

Enhancing User Experience of

blinkit



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BLINKIT

Shop online for groceries and get your order delivered at your doorstep in minutes. Enjoy instant delivery with blinkit.



Vegetables &
Fruits



Dairy,
Breakfast &...



Munchies



Cold Drinks &
Juices



Instant &
Frozen Food



Tea, Coffee &
Health Drinks



Bakery &
Biscuits



Sweet Tooth



Atta, Rice &
Dal



Masala, Oil &
More



Sauces &
Spreads



Chicken,
Meat & Fish



Paan Corner



Organic &
Premium



Baby Care



Pharma &
Wellness

Objective

- **Revenue Insights**

Pinpoint top-performing products and cities generating the highest revenue.

- **Customer Analysis**

Understand customer behavior by ranking customers based on spending and identifying inactive customers.

- **Order Trends**

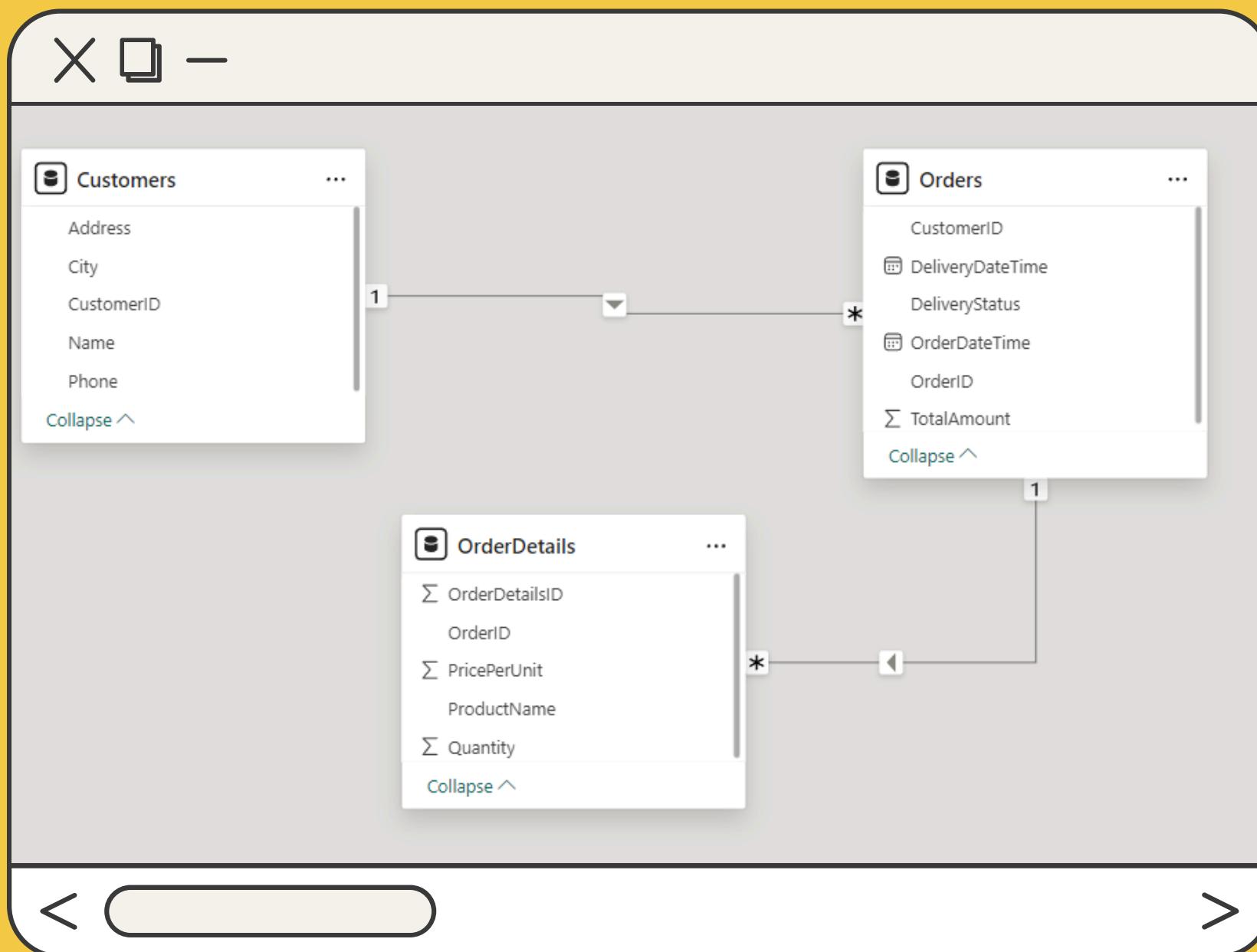
Uncover patterns in order statuses (delivered, canceled) and customer behavior, like placing multiple orders in a day.

- **Operational Insights**

Optimize service delivery and improve operational efficiency by analyzing location-specific purchase data.



Data Model View



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By analyzing Blinkit's e-commerce dataset, I demonstrated my expertise in advanced SQL querying, data manipulation, and extracting meaningful trends to address real-world business challenges

Overview

- # Calculate the percentage of total revenue contributed by each product category.
- # Find the average number of products per order, grouped by customer city.
- # List the top 5 customers based on their totalPurchase
- # Find customers who placed multiple orders on the same day.
- # List all customers with their rank based on total purchase
- # Find the Top 5 city with the highest total revenue
- # Find the top 5 product that generated high revenue?



Find the top 5 product that generated high revenue?

```
SELECT  
    ProductName,  
    SUM(Quantity * PricePerUnit) AS Total_Generated_Revenue  
FROM  
    orderdetails  
GROUP BY ProductName  
ORDER BY Total_Generated_Revenue DESC  
LIMIT 5;
```



ProductName	Total_Generated_Revenue
Harpic Toilet Cleaner	156993
Dove Soap	152735
Himalaya Face Wash	144249
Parle-G Biscuits	140283
Tata Tea Gold	139663

Which city has placed the highest number of orders?

SELECT

C.City, COUNT(O.OrderID) AS Number_of_Orders

FROM

customers C

JOIN

Orders O ON C.CustomerID = O.CustomerID

GROUP BY C.City

ORDER BY Number_of_Orders DESC;



City	Number_of_Orders
Jaipur	658
Hyderabad	631
Mumbai	626
Ahmedabad	598
Pune	511
Delhi	501

Find the Top 5 city with the highest total revenue

```
SELECT  
    C.City, SUM(O.TotalAmount) AS Highest_Total_Revenue  
FROM  
    Customers C  
        JOIN  
    orders O ON C.CustomerID = O.CustomerID  
GROUP BY C.City  
ORDER BY Highest_Total_Revenue DESC  
LIMIT 5;
```



City	Highest_Total_Revenue
Jaipur	527687
Hyderabad	521986
Mumbai	512084
Ahmedabad	481786
Pune	401164

List all customers with their rank based on total purchase

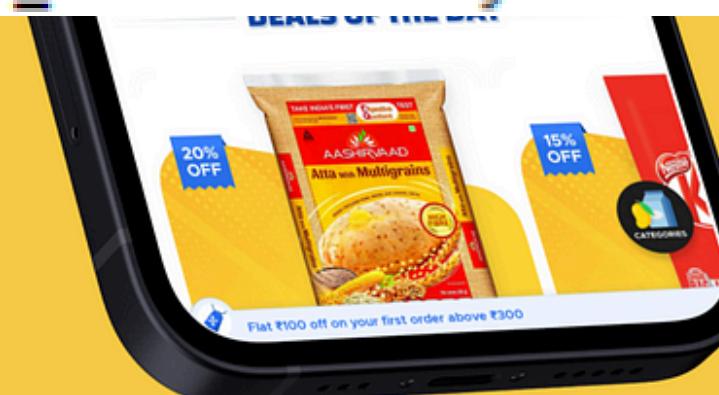
```
SELECT  
    C.CustomerID,  
    C.Name,  
    SUM(OD.Quantity * OD.PricePerUnit) AS Total_Purchase,  
    Rank() over(order by sum(OD.Quantity) DESC) AS 'Rank'  
  
FROM  
    customers C  
        JOIN  
    orders O ON C.CustomerID = O.CustomerID  
        JOIN  
    orderdetails OD ON O.OrderID = OD.OrderID  
GROUP BY 1 , 2;
```



CustomerID	Name	Total_Purchase	Rank
255	Rajesh Joshi	23343	1
77	Amit Sharma	18514	2
89	Rajesh Sharma	15635	3
56	Neha Chopra	14540	4
135	Ishani Joshi	22551	5
80	Siddharth Mehta	15977	6
---	-	-	-

Calculate the percentage of total revenue contributed by each product category.

```
SELECT  
    ProductName,  
    Round((SUM(Quantity * PricePerUnit) / (SELECT  
        SUM(Quantity * PricePerUnit)  
    FROM  
        orderdetails))*100,2) AS Total_Revenue  
FROM  
    orderdetails  
GROUP BY ProductName  
ORDER BY total_Revenue DESC;
```



ProductName	Total_Revenue
Harpic Toilet Cleaner	5.79
Dove Soap	5.63
Himalaya Face Wash	5.32
Parle-G Biscuits	5.17
Tata Tea Gold	5.15
Good Day Cookies	5.10
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Approach

- Revenue Analysis
 - Calculated revenue contribution by each product and city using SQL aggregation functions.
 - Identified top-performing regions and products to guide inventory and marketing strategies.
- Customer Behavior
 - Ranked customers by total spending to highlight high-value customers.
 - Used LEFT JOIN to identify inactive customers, enabling targeted marketing efforts.
- Order Patterns
 - Analyzed order statuses (delivered, canceled) to identify inefficiencies.
 - Found customers placing multiple orders in a day, revealing opportunities for personalized offers.
- Operational Insights
 - Analyzed total purchases and average products per order across cities.
 - Provided city-level metrics to refine operational strategies and delivery systems.



Findings

- **Top Products and Cities**

Identified the products and regions contributing the most revenue, enabling Blinkit to optimize inventory.

- **Customer Engagement**

Highlighted inactive customers and crafted strategies to re-engage them, improving retention



- **Operational Challenges**

Pinpointed inefficiencies in order delivery and cancellations for operational improvements.

- **Growth Opportunities**

Prioritized high-value customers and regions for expansion and targeted campaigns.

Skills Demonstrated

Use advanced SQL techniques like JOINs, GROUP BY, and ranking functions

Extract insights from large datasets to drive data-driven decisions.

Solve real-world business problems by connecting analytical findings to actionable strategies

Present complex data insights in a clear and business-relevant format.



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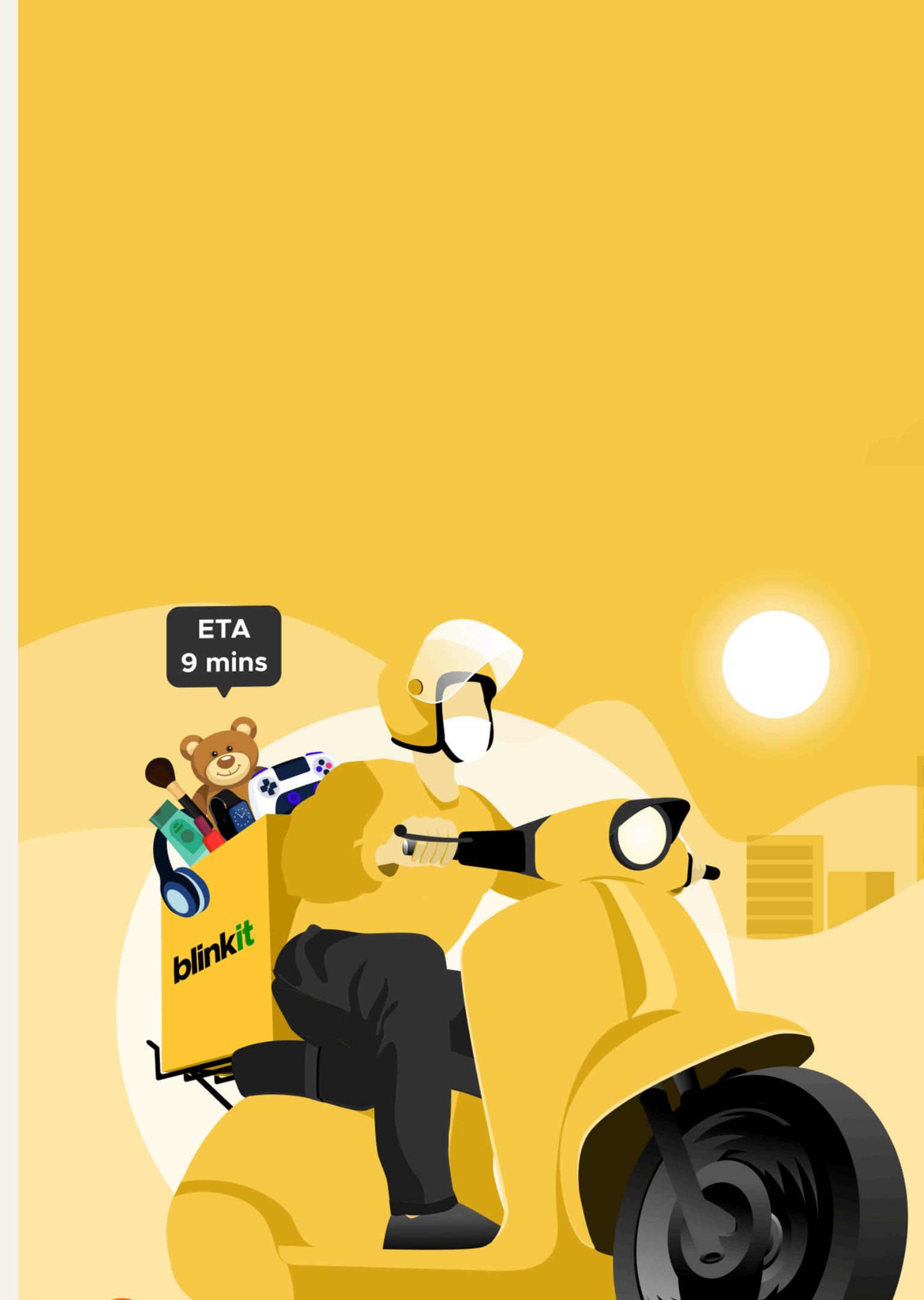
Get social

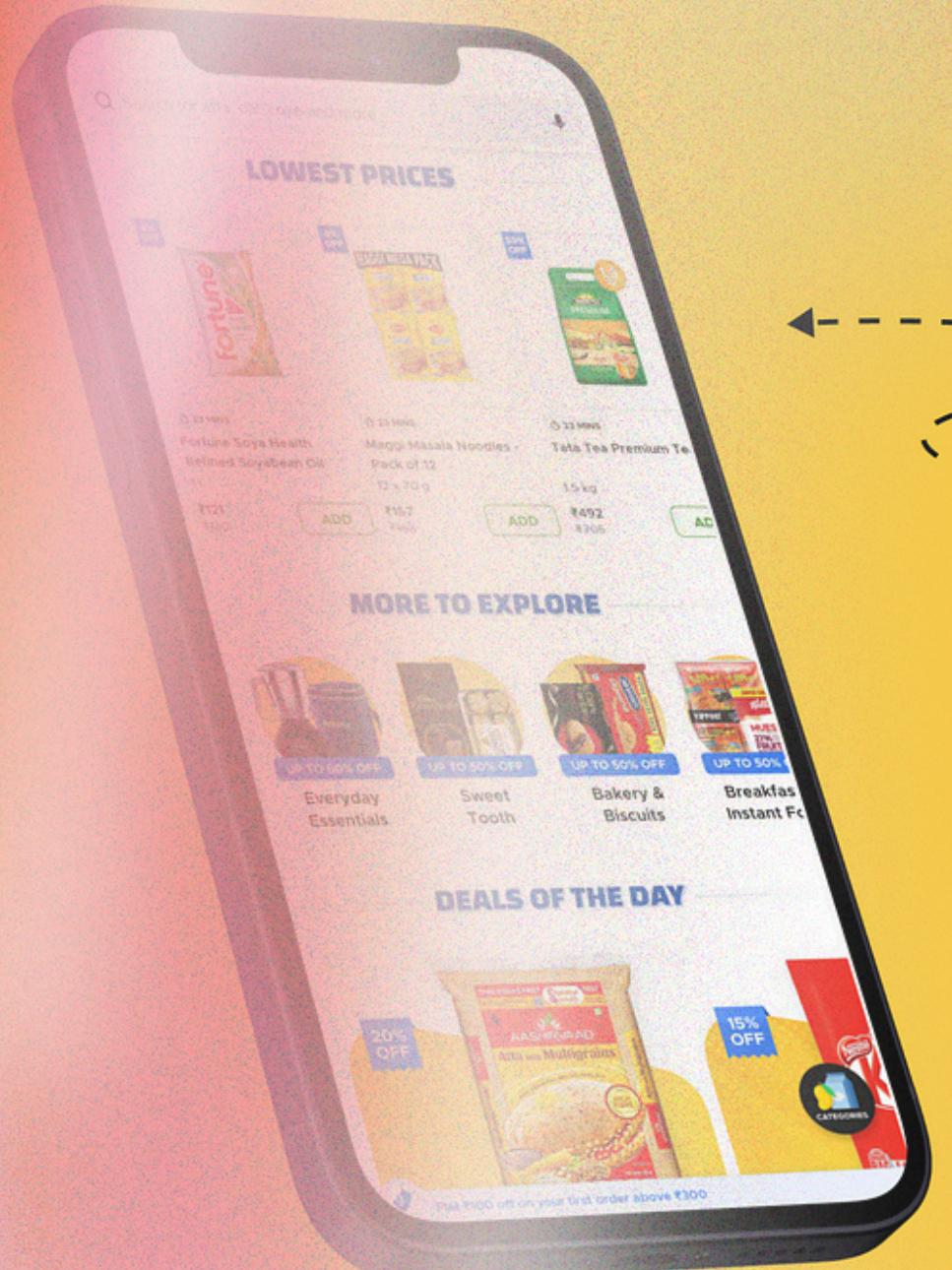
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Conclusion

This Blinkit MySQL project highlights how data analytics can empower businesses to optimize revenue, enhance customer retention, and improve operational efficiency. Through detailed SQL analysis, I provided Blinkit with a roadmap to refine its strategies and grow sustainably. This project not only reflects my technical proficiency in SQL but also my ability to align data insights with business goals—a critical skill in today's data-driven world.





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