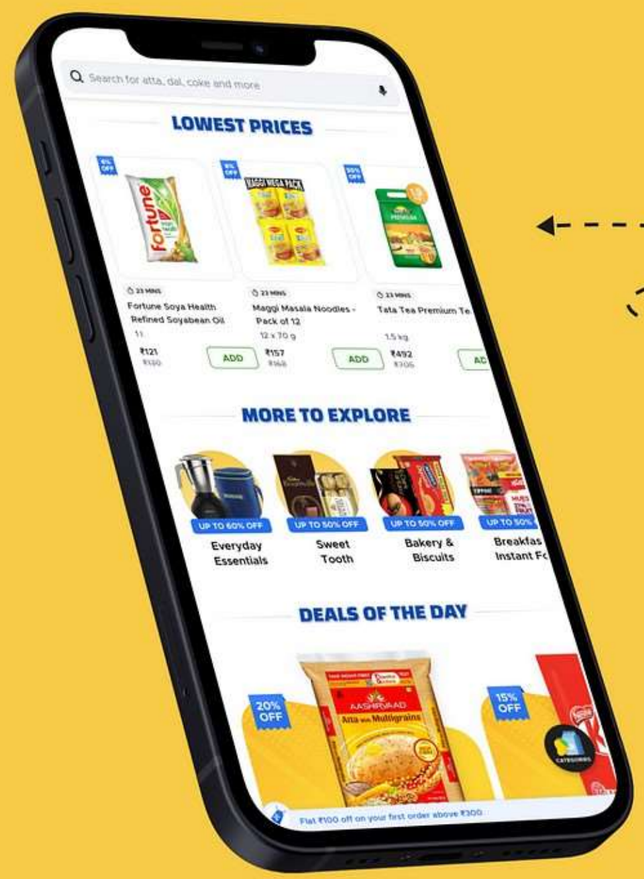

Enhancing User Experience of

blinkit

Pranay Dhotre

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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

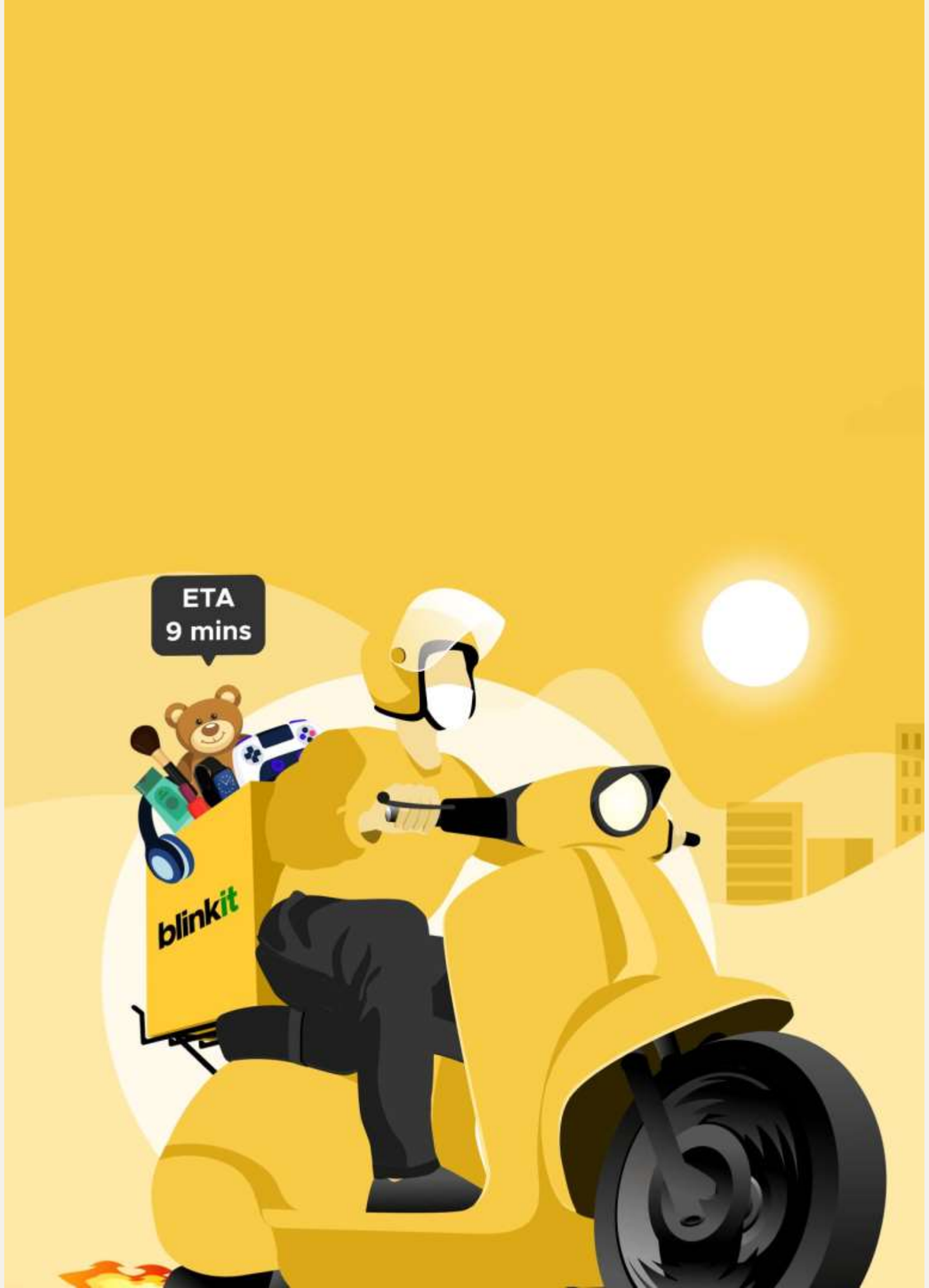
OBJECTIVE

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

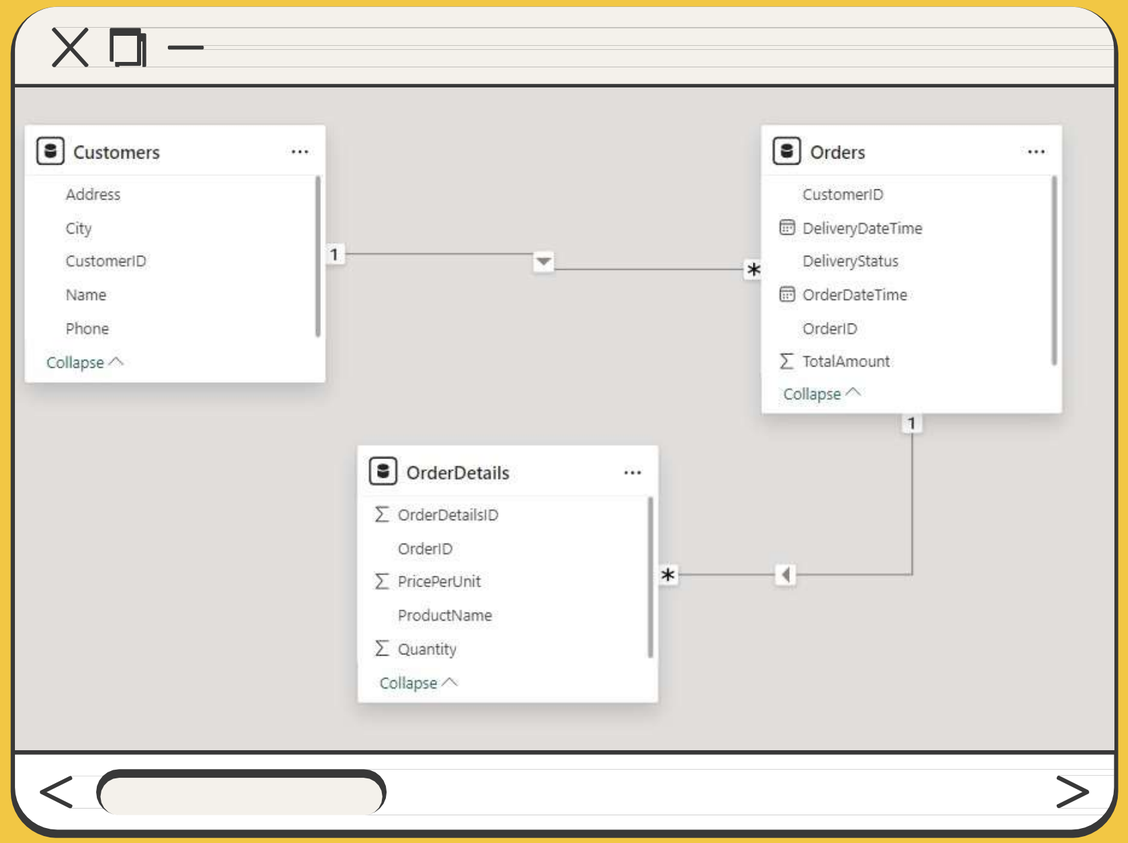
- ## Customer Analysis
  Understand customer behavior by ranking customers based on spending and identifying inactive customers.

- ## 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 total Purchase
- 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 genrated high revenue?
- Identify customer’s who hasn’t placed any order?

Find the top 5 product that genrated high revenue?

```sql
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?

```sql
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

```sql
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

```sql
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

Identify customers who haven't placed any orders

```sql
SELECT distinct
    C.CustomerID, C.Name
FROM
    customers C
        LEFT JOIN
    orders O ON C.CustomerID = O.CustomerID
        LEFT JOIN
    orderdetails OD ON O.OrderID = OD.OrderID
WHERE
    OD.OrderID IS NULL;
```

	CustomerID	Name
▶	1	Kavya Reddy
	2	Siddharth Joshi
	3	Neha Joshi
	4	Siddharth Mehta
	5	Rajesh Reddy
	6	Amit Khan
	7	Siddharth Reddy
	8	Ishani Pandey

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

```sql
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

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.

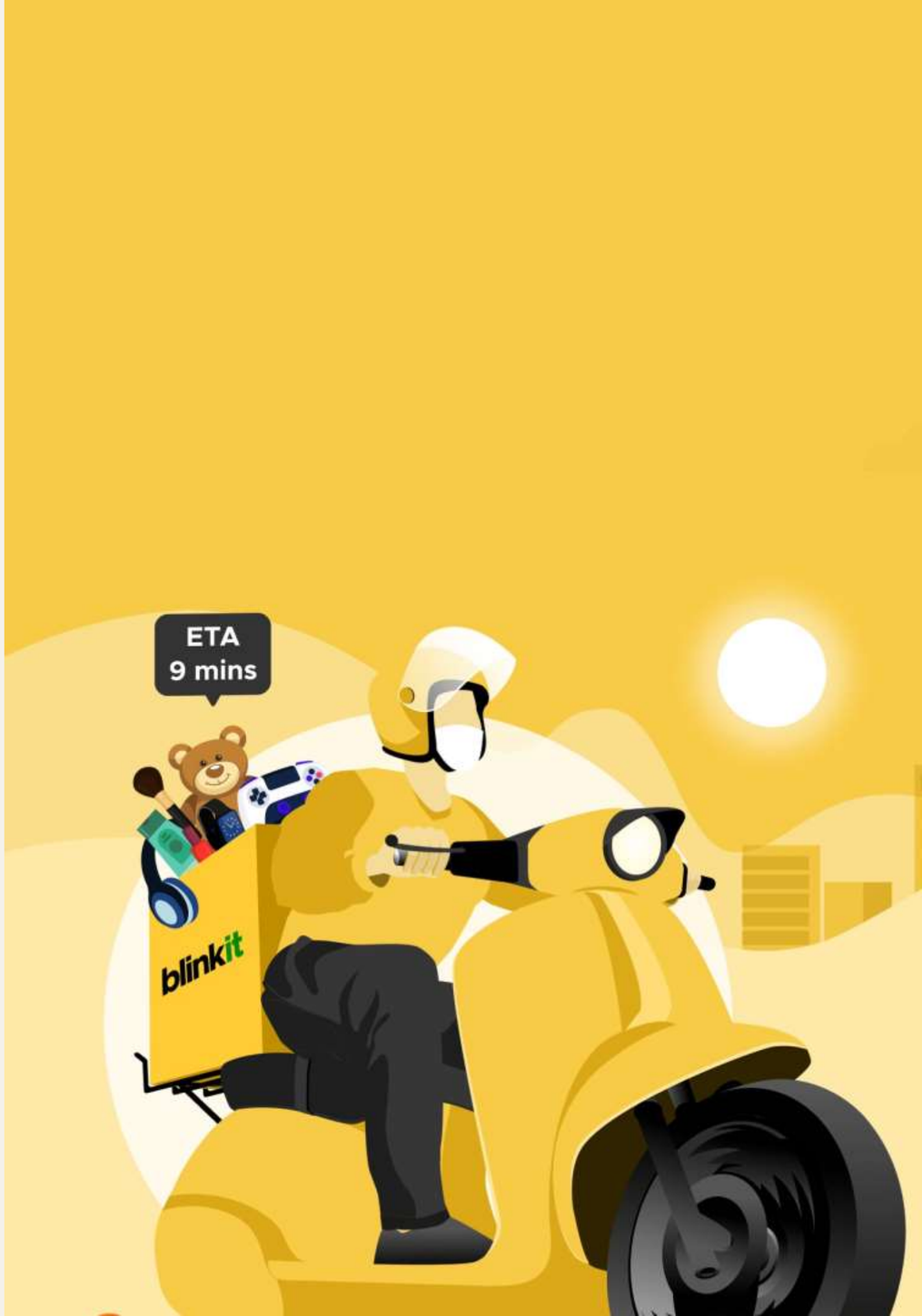
Solve real-world business problems by connecting analytical findings to actionable strategies

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

Get in touch

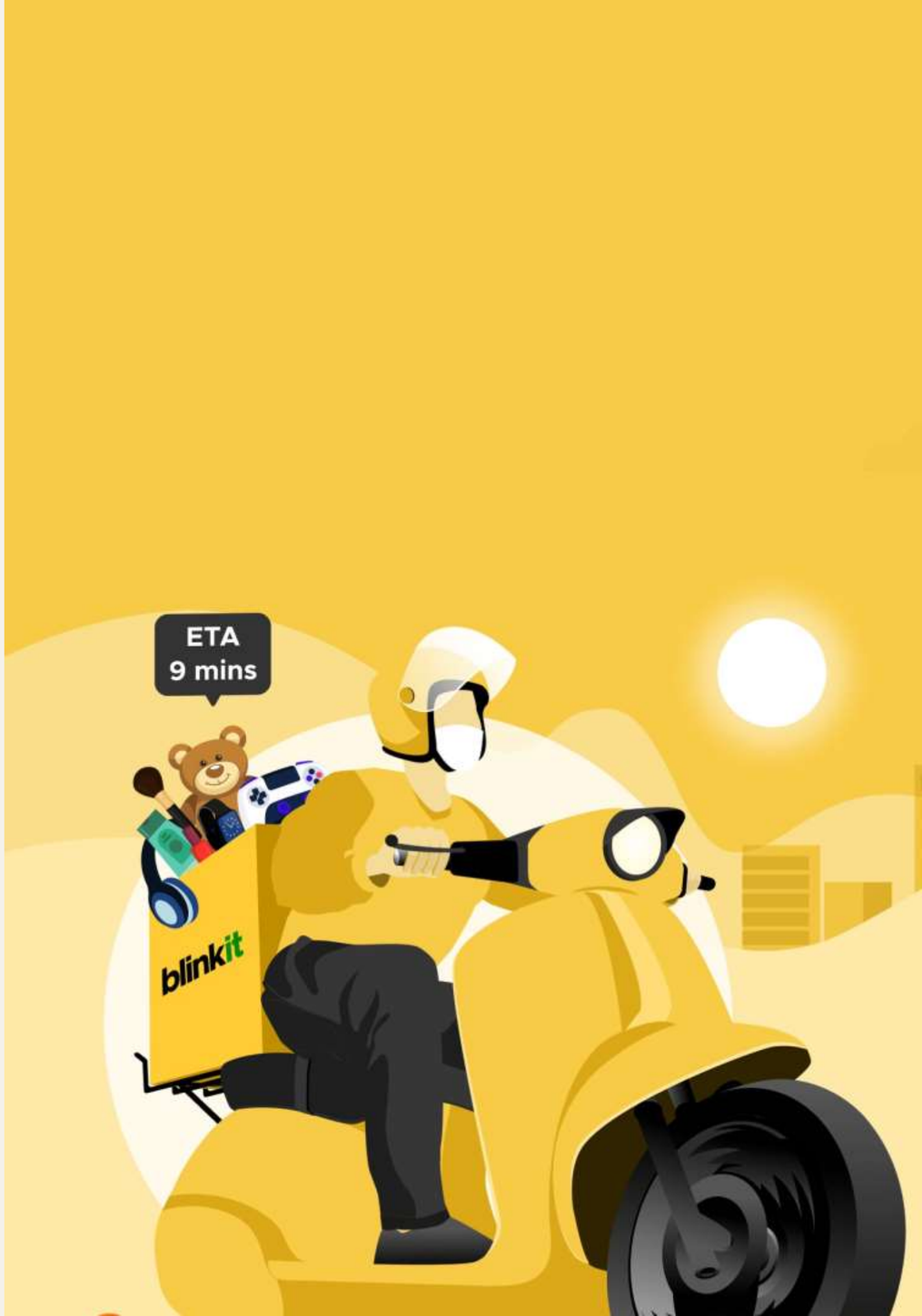
Email us

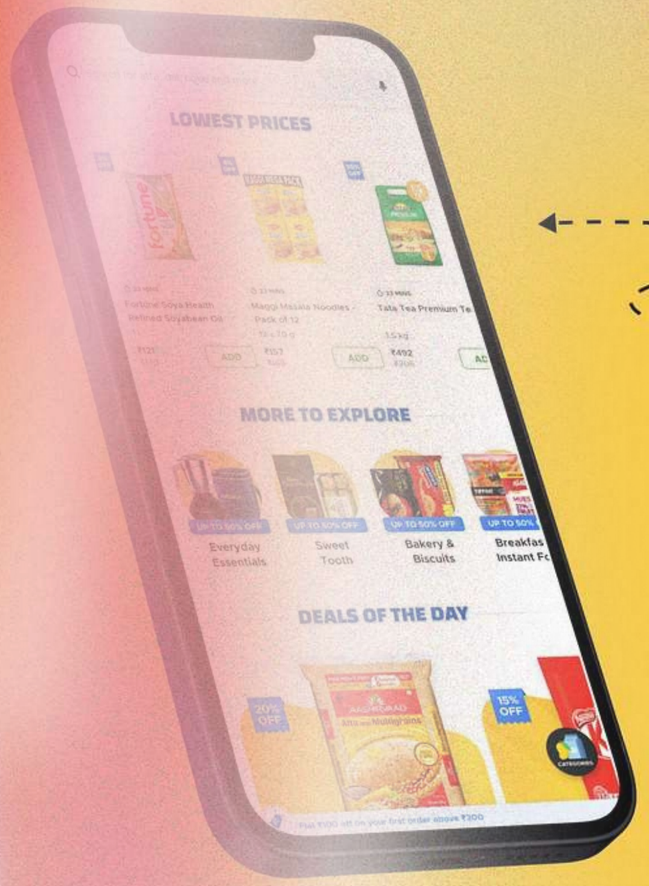
Pranaydhotre.3@gmail.com



Conclusion

This Blinkit MySQL analysis project underscores the power of data-driven decision-making in e-commerce. By leveraging advanced SQL techniques, I uncovered key revenue trends, customer behaviors, and operational inefficiencies. Insights into top-performing products and cities enable better inventory and marketing strategies. Identifying inactive customers allows for targeted retention efforts, improving engagement. Order trend analysis highlights inefficiencies, helping refine service delivery. Location-specific purchase data informs strategic operational improvements. These findings equip Blinkit with actionable solutions for growth and efficiency. The project showcases my expertise in SQL, data manipulation, and business analytics. It demonstrates my ability to connect raw data to real-world business impact. Ultimately, this work provides a solid foundation for optimizing Blinkit's e-commerce strategy.





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