**Blinkit Analysis**

* See all the data imported:

SELECT \* FROM public.blinkitdata

* **DATA CLEANING:**

Cleaning the Item\_Fat\_Content field ensures data consistency and accuracy in analysis. The presence of multiple variations of the same category (e.g., LF, low fat vs. Low Fat) can cause issues in reporting, aggregations, and filtering. By standardizing these values, we improve data quality, making it easier to generate insights and maintain uniformity in our datasets.

update blinkitdata

set item\_fat\_contents=

case

when item\_fat\_contents in ('LF','low fat') then 'Low Fat'

when item\_fat\_contents = 'reg' then 'Regular'

else item\_fat\_contents

end;

After executing this query check the data has been cleaned or not using below query

select distinct item\_fat\_contents from blinkitdata;

|  |  |
| --- | --- |
| item\_fat\_contents | |
| Regular |  |
| Low Fat |  |

**A. KPI’s**

**1. TOTAL SALES:**

select cast(sum(total\_sales)/1000000 as Decimal(10,2)) as Total\_revenue

from blinkitdata;

|  |
| --- |
| total\_revenue |
| 1.2 |

**2. AVERAGE SALES**

select cast(avg(total\_sales)as decimal(10,2)) as average\_sales

from blinkitdata;

|  |
| --- |
| average\_sales |
| 140.99 |

**3. NO OF ITEMS**

select count(\*) as total\_items

from blinkitdata;

|  |
| --- |
| total\_items |
| 8523 |

**4. AVG RATING**

select cast(avg(rating)as decimal(10,1))as Average\_rating from blinkitdata;

|  |
| --- |
| average\_rating |
| 4 |

**B. Total Sales by Fat Content:**

select item\_fat\_contents ,

cast(sum(total\_sales)/1000000 as decimal(10,2))as total\_sales\_millions,

cast(avg(total\_sales)as decimal(10,2)) as average\_sales,

count(\*) as total\_items,

cast(avg(rating)as decimal(10,1))as Average\_rating

from blinkitdata

group by(item\_fat\_contents)

order by total\_sales\_millions desc;

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| item\_fat\_contents | total\_sales\_millions | average\_sales | total\_items | average\_rating |
| Low Fat | 0.78 | 140.71 | 5517 | 4 |
| Regular | 0.43 | 141.5 | 3006 | 4 |

**C. Top 5 Sales by Item Type**

select item\_types,

cast(sum(total\_sales)/1000 as decimal(10,2))as total\_sales\_thousands,

cast(avg(total\_sales)as decimal(10,2)) as average\_sales,

count(\*) as total\_items,

cast(avg(rating)as decimal(10,1))as Average\_rating

from blinkitdata

group by item\_types

order by total\_sales\_thousands desc

limit 5;

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| item\_types | total\_sales\_thousands | average\_sales | total\_items | average\_rating |
| Fruits and Vegetables | 178.12 | 144.58 | 1232 | 4 |
| Snack Foods | 175.43 | 146.19 | 1200 | 3.9 |
| Household | 135.98 | 149.42 | 910 | 4 |
| Frozen Foods | 118.56 | 138.5 | 856 | 4 |
| Dairy | 101.28 | 148.5 | 682 | 4 |

**D. Fat Content by Outlet for Total Sales**

select outlet\_location\_type,

coalesce(sum(case when item\_fat\_contents='Low Fat' then total\_sales End), 0)as Low\_fat,

coalesce(sum(case when item\_fat\_contents='Regular' then total\_sales End), 0)as Regular

from blinkitdata

group by outlet\_location\_type

order by outlet\_location\_type;

|  |  |  |
| --- | --- | --- |
| outlet\_location\_type | low\_fat | regular |
| Tier 1 | 215047.91 | 121349.9 |
| Tier 2 | 254464.77 | 138685.9 |
| Tier 3 | 306806.99 | 165326 |

**Query Explanations**

This query aims to transform the blinkit\_data table to display total sales (Total\_Sales) for each combination of Outlet\_Location\_Type and Item\_Fat\_Content. The result will show Outlet\_Location\_Type as rows and Item\_Fat\_Content categories ("Low Fat" and "Regular") as columns. If there are no sales for a particular combination, the query will display 0 instead of NULL.

**E. Total Sales by Outlet Establishment**

select outlet\_establishment\_year,

cast(sum(total\_sales)as decimal(10,2))as TotalSales

from blinkitdata

group by outlet\_establishment\_year

order by outlet\_establishment\_year asc;

|  |  |
| --- | --- |
| outlet\_establishment\_year | totalsales |
| 1998 | 204522.3 |
| 2000 | 131809 |
| 2010 | 132113.4 |
| 2011 | 78131.56 |
| 2012 | 130476.9 |
| 2015 | 130942.8 |
| 2017 | 133103.9 |
| 2020 | 129104 |
| 2022 | 131477.8 |

**F. Percentage of Sales by Outlet Size**

select outlet\_size,

cast(sum(total\_sales)as decimal(10,2))as total\_sales,

cast((sum(total\_sales)\*100)/(select sum(total\_sales) from blinkitdata)as decimal(10,2))as percentage\_sales

from blinkitdata

group by outlet\_size;

|  |  |  |
| --- | --- | --- |
| outlet\_size | total\_sales | percentage\_sales |
| Small | 444794.17 | 37.01 |
| High | 248991.58 | 20.72 |
| Medium | 507895.73 | 42.27 |

**G. Sales by Outlet Location**

select outlet\_location\_type,

cast(sum(total\_sales)/1000 as decimal(10,2))as total\_sales\_thousands,

cast(avg(total\_sales)as decimal(10,2)) as average\_sales,

count(\*) as total\_items,

cast(avg(rating)as decimal(10,1))as Average\_rating

from blinkitdata

group by outlet\_location\_type

order by total\_sales\_thousands desc;

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| outlet\_location\_type | total\_sales\_thousands | average\_sales | total\_items | average\_rating |
| Tier 3 | 472.13 | 140.94 | 3350 | 4 |
| Tier 2 | 393.15 | 141.17 | 2785 | 4 |
| Tier 1 | 336.4 | 140.87 | 2388 | 4 |
|  |  |  |  |  |