

Blinkit: MySQL Data Analysis Project

Overview

This project analyzes Blinkit's e-commerce dataset to extract insights, solve business challenges, and drive data-driven decisions. Using advanced SQL techniques, it optimizes revenue, improves customer retention, and enhances operational efficiency.

Objectives

- **Revenue Insights:** Identify top-performing products and high-revenue cities.
 - **Customer Analysis:** Evaluate customer behavior, rank customers by spending, and find inactive users.
 - **Order Trends:** Analyze order statuses and frequent multiple orders.
 - **Operational Insights:** Optimize service delivery and logistics.
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Methodology

1. Revenue Analysis

- Used SQL aggregation to analyze product and city-based revenue.
- Identified top-selling products and regions for strategic planning.

2. Customer Behavior

- Ranked customers by spending to identify high-value users.
- Used **LEFT JOIN** to detect inactive customers for re-engagement.

3. Order Patterns

- Examined delivery and cancellation trends for efficiency improvements.
- Identified frequent same-day orders for personalized offers.

4. Operational Insights

- Analyzed purchase trends across cities to refine logistics.
 - Provided location-based metrics for better operations.
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Key Findings

- **Top Products & Cities:** Insights to optimize inventory and marketing.
 - **Customer Retention:** Strategies to re-engage inactive users.
 - **Operational Efficiency:** Identified bottlenecks and high cancellation areas.
 - **Growth Strategies:** Expansion opportunities in high-revenue regions.
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Skills Demonstrated

- **SQL Expertise:** JOINS, GROUP BY, ranking functions, aggregation.
 - **Data-Driven Decision Making:** Extracting and interpreting insights.
 - **Business Intelligence:** Connecting data to strategy.
 - **Effective Communication:** Presenting complex insights clearly.
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Conclusion

This project demonstrates how SQL-driven analytics can optimize revenue, enhance customer engagement, and improve operations. It highlights my ability to translate data insights into practical business strategies.