blinkit
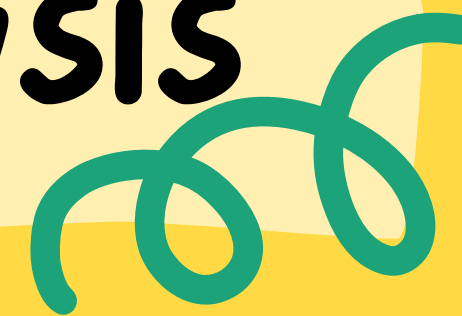
Blinkit Sales Analysis

INTRODUCTION

To conduct a comprehensive analysis of Blinkit's sales performance, customer satisfaction, and inventory distribution to identify key insights and opportunities for optimization.

BUSINESS REQUIREMENTS

- **Total Sales:** The overall revenue generated from all items sold.
- **Average Sales:** The average revenue per sale.
- **Number of Items:** The total count of different items sold.
- **Average Rating:** The average customer rating for items sold.
- **Total Sales by Fat Content:** Analyze the impact of fat content on total sales.
- **Total Sales by Item Type**: Identify the performance of different item types in terms of total sales.
- **Fat Content by Outlet for Total Sales**: Compare total sales across different outlets segmented by fat content.
- **Total Sales by Outlet Establishment**: Evaluate how the age or type of outlet establishment influences total sales.
- **Sales by Outlet Size:** Analyze the correlation between outlet size and total sales.
- **Sales by Outlet Location:** Assess the geographic distribution of sales across different locations.

Data Cleaning

```sql
]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;
```

(8523 rows affected)

Total Sales

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

Total_Sales_Million
1.20

Average Sales

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

Avg_Sales
140

KPI's REQUIREMENTS

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

No_of_Orders
8523

Average Rating

KPI's REQUIREMENTS

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

Avg_Rating
4.0

Total Sales by Fat Content

```sql
SELECT Item_Fat_Content, CAST(SUM(Total_Sales) AS DECIMAL(10,2)) AS Total_Sales
FROM blinkit_data
GROUP BY Item_Fat_Content
```

Item_Fat_Content	Total_Sales
Low Fat	776319.68
Regular	425361.80

Total Sales by Item Type

```sql
SELECT Item_Type, CAST(SUM(Total_Sales) AS DECIMAL(10,2)) AS Total_Sales
FROM blinkit_data
GROUP BY Item_Type
ORDER BY Total_Sales DESC
```

	Item_Type	Total_Sales
1	Fruits and Vegetables	178124.08
2	Snack Foods	175433.92
3	Household	135976.53
4	Frozen Foods	118558.88
5	Dairy	101276.46
6	Canned	90706.73
7	Baking Goods	81894.74
8	Health and Hygiene	68025.84
9	Meat	59449.86
10	Soft Drinks	58514.16
11	Breads	35379.12
12	Hard Drinks	29334.68
13	Others	22451.89
14	Starchy Foods	21880.03
15	Breakfast	15596.70
16	Seafood	9077.87

Fat Content by Outlet for Total Sales

```sql
SELECT Outlet_Location_Type,
ROUND(SUM(CASE WHEN item_fat_content = 'Low Fat' THEN Total_Sales END),2) AS Low_Fat,
ROUND(SUM(CASE WHEN item_fat_content = 'Regular' THEN Total_Sales END),2) AS Regular
FROM blinkit_data
GROUP BY Outlet_Location_Type
```

	Outlet_Location_Type	Low_Fat	Regular
1	Tier 2	254464.77	138685.87
2	Tier 3	306806.99	165326.03
3	Tier 1	215047.91	121349.9

Total Sales by Outlet Establishment

```sql
SELECT Outlet_Establishment_Year, CAST(SUM(Total_Sales) AS DECIMAL(10,2)) AS Total_Sales
FROM blinkit_data
GROUP BY Outlet_Establishment_Year
ORDER BY Outlet_Establishment_Year
```

	Outlet_Establishment_Year	Total_Sales
1	1998	204522.26
2	2000	131809.02
3	2010	132113.37
4	2011	78131.56
5	2012	130476.86
6	2015	130942.78
7	2017	133103.91
8	2020	129103.96
9	2022	131477.77

Percentage of Sales by Outlet Size

```sql
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;
```

	Outlet_Size	Total_Sales	Sales_Percentage
1	Medium	507895.73	42.27
2	Small	444794.17	37.01
3	High	248991.58	20.72

Sales by Outlet Location

```sql
SELECT Outlet_Location_Type, CAST(SUM(Total_Sales) AS DECIMAL(10,2)) AS Total_Sales
FROM blinkit_data
GROUP BY Outlet_Location_Type
ORDER BY Total_Sales DESC
```

	Outlet_Location_Type	Total_Sales
1	Tier 3	472133.03
2	Tier 2	393150.64
3	Tier 1	336397.81

All Metrics by Outlet Type

```sql
SELECT Outlet_Type,
CAST(SUM(Total_Sales) AS DECIMAL(10,2)) AS Total_Sales,
        CAST(AVG(Total_Sales) AS DECIMAL(10,0)) AS Avg_Sales,
        COUNT(*) AS No_Of_Items,
        CAST(AVG(Rating) AS DECIMAL(10,2)) AS Avg_Rating,
        CAST(AVG(Item_Visibility) AS DECIMAL(10,2)) AS Item_Visibility
FROM blinkit_data
GROUP BY Outlet_Type
ORDER BY Total_Sales DESC
```

	Outlet_Type	Total_Sales	Avg_Sales	No_Of_Items	Avg_Rating	Item_Visibility
1	Supermarket Type1	787549.89	141	5577	3.96	0.06
2	Grocery Store	151939.15	140	1083	3.99	0.10
3	Supermarket Type2	131477.77	142	928	3.97	0.06
4	Supermarket Type3	130714.67	140	935	3.95	0.06

Thank You!