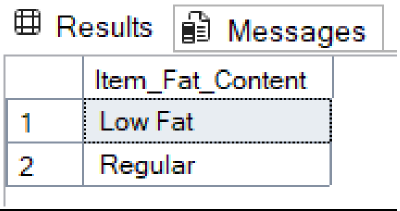
BLINKIT ANALYSIS (Data analysis)

(SQL QUERIES)

- ## For Data cleaning :

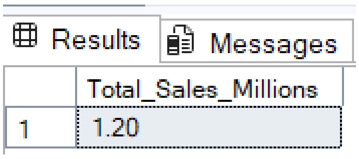
```
use blinkitdb
select * from blinkit_data
update blinkit_data
set Item_Fat_Content =
case
when Item_Fat_Content IN ('LF','low fat') then 'Low Fat'
when Item_Fat_Content = 'reg' then 'Regular'
else Item_Fat_Content
END
```



	Item_Fat_Content
1	Low Fat
2	Regular

- ## Total sales :

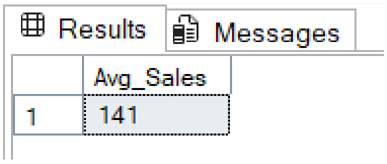
```
SELECT CAST(SUM(Sales)/1000000 as decimal(10,2)) as Total_Sales_Millions

from blinkit_data
```



	Total_Sales_Millions
1	1.20

- ## Average Sales :

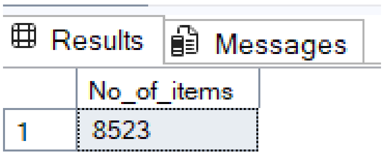
```
SELECT CAST(AVG(Sales) AS decimal(10,0)) AS Avg_Sales
 from blinkit_data
```



	Avg_Sales
1	141

- ## No. Of Items :

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



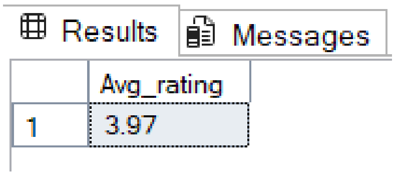
	No_of_items
1	8523

BLINKIT ANALYSIS (Data analysis)

(SQL QUERIES)

- **Average Ratings :**

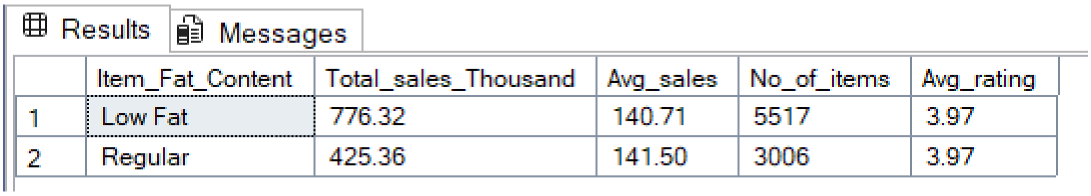
```
SELECT CAST(AVG(Rating)AS DECIMAL(10,2)) as Avg_rating

FROM  blinkit_data
```



	Avg_rating
1	3.97

- **Total Sales By Fat Content :**

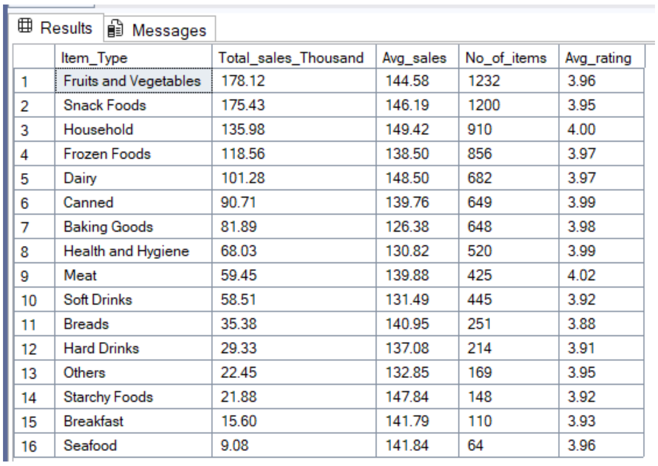
```
SELECT Item_Fat_Content,CAST(SUM(Sales)/1000 AS DECIMAL(10,2)) as
Total_sales_Thousand,
CAST(AVG(Sales) AS DECIMAL(10,2)) as Avg_sales,
COUNT(*) AS No_of_items,
CAST(AVG(Rating)AS DECIMAL(10,2)) as Avg_rating
From blinkit_data
GROUP by Item_Fat_Content
ORDER BY Total_sales_Thousand  DESC
```



	Item_Fat_Content	Total_sales_Thousand	Avg_sales	No_of_items	Avg_rating
1	Low Fat	776.32	140.71	5517	3.97
2	Regular	425.36	141.50	3006	3.97

- **Total Sales By Item Type:**

```
SELECT Item_Type,
CAST(SUM(Sales)/1000 AS DECIMAL(10,2)) as Total_sales_Thousand,
CAST(AVG(Sales) AS DECIMAL(10,2)) as Avg_sales,
COUNT(*) AS No_of_items,
CAST(AVG(Rating)AS DECIMAL(10,2)) as Avg_rating
From blinkit_data
GROUP by Item_Type
ORDER BY Total_sales_Thousand  DESC
```



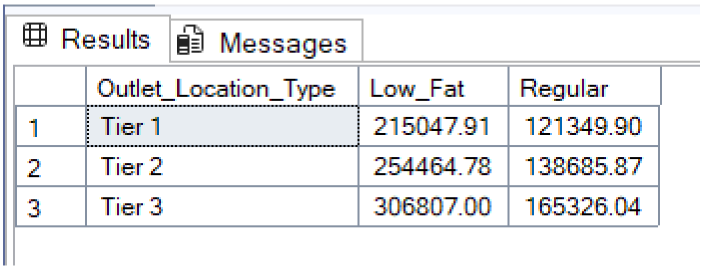
	Item_Type	Total_sales_Thousand	Avg_sales	No_of_items	Avg_rating
1	Fruits and Vegetables	178.12	144.58	1232	3.96
2	Snack Foods	175.43	146.19	1200	3.95
3	Household	135.98	149.42	910	4.00
4	Frozen Foods	118.56	138.50	856	3.97
5	Dairy	101.28	148.50	682	3.97
6	Canned	90.71	139.76	649	3.99
7	Baking Goods	81.89	126.38	648	3.98
8	Health and Hygiene	68.03	130.82	520	3.99
9	Meat	59.45	139.88	425	4.02
10	Soft Drinks	58.51	131.49	445	3.92
11	Breads	35.38	140.95	251	3.88
12	Hard Drinks	29.33	137.08	214	3.91
13	Others	22.45	132.85	169	3.95
14	Starchy Foods	21.88	147.84	148	3.92
15	Breakfast	15.60	141.79	110	3.93
16	Seafood	9.08	141.84	64	3.96

BLINKIT ANALYSIS (Data analysis)

(SQL QUERIES)

- **Fat Content BY Outlet For Total Sales :**

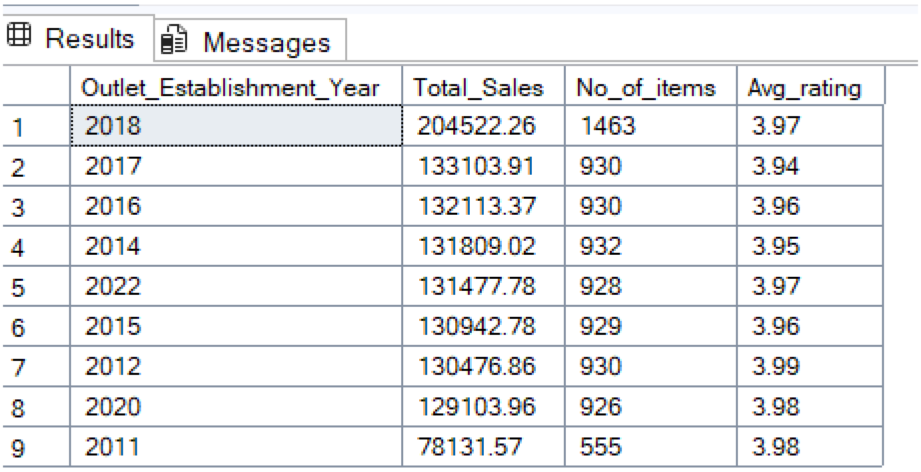
```
SELECT Outlet_Location_Type,
 ISNULL([Low Fat],0) as Low_Fat,
 ISNULL([Regular],0) as Regular
From
(
SELECT Outlet_Location_Type,Item_Fat_Content,
CAST(SUM(Sales) AS DECIMAL(10,2)) as Total_sales
From blinkit_data
GROUP by Outlet_Location_Type,Item_Fat_Content
) as SourceTable
PIVOT
(
SUM(Total_sales)
FOR Item_Fat_Content IN ([Low Fat],[Regular])
) AS PivotTable
ORDER BY Outlet_Location_Type
```



	Outlet_Location_Type	Low_Fat	Regular
1	Tier 1	215047.91	121349.90
2	Tier 2	254464.78	138685.87
3	Tier 3	306807.00	165326.04

- **Total Sales By Outlet Establishment :**

```
SELECT Outlet_Establishment_Year,
CAST(SUM(Sales) as DECIMAL(10,2)) AS Total_Sales,
COUNT(*) AS No_of_items,
CAST(AVG(Rating)AS DECIMAL(10,2)) as Avg_rating
FROM blinkit_data
GROUP BY Outlet_Establishment_Year
ORDER BY Total_Sales  DESC
```



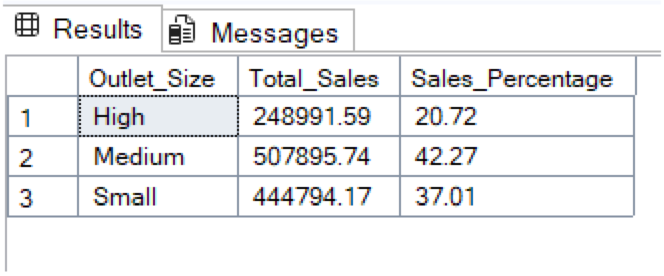
	Outlet_Establishment_Year	Total_Sales	No_of_items	Avg_rating
1	2018	204522.26	1463	3.97
2	2017	133103.91	930	3.94
3	2016	132113.37	930	3.96
4	2014	131809.02	932	3.95
5	2022	131477.78	928	3.97
6	2015	130942.78	929	3.96
7	2012	130476.86	930	3.99
8	2020	129103.96	926	3.98
9	2011	78131.57	555	3.98

BLINKIT ANALYSIS (Data analysis)

(SQL QUERIES)

- **Total Sales By Outlet Size :**

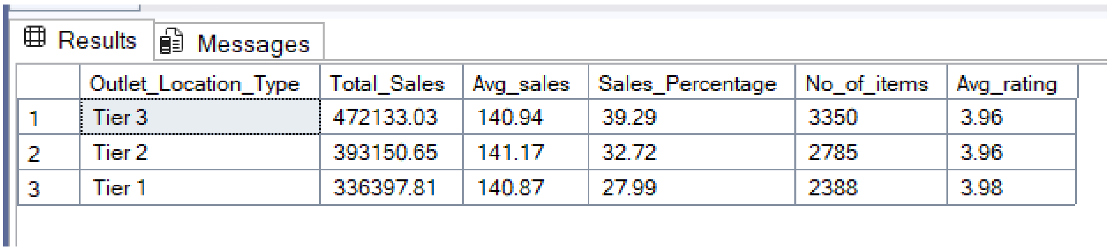
```
SELECT Outlet_Size,
CAST(SUM(Sales) as DECIMAL(10,2)) AS Total_Sales,
CAST((SUM(Sales)*100 / SUM(SUM(Sales)) OVER()) as DECIMAL(10,2))
AS Sales_Percentage
FROM blinkit_data
GROUP BY  Outlet_Size
```



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

- **Total Sales By Outlet Location :**

```
SELECT Outlet_Location_Type,
CAST(SUM(Sales) as DECIMAL(10,2)) AS Total_Sales,
CAST(AVG(Sales) AS DECIMAL(10,2)) as Avg_sales,
CAST((SUM(Sales)*100 / SUM(SUM(Sales)) OVER()) as DECIMAL(10,2))
AS Sales_Percentage,
COUNT(*) AS No_of_items,
CAST(AVG(Rating)AS DECIMAL(10,2)) as Avg_rating
FROM blinkit_data
GROUP BY  Outlet_Location_Type
ORDER BY Total_Sales DESC
```



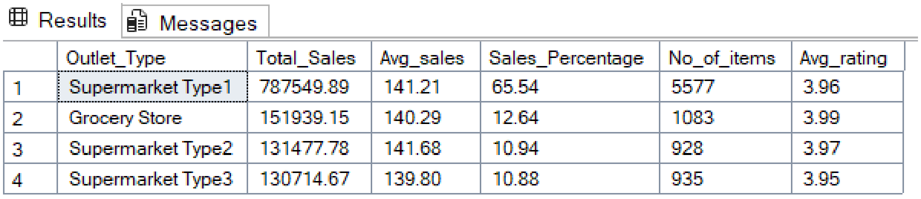
	Outlet_Location_Type	Total_Sales	Avg_sales	Sales_Percentage	No_of_items	Avg_rating
1	Tier 3	472133.03	140.94	39.29	3350	3.96
2	Tier 2	393150.65	141.17	32.72	2785	3.96
3	Tier 1	336397.81	140.87	27.99	2388	3.98

- **All Metrics By Outlet Type :**

```
SELECT Outlet_Type,
CAST(SUM(Sales) as DECIMAL(10,2)) AS Total_Sales,
CAST(AVG(Sales) AS DECIMAL(10,2)) as Avg_sales,
CAST((SUM(Sales)*100 / SUM(SUM(Sales)) OVER()) as DECIMAL(10,2))
AS Sales_Percentage,
COUNT(*) AS No_of_items,
CAST(AVG(Rating)AS DECIMAL(10,2)) as Avg_rating
FROM blinkit_data
GROUP BY  Outlet_Type
ORDER BY Total_Sales DESC
```

BLINKIT ANALYSIS (Data analysis)

(SQL QUERIES)



	Outlet_Type	Total_Sales	Avg_sales	Sales_Percentage	No_of_items	Avg_rating
1	Supermarket Type1	787549.89	141.21	65.54	5577	3.96
2	Grocery Store	151939.15	140.29	12.64	1083	3.99
3	Supermarket Type2	131477.78	141.68	10.94	928	3.97
4	Supermarket Type3	130714.67	139.80	10.88	935	3.95