

# 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;

Result Grid		Filter Row
	Total Sales in Millions	
▶	1.20	

### 2. AVERAGE SALES

SELECT

ROUND(AVG(Total\_Sales), 2) AS 'Avg Sales' FROM

blinkit;

Result Grid		
	Avg Sales	
▶	140.99	140.99

### 3. NO OF ITEMS

## SELECT

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

```
blinkit;
```

Result Grid	
	Total Items
▶	8523

## 4. AVERAGE RATING

## SELECT

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

```
blinkit;
```

Result Grid	
	Avg Rating
▶	3.96

## 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: <input type="text"/>   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