**Blinkit Analysis**

'''Blinkit project questions

1. Total Sales by Fat Content:

Objective: Analyse the impact of fat content on total sales.

Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.

2. Total Sales by Item Type:

Objective: Identify the performance of different item types in terms of total sales.

Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.

3. Fat Content by Outlet for Total Sales:

Objective: Compare total sales across different outlets segmented by fat content.

Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.

4. Total Sales by Outlet Establishment:

Objective: Evaluate how the age or type of outlet establishment influences total sales.

Percentage of Sales by Outlet Size:

Objective: Analyse the correlation between outlet size and total sales.

6. Sales by Outlet Location:

Objective: Assess the geographic distribution of sales across different locations.

7. All Metrics by Outlet Type:

Objective: Provide a comprehensive view of all key metrics (Total Sales, Average Sales, Number of Items, Average Rating) broken down by different outlet types.'''

See all the data imported:

* **SELECT \* FROM blinkit\_data;**
* **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.

**SELECT COUNT(\*) FROM blinkit\_data;**

**UPDATE blinkit\_data**

**SET itemfatcontent =**

**CASE**

**WHEN itemfatcontent IN ('LF', 'low fat') THEN 'Low Fat'**

**WHEN itemfatcontent = 'reg' THEN 'Regular'**

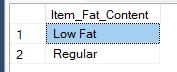
**ELSE itemfatcontent**

**END;**

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

**SELECT DISTINCT (itemfatcontent) From blinkit\_data;**

**SELECT\*FROM blinkit\_data;**



**A. KPI’s**

**1. TOTAL SALES:**

SELECT SUM (Totalsales) Total\_sales

from blinkit\_data;

SELECT SUM (Totalsales)/1000000 Total\_sales

from blinkit\_data;

SELECT CAST(SUM (Totalsales)/1000000 AS DECIMAL(10, 2)) AS Total\_sales

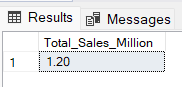
from blinkit\_data

WHERE outletestablishmentyear= 2022;

SELECT CAST(SUM (Totalsales)/1000000 AS DECIMAL(10, 2)) AS Total\_sales

from blinkit\_data

WHERE itemfatcontent= 'Low Fat';

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**2. AVERAGE SALES**

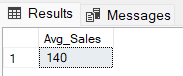
SELECT AVG(Totalsales) AS Avg\_sales FROM blinkit\_data;

SELECT CAST(AVG (Totalsales) AS DECIMAL(10, 0)) AS Avg\_sales From blinkit\_data

WHERE outletestablishmentyear= 2022;

SELECT COUNT(\*) AS No\_of\_Items FROM blinkit\_data

WHERE outletestablishmentyear= 2022;

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