**Blinkit Analysis Report**

* Select the Database:

USE blinkit\_db

* See all the data imported (Rows & Columns):

SELECT \* FROM Blinkit\_Grocery\_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\_Grocery\_Data

SET Item\_Fat\_Content =

CASE

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

WHEN Item\_Fat\_Content IN ('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\_Grocery\_Data

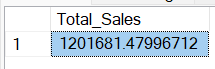


**A. KPI’s**

**1. TOTAL SALES:**

SELECT SUM(Total\_Sales) AS Total\_Sales

FROM Blinkit\_Grocery\_Data

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SELECT CONCAT(CAST(SUM(Total\_Sales)/1000000 AS DECIMAL(10, 2)), ' Millions') AS Total\_Sales\_Millions

FROM Blinkit\_Grocery\_Data



**2. AVERAGE SALES**

SELECT CONCAT(CAST(AVG(Total\_Sales) AS DECIMAL(10, 1)), ' Millions') AS Average\_Sales\_Millions

FROM Blinkit\_Grocery\_Data

****

**3. NO OF ITEMS**

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

FROM Blinkit\_Grocery\_Data

****

**4. AVG RATING**

SELECT CAST(AVG(Rating) AS DECIMAL(10, 2)) AS Avg\_Rating

FROM Blinkit\_Grocery\_Data

****

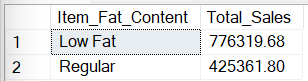
**B. Total Sales by Fat Content:**

SELECT Item\_Fat\_Content, CAST(SUM(Total\_Sales) AS DECIMAL (10, 2)) AS Total\_Sales

FROM Blinkit\_Grocery\_Data

GROUP BY Item\_Fat\_Content

ORDER BY Total\_Sales DESC

****

**C. Total Sales by Item Type**

SELECT Item\_Type,

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

CAST(AVG(Total\_Sales) AS DECIMAL(10, 2)) AS Avg\_Sales\_Item\_Type,

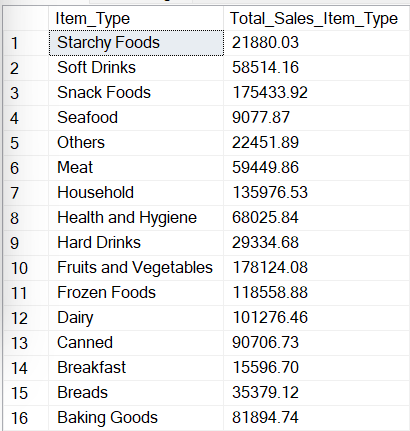
COUNT(\*) AS No\_Of\_Items,

CAST(AVG(Rating) AS DECIMAL(10, 2)) AS Avg\_Rating

FROM Blinkit\_Grocery\_Data

GROUP BY Item\_Type

ORDER BY Item\_Type DESC

****

**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 Item\_Fat\_Content, CAST(SUM(Total\_Sales) AS DECIMAL(10,2)) AS Total\_Sales, Outlet\_Location\_Type

FROM Blinkit\_Grocery\_Data

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

) AS SourceTable

PIVOT

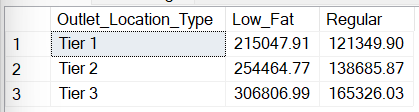
(

SUM(Total\_Sales)

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

) AS PivotTable

ORDER BY Outlet\_Location\_Type;

****

**E. Total Sales by Outlet Establishment**

SELECT Outlet\_Establishment\_Year,

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

CAST(AVG(Total\_Sales) AS DECIMAL(10, 2)) AS Avg\_Sales,

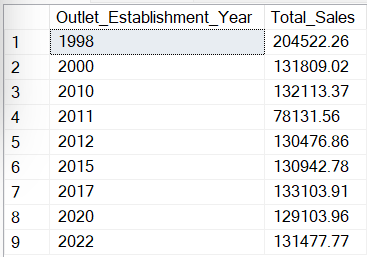
COUNT(\*) AS No\_Of\_Items,

CAST(AVG(Rating) AS DECIMAL(10, 2)) AS Avg\_Rating

FROM Blinkit\_Grocery\_Data

GROUP BY Outlet\_Establishment\_Year

ORDER BY Outlet\_Establishment\_Year ASC

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

SELECT Outlet\_Size,

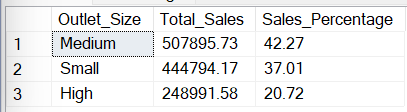
CAST(SUM(Total\_Sales) AS DECIMAL(10, 2)) AS Total\_Sales,

CAST((SUM(Total\_Sales)\*100.0/SUM(SUM(Total\_Sales)) OVER()) AS DECIMAL(10, 2)) AS Sales\_Percentage

FROM Blinkit\_Grocery\_Data

GROUP BY Outlet\_Size

ORDER BY Total\_Sales DESC;



****

**G. Sales by Outlet Location**

SELECT Outlet\_Location\_Type,

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,

CAST(AVG(Total\_Sales) AS DECIMAL(10, 2)) AS Avg\_Sales,

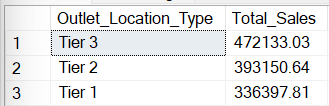
COUNT(\*) AS No\_Of\_Items,

CAST(AVG(Rating) AS DECIMAL(10, 2)) AS Avg\_Rating

FROM Blinkit\_Grocery\_Data

GROUP BY Outlet\_Location\_Type

ORDER BY Total\_Sales DESC

****

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

SELECT Outlet\_Type,

CONCAT(CAST(SUM(Total\_Sales) / 1000 AS DECIMAL(10, 2)), ' K') AS Total\_Sales,

CONCAT(CAST((SUM(Total\_Sales)\*100.0/SUM(SUM(Total\_Sales)) OVER()) AS DECIMAL(10, 2)), '%')AS Sales\_Percentage,

CAST(AVG(Total\_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\_Grocery\_Data

GROUP BY Outlet\_Type

ORDER BY Total\_Sales DESCDESC

