

# Blinkit Sales & Outlet Performance Power BI Dashboard



```
-- View All Data
SELECT
  *
FROM
  blinkit_data;

-- Columns and data type Info.
desc blinkit_data;

info
blinkit_data;

-- unique records in ITEM_FAT_CONTENT

SELECT DISTINCT
  item_fat_content
FROM
  blinkit_data;

--Data Cleaning and Updating

-- Replace 'LF', 'low fat' to 'Low Fat' and 'reg' to 'Regular'

UPDATE blinkit_data
SET
  item_fat_content =
    CASE
      WHEN item_fat_content = 'LF'      THEN
        'Low Fat'
      WHEN item_fat_content = 'low fat' THEN
        'Low Fat'
      WHEN item_fat_content = 'reg'     THEN
        'Regular'
      ELSE
        item_fat_content
    END;

COMMIT;
```

## -- KPI

--Total Sales in million

```
SELECT
  round(SUM(total_sales / 1000000), 2) AS total_sales_million
FROM
  blinkit_data;
```

	TOTAL_SALES_MILLION
1	1.2

-- Avg\_sales

```
SELECT
  round(AVG(total_sales), 0) AS avg_sales
FROM
  blinkit_data;
```

	AVG_SALES
1	141

-- Total number of items

```
SELECT
  COUNT(*) AS total_number_of_items
FROM
```

	TOTAL_NUMBER_OF_ITEMS
1	8523

```

    blinkit_data;

-- Avg. Rating of items

SELECT
    round(AVG(rating), 2) AS avg_rating
FROM
    blinkit_data;

```

	AVG_RATING
1	3.96

## -- Total Sales

```

-- 1) Total sales by item_fat_content
SELECT
    item_fat_content,
    round(SUM(total_sales) / 1000, 2) AS total_sales_by_fat_content
FROM
    blinkit_data
GROUP BY
    item_fat_content;

```

ITEM_FAT_CONTENT	TOTAL_SALES_BY_FAT_CONTENT
1 Regular	425.36
2 Low Fat	776.32

```

-- 1.1) Total sales percentage by item_fat_content
SELECT
    item_fat_content,
    round(SUM(total_sales) * 100 / (
        SELECT
            SUM(total_sales)
        FROM
            blinkit_data
    ), 2) AS sales_percentage
FROM
    blinkit_data
GROUP BY
    item_fat_content;

```

ITEM_FAT_CONTENT	SALES_PERCENTAGE
1 Regular	35.4
2 Low Fat	64.6

```

-- 2) Total Sales by outlet_location_type by item_fat_content (in Millions)
SELECT
    outlet_location_type,
    item_fat_content,
    round(SUM(total_sales) / 1000000, 2) AS sales_million
FROM
    blinkit_data
GROUP BY
    outlet_location_type,
    item_fat_content
ORDER BY
    outlet_location_type DESC;

```

OUTLET_LOCATION_TYPE	ITEM_FAT_CONTENT	SALES_MILLION
1 Tier 3	Low Fat	0.31
2 Tier 3	Regular	0.17
3 Tier 2	Low Fat	0.25
4 Tier 2	Regular	0.14
5 Tier 1	Low Fat	0.22
6 Tier 1	Regular	0.12

//

```

-- 3) Total sales by each item_type
SELECT
    item_type,
    round(SUM(total_sales) / 1000000, 2) AS total_sales_by_item_in_million
FROM
    blinkit_data
GROUP BY
    item_type
ORDER BY
    total_sales_by_item_in_million DESC;

```

ITEM_TYPE	TOTAL_SALES_BY_ITEM_IN_MILLION
1 Fruits and Vegetables	0.18
2 Snack Foods	0.18
3 Household	0.14
4 Frozen Foods	0.12
5 Dairy	0.1
6 Canned	0.09

## -- Average Sales

```
-- 1) Avg Sale by Item_Fat_Content
SELECT
    item_fat_content,
    round(AVG(total_sales), 2) AS average_sales
FROM
    blinkit_data
GROUP BY
    item_fat_content;
```

ITEM_FAT_CONTENT	AVERAGE_SALES
1 Regular	141.5
2 Low Fat	140.71

```
-- 1.1) Avg sales Percentage by Item_Fat_Content
SELECT
    item_fat_content,
    round(AVG(total_sales) * 100 / (
        SELECT
            SUM(avg_sales)
        FROM
            (
                SELECT
                    AVG(total_sales) AS avg_sales
                FROM
                    blinkit_data
                GROUP BY
                    item_fat_content
            )
        ), 2) AS avg_sales_percentage
FROM
    blinkit_data
GROUP BY
    item_fat_content;
```

ITEM_FAT_CONTENT	AVG_SALES_PERCENTAGE
1 Regular	50.14
2 Low Fat	49.86

```
-- 2) Avg sales of outlet_location_type by item_fat_content
```

```
SELECT
    outlet_location_type,
    item_fat_content,
    round(AVG(total_sales), 0) avg_sales
FROM
    blinkit_data
GROUP BY
    outlet_location_type,
    item_fat_content
ORDER BY
    outlet_location_type,
    item_fat_content;
```

OUTLET_LOCATION_TYPE	ITEM_FAT_CONTENT	AVG_SALES
1 Tier 1	Low Fat	140
2 Tier 1	Regular	143
3 Tier 2	Low Fat	141
4 Tier 2	Regular	142
5 Tier 3	Low Fat	142
6 Tier 3	Regular	140

```
-- 3) Avg sales by Item_Type
```

```
SELECT
    item_type,
    round(AVG(total_sales), 0) AS avg_sales
FROM
    blinkit_data
GROUP BY
    item_type
ORDER BY
    avg_sales DESC;
```

ITEM_TYPE	AVG_SALES
1 Household	149
2 Dairy	148
3 Starchy Foods	148
4 Snack Foods	146
5 Fruits and Vegetables	145
6 Seafood	142

## -- No. of item

-- 1) Total number of items by item\_fat\_content

```
SELECT
    item_fat_content,
    COUNT(*) AS total_no_of_item
FROM
    blinkit_data
GROUP BY
    item_fat_content;
```

ITEM_FAT_CONTENT	TOTAL_NO_OF_ITEM
1 Regular	3006
2 Low Fat	5517

-- 1.1) Total number of items Percentage by item\_fat\_content

```
SELECT
    item_fat_content,
    round(COUNT(*) * 100 / (
        SELECT
            COUNT(*)
        FROM
            blinkit_data
    ), 2) AS no_of_item_percentage
FROM
    blinkit_data
GROUP BY
    item_fat_content;
```

ITEM_FAT_CONTENT	NO_OF_ITEM_PERCENTAGE
1 Regular	35.27
2 Low Fat	64.73

-- 2) Total number of items by outlet\_location\_type and item\_fat\_content

```
SELECT
    outlet_location_type,
    item_fat_content,
    COUNT(*) AS no_of_items
FROM
    blinkit_data
GROUP BY
    outlet_location_type,
    item_fat_content
ORDER BY
    outlet_location_type;
```

OUTLET_LOCATION_TYPE	ITEM_FAT_CONTENT	NO_OF_ITEMS
1 Tier 1	Low Fat	1540
2 Tier 1	Regular	848
3 Tier 2	Low Fat	1809
4 Tier 2	Regular	976
5 Tier 3	Low Fat	2168
6 Tier 3	Regular	1182

-- 3) Total number of items by item\_type

```
SELECT
    item_type,
    COUNT(*) AS no_of_items
FROM
    blinkit_data
GROUP BY
    item_type
ORDER BY
    no_of_items DESC;
```

ITEM_TYPE	NO_OF_ITEMS
1 Fruits and Vegetables	1232
2 Snack Foods	1200
3 Household	910
4 Frozen Foods	856
5 Dairy	682
6 Canned	649

## --- Avg rating

-- 1) Avg\_rating by Item\_Fat\_Content

```
SELECT
    item_fat_content,
    round(AVG(rating), 2) AS avg_rating
FROM
    blinkit_data
```

ITEM_FAT_CONTENT	AVG_RATING
1 Regular	3.95
2 Low Fat	3.96

```
GROUP BY
    item_fat_content;

-- 1.1) percentage of avg rating by item_fat_content
```

```
SELECT
    item_fat_content,
    round(AVG(rating) * 100 / (
        SELECT
            SUM(avg_rating)
        FROM
            (
                SELECT
                    AVG(rating) AS avg_rating
                FROM
                    blinkit_data
                GROUP BY
                    item_fat_content
            )
        ), 2) AS avg_rating_percentage
FROM
    blinkit_data
GROUP BY
    item_fat_content;
```

ITEM_FAT_CONTENT	AVG_RATING_PERCENTAGE
1 Regular	49.94
2 Low Fat	50.06

```
-- 2) avg rating of item_fat_content by outlet_location_type
SELECT
    outlet_location_type,
    item_fat_content,
    round(AVG(rating), 2) AS avg_rating
FROM
    blinkit_data
GROUP BY
    outlet_location_type,
    item_fat_content
ORDER BY
    outlet_location_type;
```

OUTLET_LOCATION_TYPE	ITEM_FAT_CONTENT	AVG_RATING
1 Tier 1	Low Fat	3.97
2 Tier 1	Regular	3.95
3 Tier 2	Low Fat	3.96
4 Tier 2	Regular	3.95
5 Tier 3	Low Fat	3.95
6 Tier 3	Regular	3.95

```
-- 3) Avg_rating of each Item_type
SELECT
    item_type,
    round(AVG(rating), 2) AS avg_rating
FROM
    blinkit_data
GROUP BY
    item_type
ORDER BY
    avg_rating DESC;
```

ITEM_TYPE	AVG_RATING
1 Household	4
2 Meat	4
3 Canned	3.99
4 Baking Goods	3.98
5 Health and Hygiene	3.97
6 Others	3.97

**Note:** The dataset used in this project is entirely dummy/sample data and is intended only for educational purposes.

**Dashboard and Dataset Resource:** [Blinkit Sales & Outlet Performance Power BI Dashboard](#)

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