# **Blinkit: Data Analysis**

**#See all the data imported**

use Blinkitdb;

select \* from blinkit\_data;

**# Data Cleaning: following query has been used to use the database and then edit the wrong entries made in the Item\_Fat\_Content column**

blinkit\_data

set Item\_Fat\_Content =

case

when Item\_Fat\_Content IN ('LF','low fat') then 'Low Fat'

when Item\_Fat\_Content In ('reg') then 'Regular'

else Item\_Fat\_Content

end

**#after cleaning check the data for the changes made**

select distinct Item\_Fat\_Content from blinkit\_data;



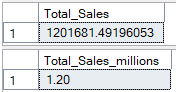
**#Check for the KPI requirements**

-- total sales

select sum(Sales) as Total\_Sales from blinkit\_data

select cast(sum(Sales)/1000000 as decimal(10,2)) as Total\_Sales\_millions

from blinkit\_data;



-- Average sales

select cast(AVG(Sales) as decimal(10,0)) as Avg\_Sales from blinkit\_data;



-- Number of items

select count(\*) as No\_Of\_Items from blinkit\_data;



-- Average rating

select cast(avg(Rating) as decimal (10,2)) as Avg\_Rating from blinkit\_data;



**#More requirements**

-- All KPIs by fat content

select Item\_Fat\_Content,

cast(sum(Sales) as Decimal(10,2)) as Total\_Sales,

cast(AVG(Sales) as decimal(10,0)) as Avg\_Sales,

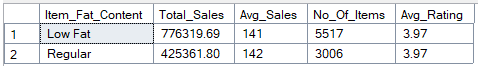
count(\*) as No\_Of\_Items,

cast(avg(Rating) as decimal (10,2)) as Avg\_Rating

from blinkit\_data

group by Item\_Fat\_Content

order by Total\_Sales Desc



-- All KPIs by item type

select Item\_Type,

cast(sum(Sales) as Decimal(10,2)) as Total\_Sales,

cast(AVG(Sales) as decimal(10,0)) as Avg\_Sales,

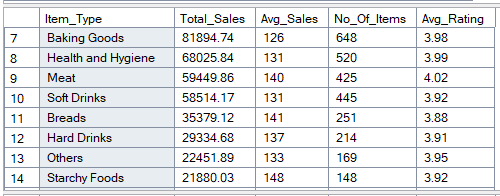
count(\*) as No\_Of\_Items,

cast(avg(Rating) as decimal (10,2)) as Avg\_Rating

from blinkit\_data

group by Item\_Type

order by Total\_Sales Desc



**#Gives top 5 Item\_types**

select top 5 Item\_Type,

cast(sum(Sales) as Decimal(10,2)) as Total\_Sales,

cast(AVG(Sales) as decimal(10,0)) as Avg\_Sales,

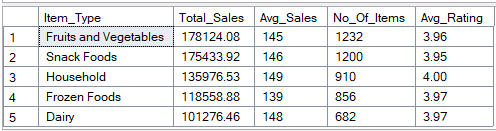
count(\*) as No\_Of\_Items,

cast(avg(Rating) as decimal (10,2)) as Avg\_Rating

from blinkit\_data

group by Item\_Type

order by Total\_Sales Desc



-- fat content by outlet location for all KPIs

select Outlet\_Location\_Type, Item\_Fat\_Content,

cast(sum(Sales) as Decimal(10,2)) as Total\_Sales,

cast(AVG(Sales) as decimal(10,0)) as Avg\_Sales,

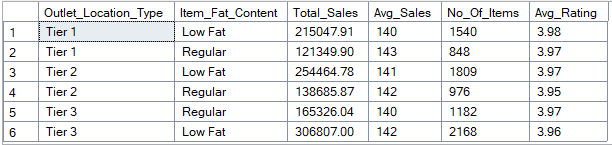
count(\*) as No\_Of\_Items,

cast(avg(Rating) as decimal (10,2)) as Avg\_Rating

from blinkit\_data

group by Outlet\_Location\_Type, Item\_Fat\_Content

order by Outlet\_Location\_Type



-- fat content by outlet location for total sales (fat content presented as column names)

select Outlet\_Location\_Type,

isnull([Low Fat],0) as Low\_Fat,

isnull([Regular],0) as Regular

from

( select Outlet\_Location\_Type, Item\_Fat\_Content,

cast(sum(Sales) as decimal(10,2)) as Total\_Sales

from blinkit\_data

group by Outlet\_Location\_Type, Item\_Fat\_Content

)as SourceTable

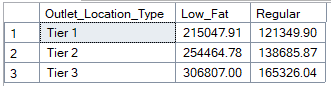
pivot

( sum(Total\_Sales)

for Item\_Fat\_Content in ([Low Fat],[Regular])

)as pivottable

order by Outlet\_Location\_Type;



-- by outlet establishment

select Outlet\_Establishment\_Year,

cast(sum(Sales) as Decimal(10,2)) as Total\_Sales,

cast(AVG(Sales) as decimal(10,0)) as Avg\_Sales,

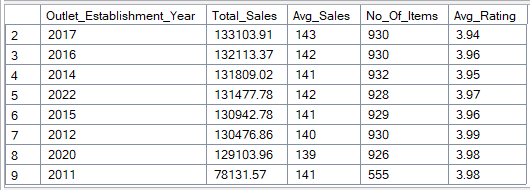
count(\*) as No\_Of\_Items,

cast(avg(Rating) as decimal (10,2)) as Avg\_Rating

from blinkit\_data

group by Outlet\_Establishment\_Year

order by Total\_Sales Desc



-- percentage of sales by outlet size

select Outlet\_Size,

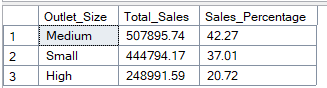
cast(sum(Sales) as Decimal(10,2)) as Total\_Sales,

cast((sum(Sales)\*100.0 /Sum(sum(Sales)) over()) as decimal(10,2)) as Sales\_Percentage

from blinkit\_data

group by Outlet\_Size

order by Total\_Sales Desc



--by outlet location

select Outlet\_Location\_Type,

cast(sum(Sales) as Decimal(10,2)) as Total\_Sales,

cast((sum(Sales)\*100.0 /Sum(sum(Sales)) over()) as decimal(10,2)) as Sales\_Percentage,

cast(AVG(Sales) as decimal(10,0)) as Avg\_Sales,

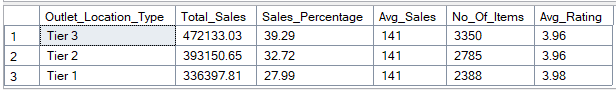
count(\*) as No\_Of\_Items,

cast(avg(Rating) as decimal (10,2)) as Avg\_Rating

from blinkit\_data

group by Outlet\_Location\_Type

order by Total\_Sales Desc



--by outlet type

select Outlet\_Type,

cast(sum(Sales) as Decimal(10,2)) as Total\_Sales,

cast((sum(Sales)\*100.0 /Sum(sum(Sales)) over()) as decimal(10,2)) as Sales\_Percentage,

cast(AVG(Sales) as decimal(10,0)) as Avg\_Sales,

count(\*) as No\_Of\_Items,

cast(avg(Rating) as decimal (10,2)) as Avg\_Rating

from blinkit\_data

group by Outlet\_Type

order by Total\_Sales Desc

