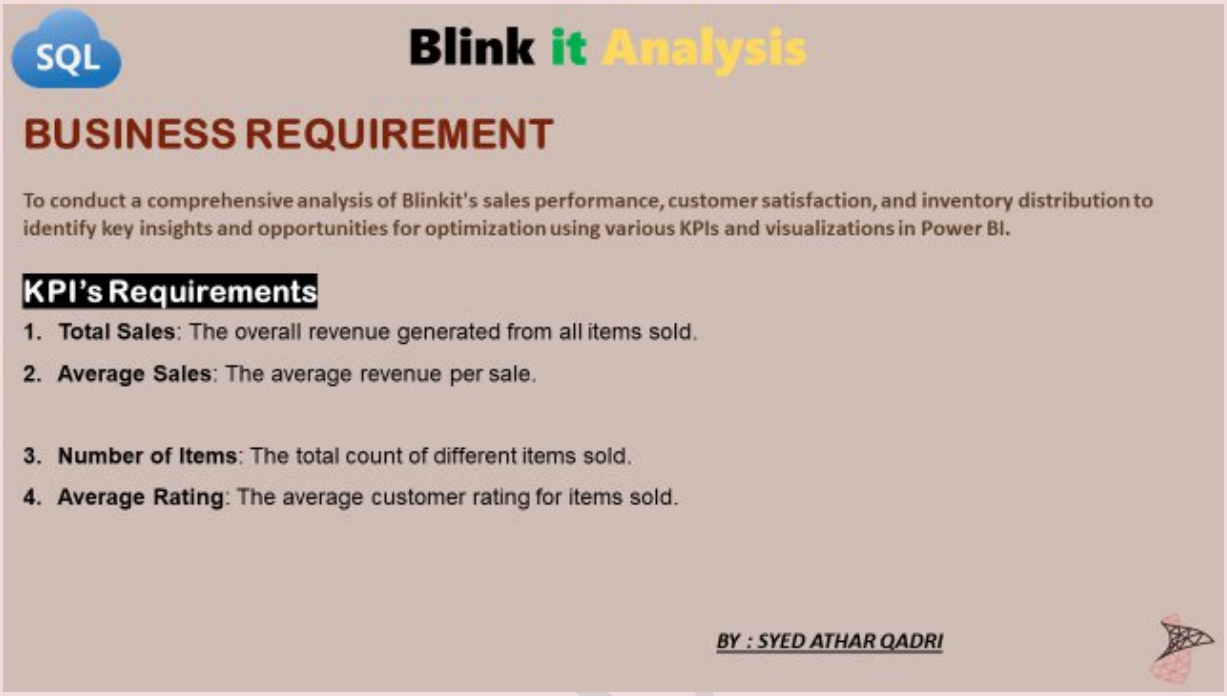
LinkedIn- Syed Athar Qadri

BLINK IT ANALYSIS



- **See All Imported Data**

```
SELECT * FROM B_K_T
```

- **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.

- **SQL Query:**

```
UPDATE B_K_T
SET Item_Fat_Content =
CASE
WHEN Item_Fat_Content IN ('low fat','LF') THEN 'Low Fat'
WHEN Item_Fat_Content = 'reg' THEN 'Regular'
ELSE
Item_Fat_Content
END;
```

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

A. KPI's

1. TOTAL SALES

```
SELECT CAST (SUM (Total_Sales)/1000000 AS DECIMAL (10,2))AS Total_Overall_sales FROM
B_K_T
```

Results | Messages

	Total_Overall_sales
1	1.20

2. AVERAGE SALES

```
SELECT CAST (AVG (Total_Sales) AS INT) AS Average_overall_sales
FROM B_K_T
```

Results | Messages

	Average_overall_sales
1	140

3. NUMBER OF ITEMS

```
SELECT COUNT (*) AS No_of_items
FROM B_K_T
```

Results | Messages

	No_of_items
1	8523

4. AVG RATING

```
SELECT CAST (AVG (Rating) AS DECIMAL (10,1)) AS Avg_overall_rating
FROM B_K_T
```

Results | Messages

	Avg_overall_rating
1	4.0

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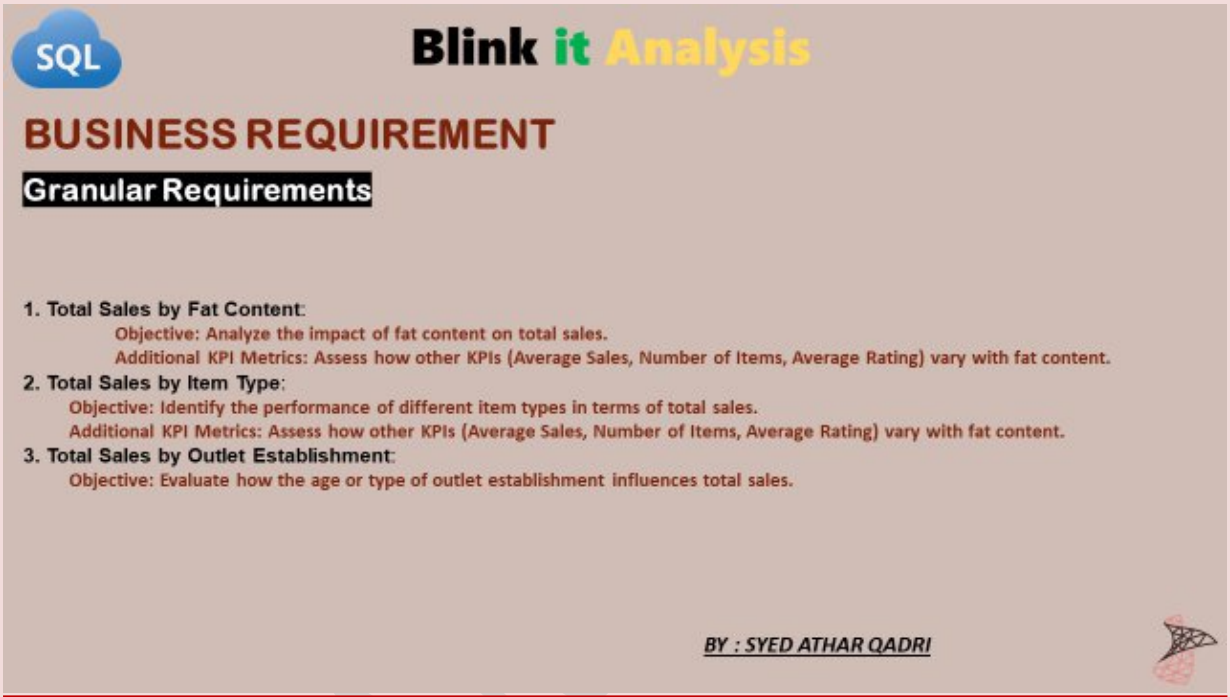
[GRANULAR REQUIREMENTS]



1. TOTAL SALES BY FAT CONTENT

```
SELECT Item_Fat_Content, CAST (SUM (Total_Sales) AS DECIMAL (10,2)) AS
Total_overall_sales
FROM B_K_T
GROUP BY Item_Fat_Content;
```

	Item_Fat_Content	Total_overall_sales
1	Low Fat	776319.68
2	Regular	425361.80

2. TOTAL SALES BY ITEM TYPE

```
SELECT Item_Type, CAST (SUM (Total_Sales) AS INT) AS Total_overall_sales
FROM B_K_T
GROUP BY Item_Type
```

```
ORDER BY Total_overall_sales DESC
```

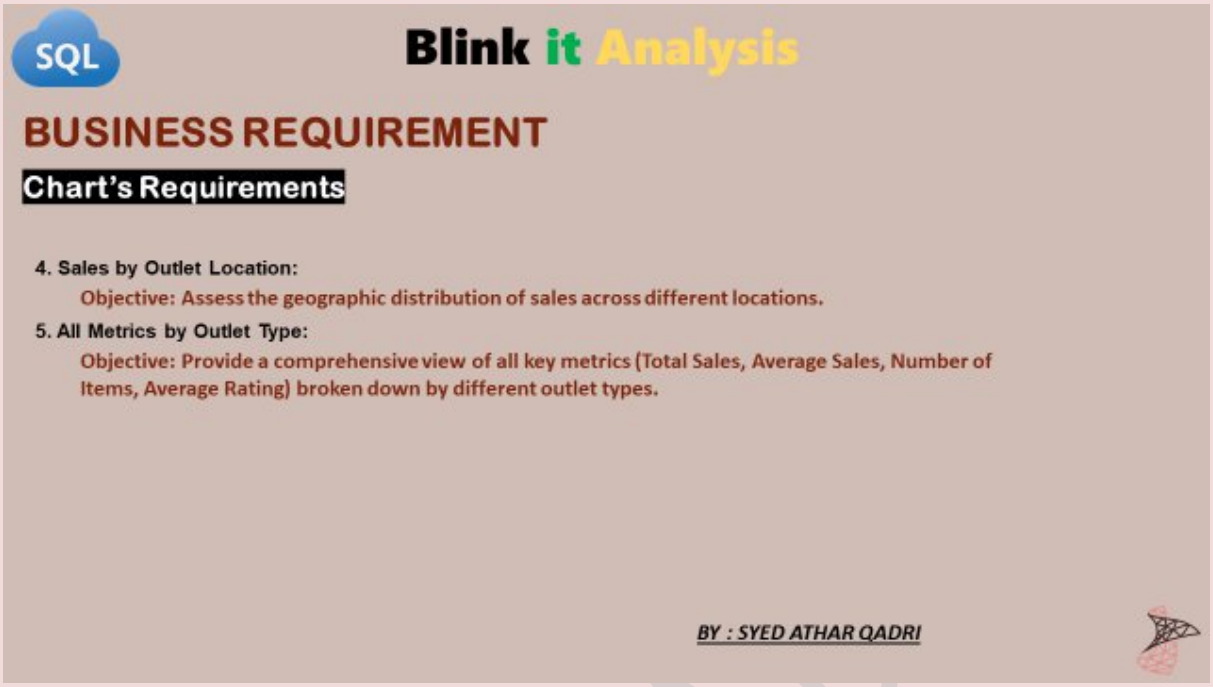

	Item_Type	Total_overall_sales
1	Fruits and Vegetables	178124
2	Snack Foods	175433
3	Household	135976
4	Frozen Foods	118558
5	Dairy	101276
6	Canned	90706
7	Baking Goods	81894
8	Health and Hygiene	68025
9	Meat	59449
10	Soft Drinks	58514
11	Breads	35379
12	Hard Drinks	29334
13	Others	22451
14	Starchy Foods	21880
15	Breakfast	15596
16	Seafood	9077

3. TOTAL SALES BY OUTLET ESTABLISHMENT

```
SELECT Outlet_Establishment_Year, CAST (SUM (Total_Sales) AS INT) AS
Total_overall_sales
FROM B_K_T
GROUP BY Outlet_Establishment_Year
ORDER BY Total_overall_sales DESC
```

	Outlet_Establishment_Year	Total_overall_sales
1	1998	204522
2	2017	133103
3	2010	132113
4	2000	131809
5	2022	131477
6	2015	130942
7	2012	130476
8	2020	129103
9	2011	78131

A. ATHAR QADRI



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4. SALES BY OUTLET LOCATION

```
SELECT Outlet_Location_Type, CAST (SUM (Total_Sales) AS INT) AS Total_overall_sales
FROM B_K_T
GROUP BY Outlet_Location_Type
```

	Outlet_Location_Type	Total_overall_sales
1	Tier 2	393150
2	Tier 3	472133
3	Tier 1	336397

5. ALL METRICS BY OUTLET TYPE

```
SELECT Outlet_Type,
CAST (SUM (Total_Sales) AS DECIMAL (10,2)) AS Total_overall_sales,
CAST (AVG (Total_Sales) AS INT) AS Avg_overall_sales,
COUNT (*) AS No_of_items,
CAST (AVG (Rating) AS DECIMAL (10,1)) AS Avg_overall_rating
FROM B_K_T
GROUP BY Outlet_Type
```

	Outlet_Type	Total_overall_sales	Avg_overall_sales	No_of_items	Avg_overall_rating
1	Supermarket Type2	131477.77	141	928	4.0
2	Grocery Store	151939.15	140	1083	4.0
3	Supermarket Type1	787549.89	141	5577	4.0
4	Supermarket Type3	130714.67	139	935	4.0

CONCLUSION

This SQL project highlights Blinkit's sales patterns, product behaviors, and outlet performance. By cleaning the dataset and analyzing KPIs along with detailed segmentation, the insights become easier to understand and more meaningful for decision-making.

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