

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'
    END
WHERE Item_fat_content IN ('reg', 'low fat', 'LF');
```

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

```
SELECT DISTINCT Item_Fat_Content FROM blinkit_data;
```

	Item_fat_content
	Regular
	Low Fat

A. KPI'S

1. Total Sales:

```
SELECT ROUND(SUM(Sales),2) AS Total_sales
FROM blinkit_data;
```

Total_sales
1201681.49

2. Average Sales:

```
SELECT ROUND(AVG(Sales),2) AS Avg_sales
FROM blinkit_data;
```

Avg_sales
140.99

3. No of items:

```
SELECT COUNT(*) AS No_of_items
FROM blinkit_data;
```

No_of_items
8523

4. Average Rating:

```
SELECT ROUND(AVG(Rating),2) AS Avg_rating  
FROM blinkit_data;
```

Avg_rating
3.96

B. TOTAL SALES BY FAT CONTENT:

```
SELECT Item_fat_content, ROUND(SUM(Sales),2) AS Total_sales,  
ROUND(AVG(Sales),2),  
COUNT(*) AS No_of_items,  
ROUND(AVG(Rating),2) AS Avg_rating  
FROM blinkit_data  
GROUP BY Item_fat_content  
ORDER BY Total_sales DESC;
```

Item_fat_content	Total_sales	ROUND(AVG(Sales),2)	No_of_items	Avg_rating
Low Fat	776319.69	140.71	5517	3.96
Regular	425361.8	141.5	3006	3.95

C. TOTAL SALES BY ITEM TYPE:

```
SELECT Item_type, ROUND(SUM(Sales),2) AS Total_sales,  
COUNT(*) AS No_of_items,  
ROUND(AVG(Rating),2) AS Avg_rating  
FROM blinkit_data
```

GROUP BY Item_type

ORDER BY Total_sales DESC

LIMIT 5;

Item_type	Total_sales	No_of_items	Avg_rating
Fruits and Vegetables	178124.08	1232	3.94
Snack Foods	175433.92	1200	3.95
Household	135976.53	910	4.00
Frozen Foods	118558.88	856	3.96
Dairy	101276.46	682	3.96

D. FAT CONTENT BY OULET FOR TOTAL SALES

SELECT Outlet_Location_Type, Item_fat_content , ROUND(SUM(Sales),2)
AS Total_sales

FROM blinkit_data

GROUP BY Outlet_Location_Type, Item_fat_content

ORDER BY Total_sales DESC;

Outlet_Location_Ty...	Item_fat_content	Total_sales
Tier 3	Low Fat	306807
Tier 2	Low Fat	254464.78
Tier 1	Low Fat	215047.91
Tier 3	Regular	165326.04
Tier 2	Regular	138685.87
Tier 1	Regular	121349.9

E. Total Sales by Outlet Establishment

SELECT DISTINCT(Outlet_Establishment_Year) , ROUND(SUM(Sales),2) AS
Total_Sales

FROM blinkit_data

GROUP BY Outlet_Establishment_Year

ORDER BY Outlet_Establishment_Year ASC;

Outlet_Establishment_Y...	Total_Sales
2011	78131.57
2012	130476.86
2014	131809.02
2015	130942.78
2016	132113.37
2017	133103.91
2018	204522.26
2020	129103.96
2022	131477.78

F. Sales by Outlet Size

SELECT Outlet_Size,

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

ROUND((SUM(Sales) / (SELECT SUM(Sales) FROM blinkit_data)) * 100,2)
AS Sales_Percentage

FROM blinkit_data

GROUP BY Outlet_Size

ORDER BY Total_Sales DESC;

Outlet_Size	Total_Sales	Sales_Percentage
Medium	507895.74	42.27
Small	444794.17	37.01
High	248991.59	20.72

G. Sales by Outlet Location

SELECT Outlet_Location_Type,

ROUND(SUM(Sales),2) AS Total_sales,

```

ROUND(AVG(Sales),2),

COUNT(*) AS No_of_items,

ROUND(AVG(Rating),2) AS Avg_rating

FROM blinkit_data

GROUP BY Outlet_Location_Type

ORDER BY Total_sales DESC;

```

Outlet_Location_Ty...	Total_sales	ROUND(AVG(Sales),2)	No_of_items	Avg_rating
Tier 3	472133.03	140.94	3350	3.95
Tier 2	393150.65	141.17	2785	3.96
Tier 1	336397.81	140.87	2388	3.96

H. All Metrics by Outlet Type

```

SELECT Outlet_Type,

ROUND(SUM(Sales),2) AS Total_sales,

ROUND(AVG(Sales),2),

COUNT(*) AS No_of_items,

ROUND(AVG(Rating),2) AS Avg_rating

FROM blinkit_data

GROUP BY Outlet_Type

ORDER BY Total_sales DESC;

```

Outlet_Type	Total_sales	ROUND(AVG(Sales),2)	No_of_items	Avg_rating
Grocery Store	151939.15	140.29	1083	3.98
Supermarket Type1	787549.89	141.21	5577	3.95
Supermarket Type2	131477.78	141.68	928	3.95
Supermarket Type3	130714.67	139.8	935	3.95

