**BLINKIN DATA ANALYSIS**

**--NULL VALUES FIND**

**SELECT COUNT(\*) FROM BLINK**

**WHERE Item\_Weight IS NULL**

**--NULL VALUES UPDATE**

**UPDATE BLINK**

**SET Item\_Weight = 12.85**

**WHERE Item\_Weight IS NULL**

**--📊 Project 1: Sales Performance Dashboard**

**--🎯 Objective: Understand overall sales across outlets and item types.**

**--🔹 KPIs:**

**--1️ Total Sales**

**SELECT SUM(SALES) AS TOTAL\_SALES**

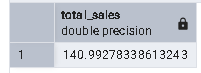
**FROM BLINK**

****

**--2️ Average Sales per Product**

**SELECT AVG(SALES) AS TOTAL\_SALES**

**FROM BLINK**

****

**--4️ Top 5 Selling Item Types**

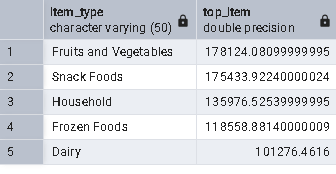
**SELECT ITEM\_TYPE, SUM(SALES) AS TOP\_ITEM**

**FROM BLINK**

**GROUP BY ITEM\_TYPE**

**ORDER BY TOP\_ITEM DESC**

**LIMIT 5**

****

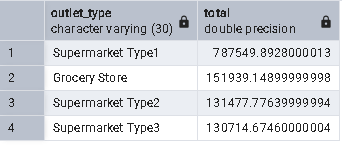
**--5️ Sales by Outlet Type**

**SELECT OUTLET\_TYPE, SUM(SALES) AS TOTAL**

**FROM BLINK**

**GROUP BY OUTLET\_TYPE**

**ORDER BY TOTAL DESC**

****

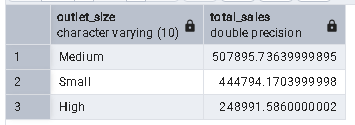
**--6️ Sales by Outlet SIZE**

**SELECT OUTLET\_SIZE, SUM(SALES) AS TOTAL\_SALES**

**FROM BLINK**

**GROUP BY OUTLET\_SIZE**

**ORDER BY TOTAL\_SALES DESC**

****

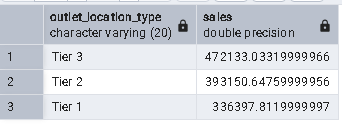
**--7️ Sales by Location Tier**

**SELECT OUTLET\_LOCATION\_TYPE, SUM(SALES) AS SALES**

**FROM BLINK**

**GROUP BY OUTLET\_LOCATION\_TYPE**

**ORDER BY SALES DESC**

****

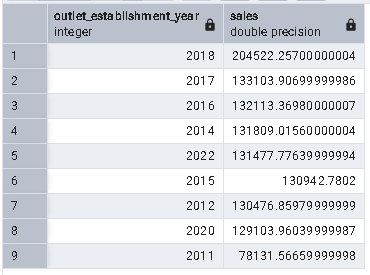
**--8️ Year-wise Sales Trend**

**SELECT Outlet\_Establishment\_Year, SUM(SALES) AS SALES**

**FROM BLINK**

**GROUP BY Outlet\_Establishment\_Year**

**ORDER BY SALES DESC**

****

**--9️ Average Rating**

**SELECT AVG(RATING) AS AVG\_RATING**

**FROM BLINK**

****

**--10 Item Visibility vs Sales**

**SELECT ITEM\_VISIBILITY, SUM(SALES) SALES**

**FROM BLINK**

**GROUP BY ITEM\_VISIBILITY,SALES**

**ORDER BY SALES DESC**

****

**---**

**--📦 Project 2: Product & Category Insights Dashboard**

**--🎯 Objective: Analyze product performance, customer choices, and category behavior.**

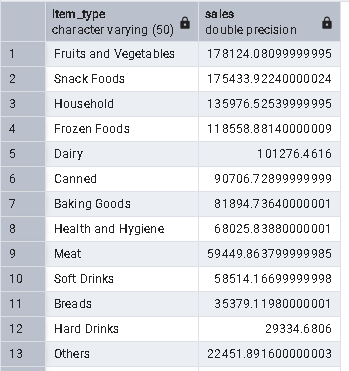
**--2 Sales by Item Type (Category)**

**SELECT ITEM\_TYPE, SUM(SALES) AS SALES**

**FROM BLINK**

**GROUP BY ITEM\_TYPE**

**ORDER BY SALES DESC**

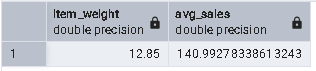
****

**--3️ Average Sales by Item Weight**

**SELECT ITEM\_WEIGHT, AVG(SALES) AS AVG\_SALES**

**FROM BLINK**

**GROUP BY ITEM\_WEIGHT**

****

**--4️ Top 5 ITEM**

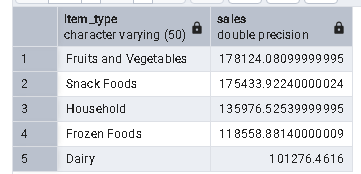
**SELECT ITEM\_TYPE, SUM(SALES)AS SALES**

**FROM BLINK**

**GROUP BY ITEM\_TYPE**

**ORDER BY SALES DESC**

**LIMIT 5**

****

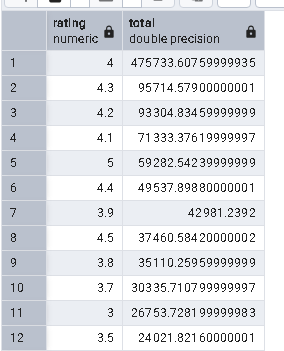
**--7️ Rating-wise Sales Comparison**

**SELECT RATING, SUM(SALES) AS TOTAL**

**FROM BLINK**

**GROUP BY RATING**

**ORDER BY TOTAL DESC**

****

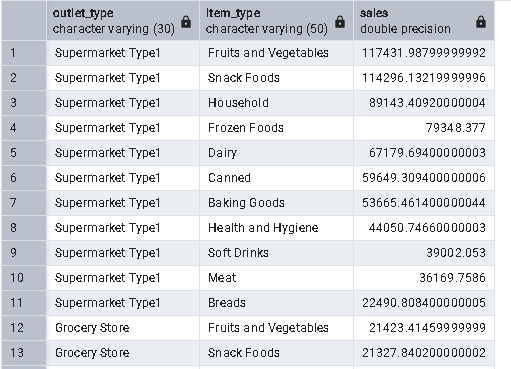
**--8️ Outlet Type vs Item Type Sales**

**SELECT OUTLET\_TYPE,ITEM\_TYPE, SUM(SALES) AS SALES**

**FROM BLINK**

**GROUP BY OUTLET\_TYPE,ITEM\_TYPE**

**ORDER BY SALES DESC**

****