

Blinkit Analysis

Analysis by Yogesh Kushwaha





I am Yogesh Kushwaha, a data enthusiast passionate about analyzing data and extracting meaningful insights. This SQL project highlights my ability to handle complex datasets, create optimized queries, and solve business challenges. It demonstrates how data-driven strategies can improve operations, enhance customer satisfaction, and support better decision-making.

Introduction

A close-up photograph of a perfume bottle and its packaging. The bottle is made of clear glass and contains a golden-brown liquid. It has a white, cylindrical cap. The bottle is lying on a piece of clear, crinkled plastic wrap. The lighting is soft, creating gentle reflections on the glass and plastic.



Here are the questions performed in the project:

- Number of customers in each city?
- City with the highest revenue?
- Top 10 most ordered products?
- Total orders by delivery status?
- Which customers have late deliveries, and how many?
- Most popular product by quantity sold?
- Top 3 products by revenue?
- Top 5 customers by spending?

Number of customers in each city?

```
SELECT
    COUNT(CustomerId) AS total_customer, city
FROM
    customers
GROUP BY city
ORDER BY total_customer DESC;
```



Output

Result Grid   Filter Rows:		
	total_customer	city
▶	49	Jaipur
	48	Hyderabad
	47	Mumbai
	46	Ahmedabad
	39	Pune
	37	Delhi
	34	Bangalore

City with highest revenue?

```
SELECT
    C.City, SUM(Od.Quantity * PricePerUnit) AS Total_revenue
FROM
    customers C
    JOIN
    orders O ON C.CustomerID = O.CustomerID
    JOIN
    orderdetails Od ON Od.OrderID = O.OrderID
GROUP BY C.City
ORDER BY Total_revenue DESC
LIMIT 1;
```

Output

Result Grid				 Filter Rows
	City	Total_revenue		
►	Mumbai	431406		

Top 10 most ordered products?

```
SELECT
    ProductName, SUM(Quantity) AS Total_quantity
FROM
    orderdetails
GROUP BY ProductName
ORDER BY Total_quantity DESC
LIMIT 10;
```



Output

Result Grid   Filter Rows: <input type="text"/>		
	ProductName	Total_quantity
▶	Harpic Toilet Cleaner	1701
	Dove Soap	1604
	Parle-G Biscuits	1598
	Nestle Milk	1574
	Tata Tea Gold	1567
	Himalaya Face Wash	1559
	Godrej Hair Dye	1541
	Amul Butter	1531
	Good Day Cookies	1528
	Red Label Tea	1492

Most popular product by quantity sold?

```
SELECT
    DeliveryStatus, COUNT(orderId) AS total_orders
FROM
    orders
GROUP BY DeliveryStatus
ORDER BY total_orders DESC;
```

Output

Result Grid   Filter Rows: <input type="text"/>		
	DeliveryStatus	total_orders
▶	Delivered	3924
	Cancelled	76

Top 3 products by revenue?

```
SELECT
    ProductName, SUM(Quantity * PricePerUnit) AS Total_revenue
FROM
    orderdetails
GROUP BY ProductName
ORDER BY Total_revenue DESC
LIMIT 3;
```



Output

Result Grid			Filter Rows:
	ProductName	Total_revenue	
▶	Harpic Toilet Cleaner	156993	
	Dove Soap	152735	
	Himalaya Face Wash	144249	

Total orders by delivery status?

```
SELECT
    DeliveryStatus, COUNT(orderId) AS total_orders
FROM
    orders
GROUP BY DeliveryStatus
ORDER BY total_orders DESC;
```



Output

Result Grid   Filter Rows: <input type="text"/>		
	DeliveryStatus	total_orders
▶	Delivered	3924
	Cancelled	76

Which customers have late deliveries, and how many?

```
SELECT
    c.name, COUNT(o.OrderID) AS Late_Delivery_count
FROM
    customers c
    JOIN
    orders o ON c.CustomerID = o.CustomerID
WHERE
    DeliveryDateTime > OrderDateTime
GROUP BY c.name
ORDER BY Late_Delivery_count DESC limit 10;
```



Output

Result Grid   Filter Rows: <input type="text"/>		
	name	Late_Delivery_count
►	Siddharth Mehta	141
	Rohit Khan	90
	Pooja Pandey	82
	Ishani Joshi	77
	Pooja Singh	76
	Aarav Mehta	71
	Siddharth Sharma	70
	Rajesh Sharma	70
	Aarav Joshi	69
	Rajesh Gupta	64

Top 5 customers by spending?

```
SELECT
    C.Name, SUM(O.TotalAmount) AS Total_spending,
    rank()Over (order by sum(O.TotalAmount)desc)as Spending_rank
FROM
    customers C
    JOIN
    Orders O ON C.CustomerId = O.CustomerId
GROUP BY c.Name
ORDER BY Total_spending DESC
LIMIT 5;
```

Output

Result Grid   Filter Rows: <input type="text"/>			
	Name	Total_spending	Spending_rank
▶	Siddharth Mehta	112829	1
	Rohit Khan	76517	2
	Pooja Pandey	64989	3
	Ishani Joshi	64485	4
	Rajesh Sharma	61584	5



Thank You!



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