**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.

**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.

**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.

**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.

**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.