**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;

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**KPI’s**

**1.Total Sales**

SELECT CAST(SUM(Total\_Sales)/1000000 AS decimal(10,2)) AS Total\_Sales\_in\_Millions FROM blinkit\_data;

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**2.Average Sales**

SELECT CAST(AVG(Total\_Sales) AS int)AS Avg\_Sales FROM blinkit\_data;

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**3.No\_of\_Items**

SELECT COUNT(\*) AS No\_of\_Orders FROM blinkit\_data;

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**4.Avg Rating**

SELECT CAST(AVG(Rating) AS decimal(10,1)) AS Avg\_Rating FROM blinkit\_data;

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**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;

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**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;

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**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

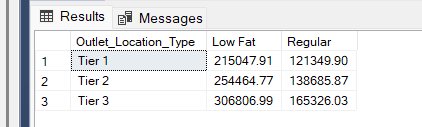
PIVOT

(

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

)AS Pivot\_Table

ORDER BY Outlet\_Location\_Type;



**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;

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**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,

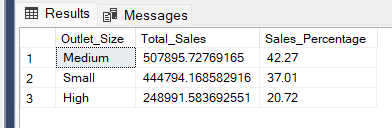
s.Total\_Sales,

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;

****

**Sales by Outlet Location**

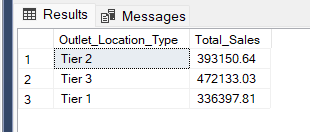
SELECT

Outlet\_Location\_Type,

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

FROM blinkit\_data

GROUP BY Outlet\_Location\_Type;

****

**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;

