Blinkit Analysis

* See all data is imported

Select \* from blinkit.blinkit

* Data Cleaning :

Cleaning the item fat content field ensure data consistency accuracy in analysis . The presence of multiple variation of the same category (e.g LF,low fat ,LOW FAT ) can cause issue in reporting ,aggregation and filtering . By standardizing these value ,we improve data quality ,making it easier to generate insight .

UPDATE `blinkit grocery data`

SET `Item fat content` = CASE

WHEN `Item fat content` IN ('LF', 'Low Fat') THEN 'low fat'

WHEN `Item fat content` IN ('reg', 'Regular') THEN 'regular'

ELSE `Item fat content`

END;

Afte executing these query check data

SELECT DISTINCT `Item fat content`

FROM blinkit.`blinkit `;

* Total sales kpi

SELECT cast(sum(sales)/1000000 as decimal (10,2))

FROM blinkit.`blinkit`;

Total sale is 9.97

* Average sales kpi

SELECT avg(sales)

FROM blinkit.`blinkit`;

Average of Sales is 141.24

* Number of Items

SELECT count(\*)

FROM blinkit.`blinkit`;

* Average rating

SELECT avg(Rating) FROM blinkit.`blinkit`;

Average of Rating is 3.9559

Business Requirement

* Total sales by fat content

SELECT `Item fat content`, SUM(sales)

FROM blinkit.blinkit

group by `Item Fat Content`;

Total sales by fat content is

|  |  |
| --- | --- |
| regular | 352642.49 |
| low fat | 644516.74 |

* Total sales by item

SELECT `item type`,

CAST(SUM(sales) AS DECIMAL(10,2)) AS `total sales`,

CAST(AVG(sales) AS DECIMAL(10,2)) AS `average sales`,

COUNT(\*) AS `no. of items`,

CAST(AVG(rating) AS DECIMAL(10,2)) AS `average rating`

FROM blinkit

GROUP BY `item type`

ORDER BY `total sales` DESC

Item type total sales average sales no. of items average rating

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Meat | 47159.90 | 139.94 | 337 | 4.01 |
| Household | 113210.14 | 149.16 | 759 | 3.99 |
| Canned | 75053.00 | 139.24 | 539 | 3.99 |
| Baking Goods | 67588.11 | 126.10 | 536 | 3.98 |
| Dairy | 84526.50 | 149.34 | 566 | 3.97 |
| Health and Hygiene | 56383.80 | 131.13 | 430 | 3.97 |
| Frozen Foods | 99961.88 | 139.22 | 718 | 3.96 |
| Snack Foods | 144949.13 | 146.71 | 988 | 3.95 |
| Fruits and Vegetables | 147188.96 | 144.44 | 1019 | 3.94 |
| Breakfast | 12696.19 | 142.65 | 89 | 3.94 |
| Others | 18624.60 | 135.95 | 137 | 3.93 |
| Hard Drinks | 25261.62 | 138.04 | 183 | 3.92 |
| Soft Drinks | 49294.67 | 131.80 | 374 | 3.90 |
| Starchy Foods | 19199.98 | 147.69 | 130 | 3.88 |
| Seafood | 7397.56 | 145.05 | 51 | 3.88 |
| Breads | 28663.18 | 140.51 | 204 | 3.87 |

* Fat content by outlet for total sales

SELECT `outlet location type `,

CAST(SUM(sales) AS DECIMAL(10,2)) AS `total sales`,

CAST(AVG(sales) AS DECIMAL(10,2)) AS `average sales`,

COUNT(\*) AS `no. of items`,

CAST(AVG(rating) AS DECIMAL(10,2)) AS `average rating`

FROM blinkit

GROUP BY `outlet location type `

ORDER BY `total sales` DESC

Outlet location type total sale average sale no. of item average rating

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Tier 1 | 262590.23 | 141.18 | 1860 | 3.96 |
| Tier 2 | 393150.65 | 141.17 | 2785 | 3.96 |
| Tier 3 | 341418.36 | 141.37 | 2415 | 3.95 |

* Fat content by Outlet Establishment Year

SELECT `outlet establishment yeat`, Outlet **Establishment Year Outlet Establishment Y**

CAST(SUM(sales) AS DECIMAL(10,2)) AS `total sales`,

CAST(AVG(sales) AS DECIMAL(10,2)) AS `average sales`,

COUNT(\*) AS `no. of items`,

CAST(AVG(rating) AS DECIMAL(10,2)) AS `average rating`

FROM blinkit

GROUP BY `outlet establishment year `

ORDER BY `total sales` DESC

Outlet establishment year total sale average sale no. of item average rating

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 2017 | 133103.91 | 143.12 | 930 | 3.94 |
| 2016 | 132113.37 | 142.06 | 930 | 3.95 |
| 2014 | 131809.02 | 141.43 | 932 | 3.94 |
| 2022 | 131477.78 | 141.68 | 928 | 3.95 |
| 2015 | 130942.78 | 140.95 | 929 | 3.96 |
| 2012 | 130476.86 | 140.30 | 930 | 3.97 |
| 2020 | 129103.96 | 139.42 | 926 | 3.97 |
| 2011 | 78131.57 | 140.78 | 555 | 3.97 |

* Fat content by Outlet size

SELECT `outlet size`, Outlet **Establishment Year Outlet Establishment Y**

CAST(SUM(sales) AS DECIMAL(10,2)) AS `total sales`,

CAST(AVG(sales) AS DECIMAL(10,2)) AS `average sales`,

COUNT(\*) AS `no. of items`,

CAST(AVG(rating) AS DECIMAL(10,2)) AS `average rating`

FROM blinkit

GROUP BY `outlet size `

ORDER BY `total sales` DESC

|  |  |
| --- | --- |
|  |  |

Outlet size total sale average sale no. of item average rating

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Medium | 377181.06 | 139.90 | 2696 | 3.97 |
| Small | 370986.59 | 142.09 | 2611 | 3.95 |
| High | 248991.59 | 142.04 | 1753 | 3.94 |