

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;
```

	Item_Fat_Content
1	Low Fat
2	Regular

A. KPI's

1. TOTAL SALES:

```
select cast(sum(Sales)/1000000 As decimal(10,2)) as Total_Sales_Millions from blinkit_data;
```

Results		Messages	
	Total_Sales_Million		
1	1.20		

2. AVERAGE SALES

```
select cast(avg(Sales) as decimal(10,0)) as Avg_Sales from blinkit_data;
```

Results		Messages	
	Avg_Sales		
1	140		

3. NO OF ITEMS

```
SELECT COUNT(*) AS No_of_Orders
```

```
FROM blinkit_data;
```

Results		Messages	
	No_of_Orders		
1	8523		

4. AVG RATING

```
SELECT CAST(AVG(Rating) AS DECIMAL(10,1)) AS Avg_Rating
```

```
FROM blinkit_data;
```

Results		Messages	
	Avg_Rating		
1	4.0		

B. Total Sales by Fat Content:

```
SELECT Item_Fat_Content, CAST(SUM(Sales)as DECIMAL(10,2)) AS Total_Sales
```

FROM blinkit_data

GROUP BY Item_Fat_Content;

Results Messages		
	Item_Fat_Content	Total_Sales
1	Low Fat	776319.68
2	Regular	425361.80

C. Total Sales by Item Type

SELECT Item_Type, CAST(SUM(Sales)as DECIMAL(10,2)) AS Total_Sales

FROM blinkit_data

GROUP BY Item_Type

ORDER BY Total_Sales DESC

Results Messages		
	Item_Type	Total_Sales
1	Fruits and Vegetables	178124.08
2	Snack Foods	175433.92
3	Household	135976.53
4	Frozen Foods	118558.88
5	Dairy	101276.46
6	Canned	90706.73
7	Baking Goods	81894.74
8	Health and Hygiene	68025.84
9	Meat	59449.86
10	Soft Drinks	58514.16
11	Breads	35379.12
12	Hard Drinks	29334.68
13	Others	22451.89
14	Starchy Foods	21880.03
15	Breakfast	15596.70
16	Seafood	9077.87

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(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;

```

Results		Messages	
	Outlet_Location_Type	Low_Fat	Regular
1	Tier 1	215047.91	121349.90
2	Tier 2	254464.77	138685.87
3	Tier 3	306806.99	165326.03

E. Total Sales by Outlet Establishment

```

SELECT Outlet_Establishment_Year, CAST(SUM(Sales) AS DECIMAL(10,2)) AS Total_Sales
FROM blinkit_data
GROUP BY Outlet_Establishment_Year
ORDER BY Outlet_Establishment_Year

```

Results Messages		
	Outlet_Establishment_Year2	Total_Sales
1	1998	204522.26
2	2000	131809.02
3	2010	132113.37
4	2011	78131.56
5	2012	130476.86
6	2015	130942.78
7	2017	133103.91
8	2020	129103.96
9	2022	131477.77

F. Percentage of Sales by Outlet Size

SELECT

Outlet_Size,

CAST(SUM(Sales) AS DECIMAL(10,2)) AS Total_Sales,

CAST((SUM(Sales) * 100.0 / SUM(SUM(Sales)) OVER()) AS DECIMAL(10,2)) AS
Sales_Percentage

FROM blinkit_data

GROUP BY Outlet_Size

ORDER BY Total_Sales DESC;

Results Messages			
	Outlet_Size	Total_Sales	Sales_Percentage
1	Medium	507895.73	42.27
2	Small	444794.17	37.01
3	High	248991.58	20.72

G. Sales by Outlet Location

SELECT Outlet_Location_Type, CAST(SUM(Sales) AS DECIMAL(10,2)) AS Total_Sales

FROM blinkit_data

GROUP BY Outlet_Location_Type

ORDER BY Total_Sales DESC

Results Messages		
	Outlet_Location_Type	Total_Sales
1	Tier 3	472133.03
2	Tier 2	393150.64
3	Tier 1	336397.81

H. All Metrics by Outlet Type:

```

SELECT Outlet_Type,
CAST(SUM(Sales) AS DECIMAL(10,2)) AS Total_Sales,
      CAST(AVG(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

```

Results Messages						
	Outlet_Type	Total_Sales	Avg_Sales	No_Of_Items	Avg_Rating	Item_Visibility
1	Supermarket Type1	787549.89	141	5577	3.96	0.06
2	Grocery Store	151939.15	140	1083	3.99	0.10
3	Supermarket Type2	131477.77	142	928	3.97	0.06
4	Supermarket Type3	130714.67	140	935	3.95	0.06