

Blinkit Analysis

- See all the data imported:

```
SELECT * FROM blinkit_data
```

```
SELECT DISTINCT Item_Fat_Content FROM blinkit_data;
```

	Item_Fat_Content
1	Low Fat
2	Regular

A. KPI's

1. TOTAL SALES:

```
select round(sum(`Total Sales`)/1000000,3)  
as Sum_Sales_million  
from blinkit_data ;
```

Results Messages	
	Total_Sales_Million
1	1.20

2. AVERAGE SALES

```
select round(avg(`Total Sales`),3)  
as avg_Sales_million  
from blinkit_data ;
```

Results Messages	
	Avg_Sales
1	140

3. NO OF ITEMS

```
SELECT COUNT(*) AS No_of_Orders
FROM blinkit_data;
```

Results		Messages	
	No_of_Orders		
1	8523		





4. AVG RATING

```
select round(avg(Rating),2)
as avg_rating
from blinkit_data;
```

Results		Messages	
	Avg_Rating		
1	4.0		





#1: Analyze the impact of fat content on total sales.

```
SELECT `Item Fat Content`, SUM(`Total Sales`) AS Total_sales,
round(avg(`Total Sales`),3) as avg_Sales_million,
round(avg(Rating),2) as avg_rating,
count(*) as no_of_items
from blinkit_data
group by `Item Fat Content`
order by Total_Sales desc ;
```

Result Grid				Filter Rows: <input type="text"/>	Export: 	Wrap Cell Content: 
	Item Fat Content	Total_sales	avg_Sales_million	avg_rating	no_of_items	
▶	Low Fat	776319.6784000006	140.714	3.97	5517	
	Regular	425361.8023999995	141.504	3.97	3006	

#2. Total Sales by Item Type:



```
select `Item Type`, round(sum(`Total Sales`),2) as type_sales,  
round(avg(`Total Sales`),3) as avg_Sales_million,  
round(avg(Rating),2) as avg_rating,  
count(*) as no_of_items  
from blinkit_data  
group by `Item Type`  
order by type_sales desc;
```

Result Grid   Filter Rows: <input type="text"/> Export:  Wrap Cell Content: 					
	Item Type	type_sales	avg_Sales_million	avg_rating	no_of_items
▶	Fruits and Vegetables	178124.08	144.581	3.96	1232
	Snack Foods	175433.92	146.195	3.95	1200
	Household	135976.53	149.425	4	910
	Frozen Foods	118558.88	138.503	3.97	856
	Dairy	101276.46	148.499	3.97	682
	Canned	90706.73	139.764	3.99	649
	Baking Goods	81894.74	126.381	3.98	648
	Health and Hygiene	68025.84	130.819	3.99	520
	Meat	59449.86	139.882	4.02	425
	Soft Drinks	58514.16	131.493	3.92	445
	Breads	35379.12	140.953	3.88	251
	Hard Drinks	29334.68	137.078	3.91	214
	Others	22451.89	132.851	3.95	169
	Starchy Foods	21880.03	147.838	3.92	148
	Breakfast	15596.7	141.788	3.93	110
	Seafood	9077.87	141.842	3.96	64

#3: Fat Content by Outlet for Total Sales



```
select `Outlet Location Type`, `Item Fat Content`,  
round(sum(`Total Sales`),2) as total_sales  
from blinkit_data
```

```
group by `Outlet Location Type`, `Item Fat Content`
order by `Outlet Location Type`;
```

Result Grid   Filter Rows: <input type="text"/> Export: 			
	Outlet Location Type	Item Fat Content	total_sales
▶	Tier 1	Low Fat	215047.91
	Tier 1	Regular	121349.9
	Tier 2	Low Fat	254464.77
	Tier 2	Regular	138685.87
	Tier 3	Low Fat	306806.99
	Tier 3	Regular	165326.03

#4: E. Total Sales by Outlet Establishment

```
SELECT `Outlet Establishment Year`, round(sum(`Total Sales`),2) as
total_sales
FROM blinkit_data
GROUP BY `Outlet Establishment Year`
ORDER BY `Outlet Establishment Year`;
```

Result Grid   Filter Rows: <input type="text"/>		
	Outlet Establishment Year	total_sales
▶	1998	204522.26
	2000	131809.02
	2010	132113.37
	2011	78131.56
	2012	130476.86
	2015	130942.78
	2017	133103.91
	2020	129103.96
	2022	131477.77





#5: All Metrics by Outlet Type:

```
SELECT `Outlet Type`,
```

```

round(sum(`Total Sales`),2) as total_sales,
    round(avg(`Total Sales`),3) as avg_Sales,
    count(*) as no_of_items,
    round(avg(Rating),2) as avg_rating,
    round(AVG(`Item Visibility`),2) as `Item Visibility`
FROM blinkit_data
GROUP BY `Outlet Type`
ORDER BY total_sales DESC;

```



Result Grid   Filter Rows: <input type="text"/> Export:  Wrap Cell Content: 						
	Outlet Type	total_sales	avg_Sales	no_of_items	avg_rating	Item Visibility
▶	Supermarket Type1	787549.89	141.214	5577	3.96	0.06
	Grocery Store	151939.15	140.295	1083	3.99	0.1
	Supermarket Type2	131477.77	141.679	928	3.97	0.06
	Supermarket Type3	130714.67	139.802	935	3.95	0.06

#6: Percentage of Sales by Outlet Size

```

select `Outlet Size`, sum(`Total Sales`) as TS,
round(sum(`Total Sales`)*100 / sum(sum(`Total Sales`)) over(),2)as
percent_sale
from blinkit_data
group by `Outlet Size`
order by percent_sale desc;

```

Result Grid   Filter Rows: <input type="text"/> Export:			
	Outlet Size	TS	percent_sale
▶	Medium	507895.72839999993	42.27
	Small	444794.16839999993	37.01
	High	248991.58400000024	20.72