**BLINKIT ANALYSIS PROJECT**

#Creating the database

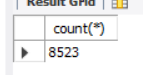
create database blink;

#Using the database

use blink;

#Total no.of rows

select count(\*) from blinkit;



select \*from blinkit;

#data cleaning

UPDATE blinkit

SET `Item\_Fat\_Content` =

CASE

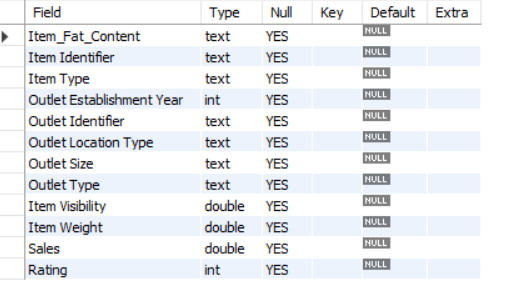
WHEN `Item\_Fat\_Content` IN ('LF', 'low fat') THEN 'Low Fat'

WHEN `Item\_Fat\_Content` = 'reg' THEN 'Regular'

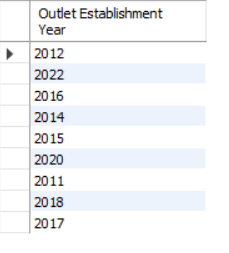
ELSE `Item\_Fat\_Content`

END;

Describe blinkit;



SELECT DISTINCT `Outlet Establishment Year` FROM blinkit;



SET SQL\_SAFE\_UPDATES = 0;

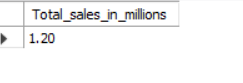
**#total sales**

select sum(Sales) as Total\_sales

from blinkit;

select cast(sum(Sales)/1000000 as decimal (10,2)) Total\_sales\_in\_millions

from blinkit; #to show in millions



**#Avg sales**

select avg(Sales) as Avg\_sales

from blinkit;

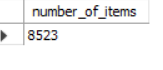
select cast(avg(Sales) as decimal(10,2)) as Avg\_sales

from blinkit;



**#number of items**

select count(\*) as number\_of\_items from blinkit;



**#total sales for low fat**

select cast(sum(Sales) as decimal (10,2)) Total\_sales\_for\_lowfat

from blinkit

where Item\_Fat\_Content="Low Fat";



**#total sales for establishment year of 2023**

select cast(sum(Sales) as decimal (10,2)) Total\_sales\_in\_2022

from blinkit

where `Outlet Establishment Year`=2022;

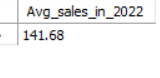


**#Average sales for establishment year of 2023**

select cast(avg(Sales) as decimal (10,2)) Avg\_sales\_in\_2022

from blinkit

where `Outlet Establishment Year`=2022;



**#Average rating**

select cast(avg(Rating) as decimal(10,2)) Avg\_Rating from blinkit;



**#Granular Requirement#**

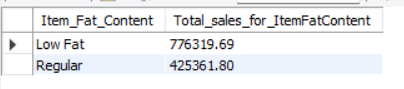
**#Total sales by Item fat content**

select Item\_Fat\_Content,cast(sum(Sales) as decimal(10,2)) as Total\_sales\_for\_ItemFatContent

from blinkit

group by Item\_Fat\_Content

order by Total\_sales\_for\_ItemFatContent desc;



**#Total ,Avg,Count of sales for Item Fat Content**

select Item\_Fat\_Content,

cast(sum(Sales) as decimal(10,2)) as Total\_sales\_for\_ItemFatContent,

cast(avg(Sales) as decimal(10,2)) as Avg\_sales\_for\_ItemFatContent,

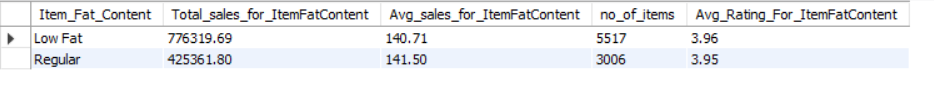
count(\*) as no\_of\_items,

cast(avg(Rating) as decimal(10,2)) as Avg\_Rating\_For\_ItemFatContent

from blinkit

group by Item\_Fat\_Content

order by Total\_sales\_for\_ItemFatContent desc;



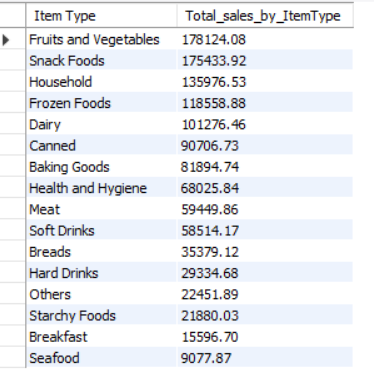
**#Total sales by item type**

select `Item Type`,cast(sum(Sales) as decimal(10,2)) Total\_sales\_by\_ItemType

from blinkit

group by `Item Type`

order by Total\_sales\_by\_ItemType desc;



**#Total,avg,count of item type**

select `Item Type`,

cast(sum(Sales) as decimal(10,2)) Total\_sales\_by\_ItemType,

cast(avg(Sales) as decimal(10,2)) Avg\_sales\_by\_ItemType,

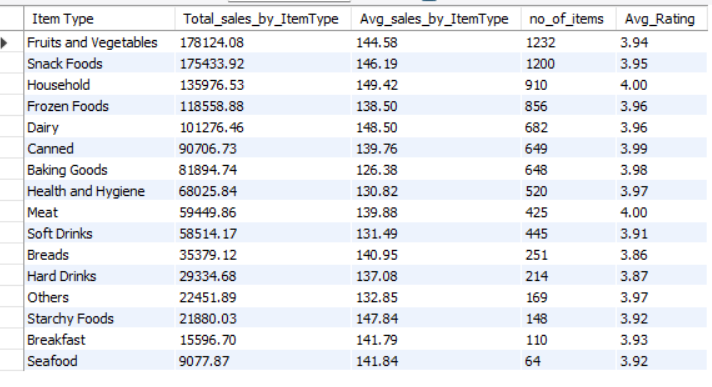
count(\*) as no\_of\_items,

cast(avg(Rating) as decimal(10,2)) Avg\_Rating

from blinkit

group by `Item Type`

order by Total\_sales\_by\_ItemType desc;



**#ItemFatContent by outlet for total sales**

select `Outlet Location Type`,Item\_Fat\_Content,cast(sum(Sales) as decimal(10,2)) as total\_sales

from blinkit

group by `Outlet Location Type`,Item\_Fat\_Content;



**#ItemFatContent by outlet for total sales,avg** **sales,count,avg rating**

select `Outlet Location Type`,Item\_Fat\_Content,

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

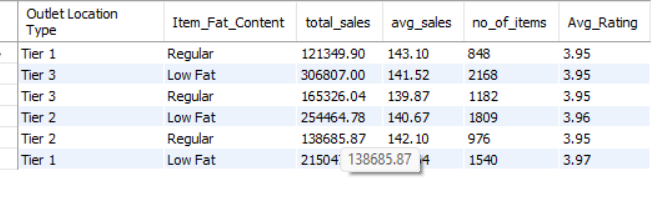
cast(avg(Sales) as decimal(10,2)) as avg\_sales,

count(\*) as no\_of\_items,

cast(avg(Rating) as decimal(10,2)) as Avg\_Rating

from blinkit

group by `Outlet Location Type`,Item\_Fat\_Content;



SELECT

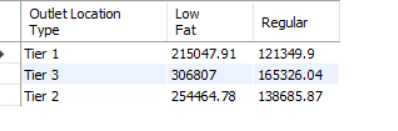
`Outlet Location Type`,

round(SUM(CASE WHEN `Item\_Fat\_Content` = 'Low Fat' THEN Sales ELSE 0 END), 2) AS `Low Fat`,

round(SUM(CASE WHEN `Item\_Fat\_Content` = 'Regular' THEN Sales ELSE 0 END), 2) AS Regular

FROM blinkit

GROUP BY `Outlet Location Type`;



**#total sales by establishment year**

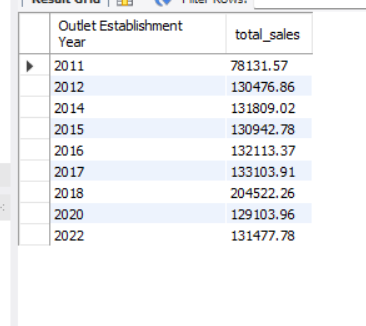
select `Outlet Establishment Year`,

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

from blinkit

group by `Outlet Establishment Year`

order by `Outlet Establishment Year`;



**#total ,avg,count,avg rating sales by establishment year**

select `Outlet Establishment Year`,

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

cast(avg(Sales) as decimal(10,2)) as avg\_sales,

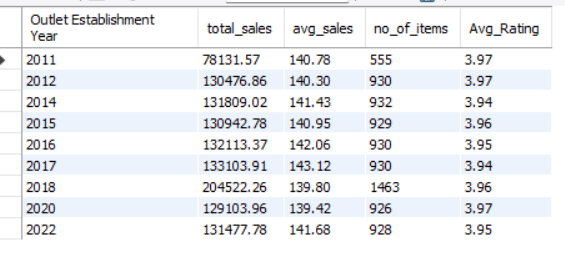
count(\*) as no\_of\_items,

cast(avg(Rating) as decimal(10,2)) as Avg\_Rating

from blinkit

group by `Outlet Establishment Year`

order by `Outlet Establishment Year` asc;



**#percentage of sales by outlet size**

select `Outlet Size`,

round(sum(Sales),2) as Total\_sales,

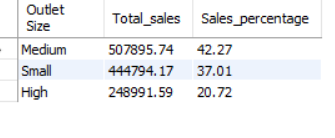
round(sum(Sales)\*100.0/

(select sum(Sales) from blinkit),2)as Sales\_percentage

from blinkit

group by `Outlet Size`

order by Sales\_percentage desc;



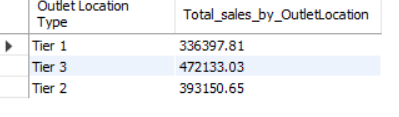
**#sales by outlet location**

select `Outlet Location Type`,

round(sum(Sales),2) as Total\_sales\_by\_OutletLocation

from blinkit

group by `Outlet Location Type`;



**#total,avg,count,avg rating sales by outlet location**

select `Outlet Location Type`,

round(sum(Sales),2) as Total\_sales\_by\_OutletLocation,

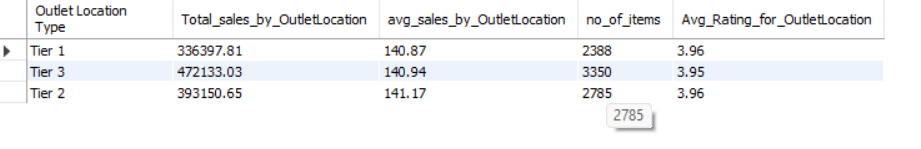
round(avg(Sales),2) as avg\_sales\_by\_OutletLocation,

count(\*) as no\_of\_items,

round(avg(Rating),2) as Avg\_Rating\_for\_OutletLocation

from blinkit

group by `Outlet Location Type`;



**#all metrics by outlet type**

select `Outlet Type`,

round(sum(Sales),2) as Total\_sales\_by\_OutletType,

round(avg(Sales),2) as avg\_sales\_by\_OutletType,

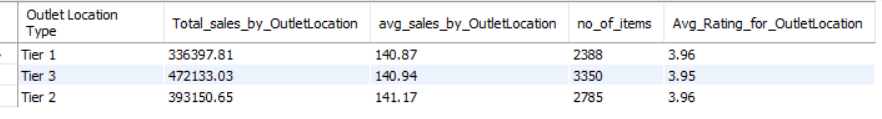
count(\*) as no\_of\_items,

round(avg(Rating),2) as Avg\_Rating\_for\_OutletType

from blinkit

group by `Outlet Type`

order by Total\_sales\_by\_OutletType desc;



**#Top 10 highest-selling items**

select `Item Type` ,

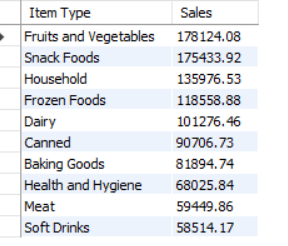
round(sum(Sales),2) as Sales

from blinkit

group by `Item Type`

order by Sales desc

limit 10;



**#lowest 10 performing item type**

select `Item Type` ,

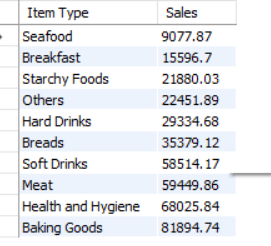
round(sum(Sales),2) as Sales

from blinkit

group by `Item Type`

order by Sales asc

limit 10;



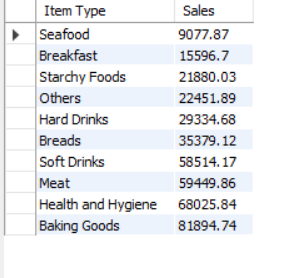
**#Sales per item**

select `Item Type` ,

round(sum(Sales)/count(distinct `Item type`),2) as Total\_Sales\_per\_itemType

from blinkit

group by `Item Type`;



**#sales per outlet**

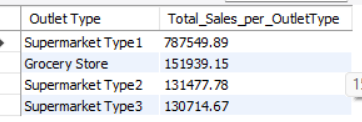
select `Outlet Type` ,

round(sum(Sales)/count(distinct `Outlet Type`),2) as Total\_Sales\_per\_OutletType

from blinkit

group by `Outlet Type`

order by Total\_Sales\_per\_OutletType desc;



**#year growth by sales**

WITH yearly\_sales AS (

SELECT

`Outlet Establishment Year` AS year,

SUM(Sales) AS total\_sales

FROM blinkit

GROUP BY `Outlet Establishment Year`

)

SELECT

year,

total\_sales,

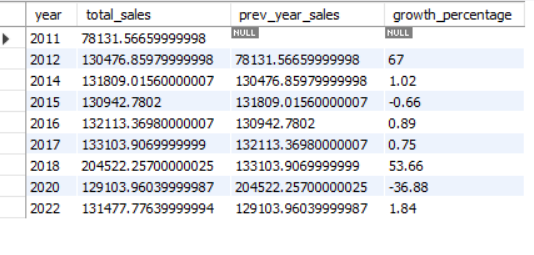
LAG(total\_sales) OVER(ORDER BY year) AS prev\_year\_sales,

ROUND(((total\_sales - LAG(total\_sales) OVER(ORDER BY year)) /

LAG(total\_sales) OVER(ORDER BY year)) \* 100, 2) AS growth\_percentage

FROM yearly\_sales

ORDER BY year;

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