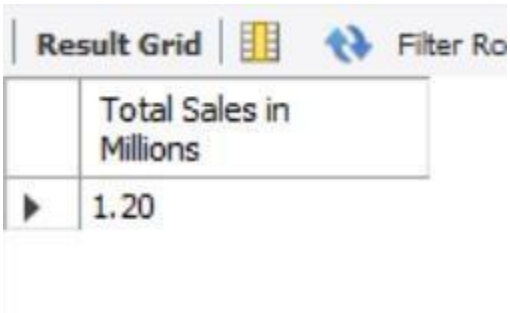
Blinkit Sales Analysis

A. KPI's

1. TOTAL SALES:

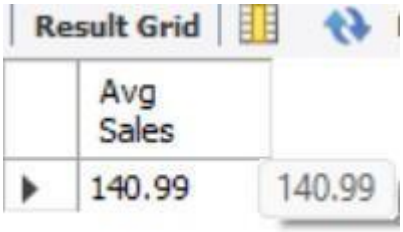
```
SELECT
   CAST(SUM(Total_Sales) / 1000000 AS DECIMAL (10, 2)) AS 'Total Sales in Millions'  FROM
   blinkit;
```



	Total Sales in Millions
▶	1.20

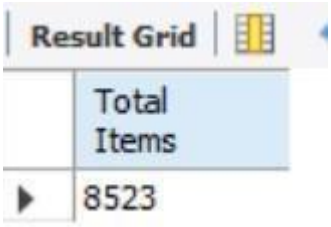
2. AVERAGE SALES

```
SELECT
ROUND(AVG(Total_Sales), 2) AS 'Avg Sales'  FROM
 blinkit;
```



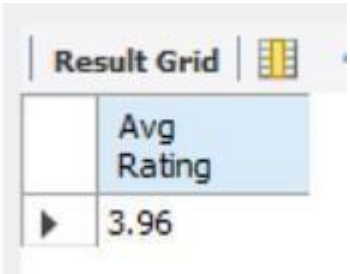
3. NO OF ITEMS

```
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;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

Item Fat Content	Total Sales	Avg Sales	Total Items	Avg Rating
Low Fat	776319.68	140.71	5517	3.96
Regular	425361.8	141.5	3006	3.95

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;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Conte

Item Type	Total Sales	Avg Sales	Total Items	Avg Rating
Fruits and Vegetables	178124.08	144.58	1232	3.94
Snack Foods	175433.92	146.19	1200	3.95
Household	135976.53	149.42	910	4.00
Frozen Foods	118558.88	138.5	856	3.96
Dairy	101276.46	148.5	682	3.96
Canned	90706.73	139.76	649	3.99
Baking Goods	81894.74	126.38	648	3.98
Health and Hygiene	68025.84	130.82	520	3.97
Meat	59449.86	139.88	425	4.00
Soft Drinks	58514.16	131.49	445	3.91
Breads	35379.12	140.95	251	3.86
Hard Drinks	29334.68	137.08	214	3.87
Others	22451.89	132.85	169	3.97
Starchy Foods	21880.03	147.84	148	3.92
Breakfast	15596.7	141.79	110	3.93
Seafood	9077.87	141.84	64	3.92

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;
```

Outlet Location Type	Total Sales
Tier 1	336397.81
Tier 2	393150.64
Tier 3	472133.03

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;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

Outlet Type	Total Sales	Avg Sales	Total Items	Avg Rating
Supermarket Type1	787549.89	141.21	5577	3.95
Grocery Store	151939.15	140.29	1083	3.98
Supermarket Type2	131477.77	141.68	928	3.95
Supermarket Type3	130714.67	139.8	935	3.95