Blinkit Sales Analysis



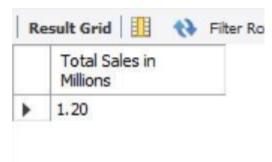
1. TOTAL SALES:

SELECT

CAST(SUM(Total_Sales) / 1000000 AS DECIMAL (10, 2)) AS 'Total Sales in Millions'

FROM

blinkit;



2. AVERAGE SALES

SELECT

ROUND(AVG(Total_Sales), 2) AS 'Avg Sales' FROM

blinkit;

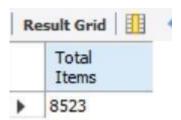


3. NO OF ITEMS

SELECT

COUNT(*) AS 'Total Items' FROM

blinkit;

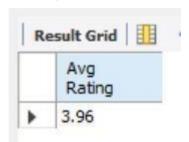


4. AVERAGE RATING

SELECT

ROUND(AVG(Rating), 2) AS 'Average Rating' FROM

blinkit;



B. Total Sales by Fat Content

SELECT

```
Item_Fat_Content AS 'Item Fat Content',

ROUND(SUM(Total_Sales), 2) AS 'Total Sales',

ROUND(AVG(Total_Sales), 2) AS 'Avg Sales',
```

```
COUNT(*) AS 'Total Items',

ROUND(AVG(Rating), 2) AS 'Avg Rating' FROM

blinkit

GROUP BY Item_Fat_Content

ORDER BY ROUND(SUM(Total_Sales), 2) DESC;
```



C. Total Sales by Item Type

SELECT

```
Item_Type AS 'Item Type',

ROUND(SUM(Total_Sales), 2) AS 'Total Sales',

ROUND(AVG(Total_Sales), 2) AS 'Avg Sales',

COUNT(*) AS 'Total Items',

ROUND(AVG(Rating), 2) AS 'Avg Rating' FROM blinkit

GROUP BY Item_Type

ORDER BY ROUND(SUM(Total_Sales), 2) DESC;
```



D. Fat Content by Outlet for Total Sales

SELECT

```
Outlet_Location_Type AS 'Outlet Location Type',

Item_Fat_Content AS 'Item Fat Content',

ROUND(SUM(Total_Sales), 2) AS 'Total Sales',

ROUND(AVG(Total_Sales), 2) AS 'Avg Sales',

COUNT(*) AS 'Total Items',

ROUND(AVG(Rating), 2) AS 'Avg Rating' FROM blinkit

GROUP BY Outlet_Location_Type, Item_Fat_Content

ORDER BY ROUND(SUM(Total_Sales), 2) DESC;
```

	Outlet Location Type	Item Fat Content	Total Sales	Avg Sales	Total Items	Avg Rating
•	Tier 3	Low Fat	306806.99	141.52	2168	3.95
	Tier 2	Low Fat	254464.77	140.67	1809	3.96
	Tier 1	Low Fat	215047.91	139.64	1540	3.97
	Tier 3	Regular	165326.03	139.87	1182	3.95
	Tier 2	Regular	138685.87	142.1	976	3.95
	Tier 1	Regular	121349.9	143.1	848	3.95

E. Total Sales by Outlet Establishment

SELECT

Outlet_Establishment_Year AS 'Outlet Establishment Year',

ROUND(SUM(Total_Sales), 2) AS 'Total Sales' FROM blinkit

GROUP BY Outlet_Establishment_Year

ORDER BY Outlet_Establishment_Year ASC;

	Outlet Establishment Year	Total Sales
•	1998	204522.26
	2000	131809.02
	2010	132113.37
	2011	78131.56
	2012	130476.86
	2015	130942.78
	2017	133103.91
	2020	129103.96
	2022	131477.77

F. Percentage of Sales by Outlet Size

SELECT

```
Outlet_Size AS '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

GROUP BY Outlet Size

ORDER BY CAST(SUM(Total_Sales) AS DECIMAL(10,2)) DESC;

	Outlet Size	Total Sales	Sales Percentage
•	Medium	507895.73	42.27
	Small	444794.17	37.01
	High	248991.58	20.72

G. Sales by Outlet Location

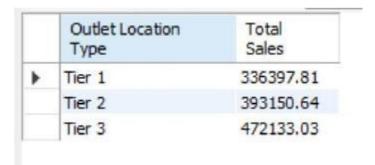
SELECT

Outlet_Location_Type AS 'Outlet Location Type',

ROUND(SUM(Total_Sales), 2) AS 'Total Sales' FROM blinkit

GROUP BY Outlet_Location_Type

ORDER BY Outlet_Location_Type ASC;



H. All Metrics by Outlet Type

SELECT

Outlet_Type AS 'Outlet Type', ROUND(SUM(Total_Sales), 2) AS 'Total Sales',
ROUND(AVG(Total_Sales), 2) AS 'Avg Sales',
COUNT(*) AS 'Total Items',
ROUND(AVG(Rating), 2) AS 'Avg Rating' FROM blinkit

GROUP BY Outlet_Type

ORDER BY ROUND(SUM(Total_Sales), 2) DESC;

