleaned

GROUP BY Outlet\_Size ;

****

* **All Metrics By Outlet Location Type:**

SELECT Outlet\_Location\_Type,

ROUND(SUM(Sales),2) AS Total\_Sales,

ROUND(SUM(Sales)\*100/SUM(SUM(Sales)) OVER(),2) AS Percentage\_Sales,

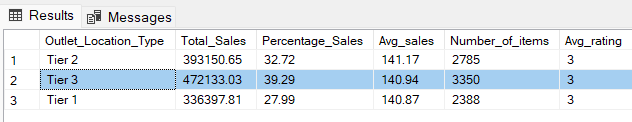
ROUND(AVG(Sales),2) AS Avg\_sales,

COUNT(\*) AS Number\_of\_items,

AVG(Rating) AS Avg\_rating

FROM dbo.blinkit\_cleaned

GROUP BY Outlet\_Location\_Type ;



**KEY INSIGHTS :**

1. **Customer Preferences Drive Sales** –
   * Higher sales in specific categories suggest that customer preferences should be analyzed and used for personalized promotions and product recommendations**.**
   * Outlets with higher sales of "Low Fat" products may have more health-conscious customers. Introducing healthier product options or promotions can boost customer satisfaction and loyalty.
2. **Outlet Type Influences Sales Performance** –

* + Different outlet types (e.g., Supermarkets vs. Grocery stores) show varying sales trends, indicating that store format impacts consumer purchasing behavior.

1. **Older Outlets May Need Revamping–** 
   * Sales trends across outlet establishment years could indicate that older stores need improved promotions, renovations, or better stock management.

### ****Estimated Overall Sales Increase:****

* **Inventory Optimization** → **5-10%** increase by reducing stockouts and overstocking.
* **Targeted Promotions & Pricing** → **10-15%** increase by aligning offers with customer preferences.
* **Outlet-Specific Strategies** → **5-8%** increase by tailoring marketing to location-based demand.
* **Store Revamping & Customer Experience** → **5-10%** increase by enhancing older stores and improving in-store experience.

With proper execution, **sales growth of 20-30%** can be achieved over the next **6-12 months**, depending on customer response and market conditions