**Blinkit Analysis**

* See all the data imported:

SELECT \* FROM blinkit\_data

* **DATA CLEANING:**

Cleaning the Item\_Fat\_Content field ensures data consistency and accuracy in analysis. The presence of multiple variations of the same category (e.g., LF, low fat vs. Low Fat) can cause issues in reporting, aggregations, and filtering. By standardizing these values, we improve data quality, making it easier to generate insights and maintain uniformity in our datasets.

UPDATE blinkit\_data

SET Item\_Fat\_Content =

CASE

WHEN Item\_Fat\_Content IN ('LF', 'low fat') THEN 'Low Fat'

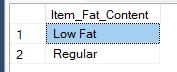
WHEN Item\_Fat\_Content = 'reg' THEN 'Regular'

ELSE Item\_Fat\_Content

END;

After executing this query check the data has been cleaned or not using below query

SELECT DISTINCT Item\_Fat\_Content FROM blinkit\_data;



**A. KPI’s**

**1. TOTAL SALES:**

SELECT CAST(SUM(Total\_Sales) / 1000000.0 AS DECIMAL(10,2)) AS Total\_Sales\_Million

FROM blinkit\_data;

**2. AVERAGE SALES**

SELECT CAST(AVG(Total\_Sales) AS INT) AS Avg\_Sales

FROM blinkit\_data;

**3. NO OF ITEMS**

SELECT COUNT(\*) AS No\_of\_Orders

FROM blinkit\_data;

**4. AVG RATING**

SELECT CAST(AVG(Rating) AS DECIMAL(10,1)) AS Avg\_Rating

FROM blinkit\_data;

| **Total Sales (Million)** | **Average Sales** | **No of Orders** | **Average Rating** |
| --- | --- | --- | --- |
| **1.20** | **140** | **8523** | **4.0** |

**B. Total Sales by Fat Content:**

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** | **776,319.69** |
| **Regular** | **425,361.80** |

**C. Total Sales by Item Type**

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** |
| --- | --- |
| Fruits and Vegetables | 178,124.08 |
| Snack Foods | 175,433.92 |
| Household | 135,976.53 |
| Frozen Foods | 118,558.88 |
| Dairy | 101,276.46 |
| Canned | 90,706.73 |
| Baking Goods | 81,894.74 |
| Health and Hygiene | 68,025.84 |
| Meat | 59,449.86 |
| Soft Drinks | 58,514.17 |
| Breads | 35,379.12 |
| Hard Drinks | 29,334.68 |
| Others | 22,451.89 |
| Starchy Foods | 21,880.03 |
| Breakfast | 15,596.70 |
| Seafood | 9,077.87 |

**D. Fat Content by Outlet for Total Sales**

SELECT Outlet\_Location\_Type,

ISNULL([Low Fat], 0) AS Low\_Fat,

ISNULL([Regular], 0) AS Regular

FROM

(

SELECT Outlet\_Location\_Type, Item\_Fat\_Content,

CAST(SUM(Total\_Sales) AS DECIMAL(10,2)) AS Total\_Sales

FROM blinkit\_data

GROUP BY Outlet\_Location\_Type, Item\_Fat\_Content

) AS SourceTable

PIVOT

(

SUM(Total\_Sales)

FOR Item\_Fat\_Content IN ([Low Fat], [Regular])

) AS PivotTable

ORDER BY Outlet\_Location\_Type;

| **Outlet\_Location\_Type** | **Low Fat** | **Regular** |
| --- | --- | --- |
| Tier 1 | 215,047.91 | 121,349.90 |
| Tier 2 | 254,464.78 | 138,685.87 |
| Tier 3 | 306,807.00 | 165,326.04 |

**E. Total Sales by Outlet Establishment**

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** |
| --- | --- |
| 2011 | 78,131.57 |
| 2012 | 130,476.86 |
| 2014 | 131,809.02 |
| 2015 | 130,942.78 |
| 2016 | 132,113.37 |
| 2017 | 133,103.91 |
| 2018 | 204,522.26 |
| 2020 | 129,103.96 |
| 2022 | 131,477.78 |

**F. Percentage of Sales by Outlet Size**

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 %** |
| --- | --- | --- |
| Medium | 507,895.74 | 42.27 % |
| Small | 444,794.17 | 37.01 % |
| High | 248,991.59 | 20.72 % |

**G. Sales by Outlet Location**

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** |
| --- | --- |
| Tier 3 | 472,133.03 |
| Tier 2 | 393,150.65 |
| Tier 1 | 336,397.81 |

**H. All Metrics by Outlet Type:**

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** | **Avg Visibility** |
| --- | --- | --- | --- | --- | --- |
| **Grocery Store** | 151,939.15 | 140 | 1083 | 3.99 | 0.10 |
| **Supermarket Type1** | 787,549.89 | 141 | 5577 | 3.96 | 0.06 |
| **Supermarket Type2** | 131,477.78 | 142 | 928 | 3.97 | 0.06 |
| **Supermarket Type3** | 130,714.67 | 140 | 935 | 3.95 | 0.06 |