

Blinkit Project

Database Name: blinkitdb

```
CREATE DATABASE blinkitdb;
```

```
USE blinkitdb
```

See all the data imported:

```
SELECT * FROM blinkit_data;
```

how much record present in the blinkit_data table:

```
select count(*) as no_of_records from blinkit_data;
```

DATA CLEANING:

Cleaning the Item_Fat_Content field is important for maintaining consistency and accuracy in our analysis. Variations like “LF,” “low fat,” and “Low Fat” can lead to confusion and incorrect results when filtering, grouping, or reporting. By standardizing these values, we improve data quality, ensure more reliable insights, and make our dataset cleaner and easier to work with.

```
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;
```

Results Messages	
	Item_Fat_Content
1	Low Fat
2	Regular

KPI's

1.Total Sales

```
SELECT CAST(SUM(Total_Sales)/1000000 AS decimal(10,2)) AS Total_Sales_in_Millions
FROM blinkit_data;
```

Results Messages	
	Total_Sales_in_Millions
1	1.20

2.Average Sales

```
SELECT CAST(AVG(Total_Sales) AS int)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	

Total Sales by Fat Content

SELECT

Item_Fat_Content,

CAST(SUM(Total_Sales)AS decimal(10,2)) AS Total_Sales

FROM blinkit_data

GROUP BY Item_Fat_Content;

	Item_Fat_Content	Total_Sales
1	Low Fat	776319.68
2	Regular	425361.80

Total Sales by Item Type

SELECT

Item_Type,

CAST(SUM(Total_Sales)AS decimal(10,2)) AS Total_Sales

FROM blinkit_data

GROUP BY Item_Type;

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

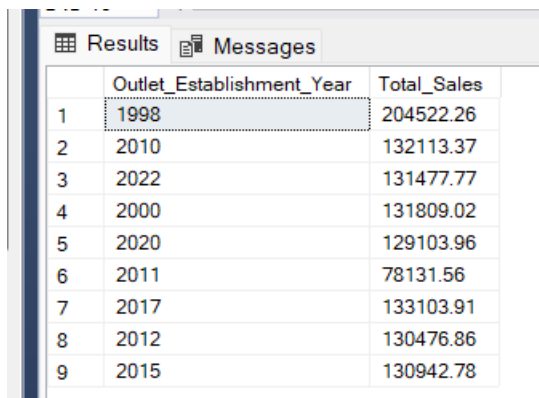
Fat Content by Outlet for Total Sales

```
SELECT
*
FROM (
    SELECT
        Outlet_Location_Type,
        Item_Fat_Content,
        CAST(SUM(Total_Sales)AS decimal(10,2)) AS Total_Sales
        FROM blinkit_data
        GROUP BY Outlet_Location_Type,Item_Fat_Content
    )AS Source_Table
PIVOT
(
    SUM(Total_Sales) FOR Item_Fat_Content IN ([Low Fat],[Regular])
)AS Pivot_Table
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

Total Sales by Outlet Establishment

```
SELECT  
  
Outlet_Establishment_Year,  
  
CAST(SUM(Total_Sales) AS decimal(10,2))AS Total_Sales  
  
FROM blinkit_data  
  
GROUP BY Outlet_Establishment_Year;
```



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

Percentage of Sales by Outlet Size

```
WITH SalesByOutletSize AS(  
  
    SELECT  
  
        Outlet_Size,  
  
        SUM(Total_Sales)AS Total_Sales  
  
    FROM blinkit_data  
  
    GROUP BY Outlet_Size  
  
)  
  
TotalSales AS (  
  
    SELECT  
  
        SUM(Total_Sales)AS Overall_Sales  
  
    FROM blinkit_data  
  
)
```

```

SELECT

s.Outlet_Size,

s.Total_Sales,

ROUND((s.Total_Sales*100.0/t.Overall_Sales),2) AS Sales_Percentage

FROM SalesByOutletSize AS s,

TotalSales AS t

ORDER BY Sales_Percentage DESC;

```

Results		Messages	
	Outlet_Size	Total_Sales	Sales_Percentage
1	Medium	507895.72769165	42.27
2	Small	444794.168582916	37.01
3	High	248991.583692551	20.72

Sales by Outlet Location

```

SELECT

Outlet_Location_Type,

CAST(SUM(Total_Sales)AS decimal(10,2)) AS Total_Sales

FROM blinkit_data

GROUP BY Outlet_Location_Type;

```

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

All Metrics by Outlet Type

```

SELECT

Outlet_Type,

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,
CAST(AVG(Item_Visibility)AS decimal(10,2))AS Avg_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	Avg_Item_Visibility
1	Supermarket Type1	787549.89	141.21	5577	3.96	0.06
2	Grocery Store	151939.15	140.29	1083	3.99	0.10
3	Supermarket Type2	131477.77	141.68	928	3.97	0.06
4	Supermarket Type3	130714.67	139.80	935	3.95	0.06