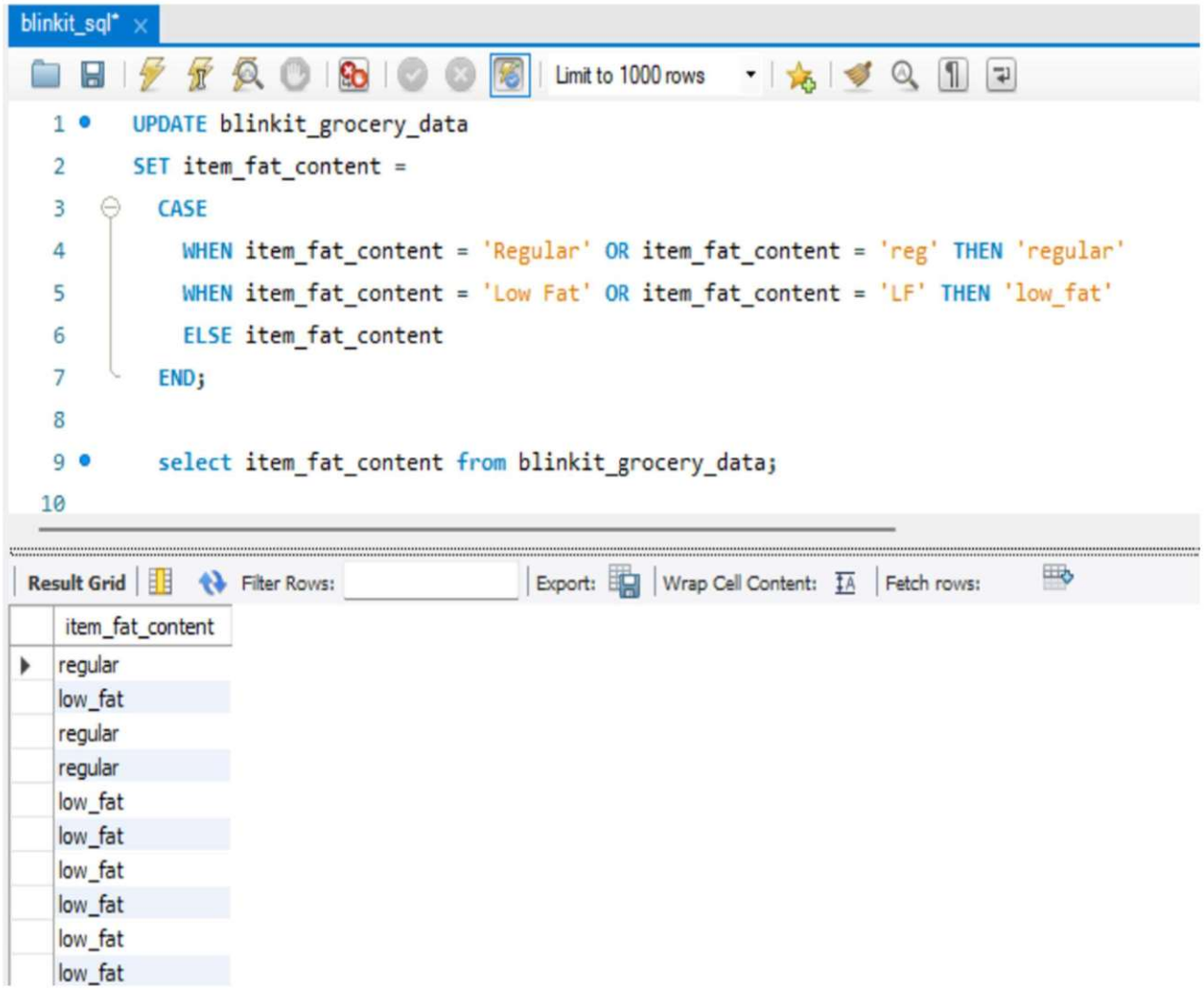
BlinkIt Data Analysis using SQL

1. Total Sales : The overall revenue generated from all items sold.

```
UPDATE blinkit_grocery_data
SET item_fat_content =
CASE
WHEN item_fat_content = 'Regular' OR item_fat_content = 'reg' THEN 'regular'
WHEN item_fat_content = 'Low Fat' OR item_fat_content = 'LF' THEN 'low_fat'
ELSE item_fat_content
END;
SELECT item_fat_content FROM blinkit_grocery_data;
```

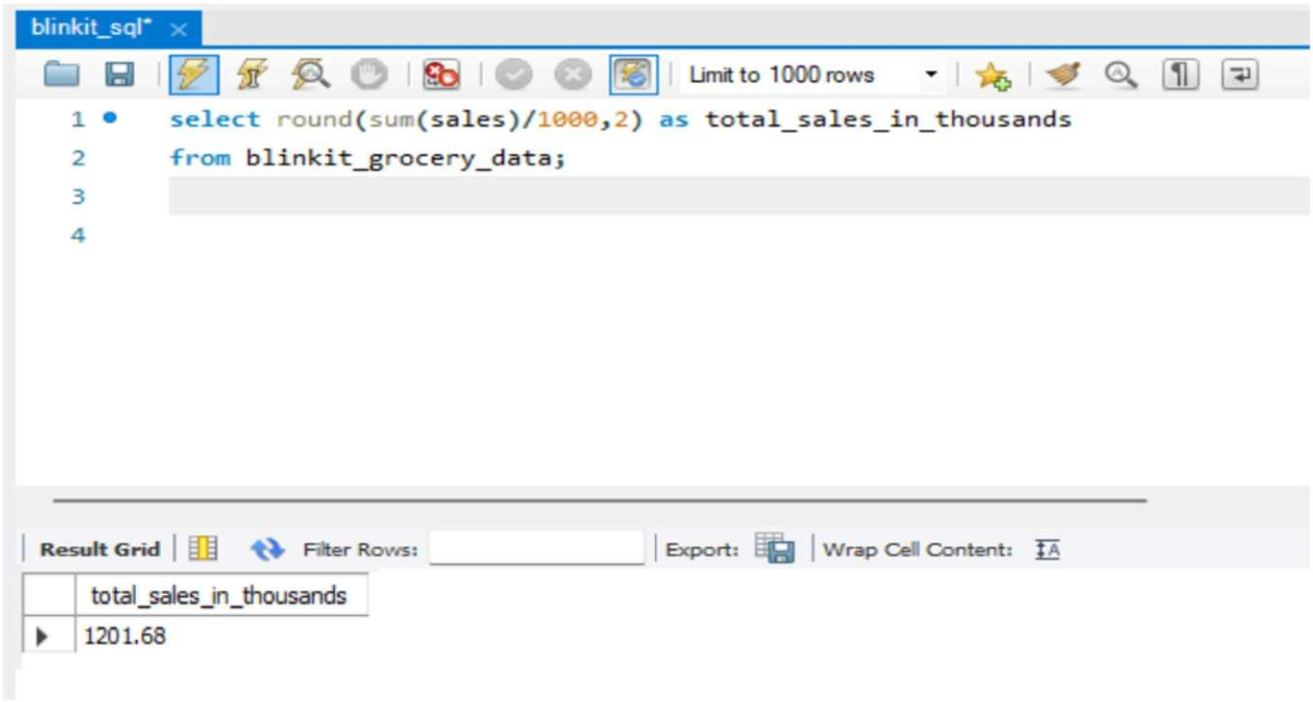


CREATE DATABASE blinkit;

SELECT

ROUND(SUM(sales)/1000,2) as total_sales_in_thousands

FROM blinkit_grocery_data;

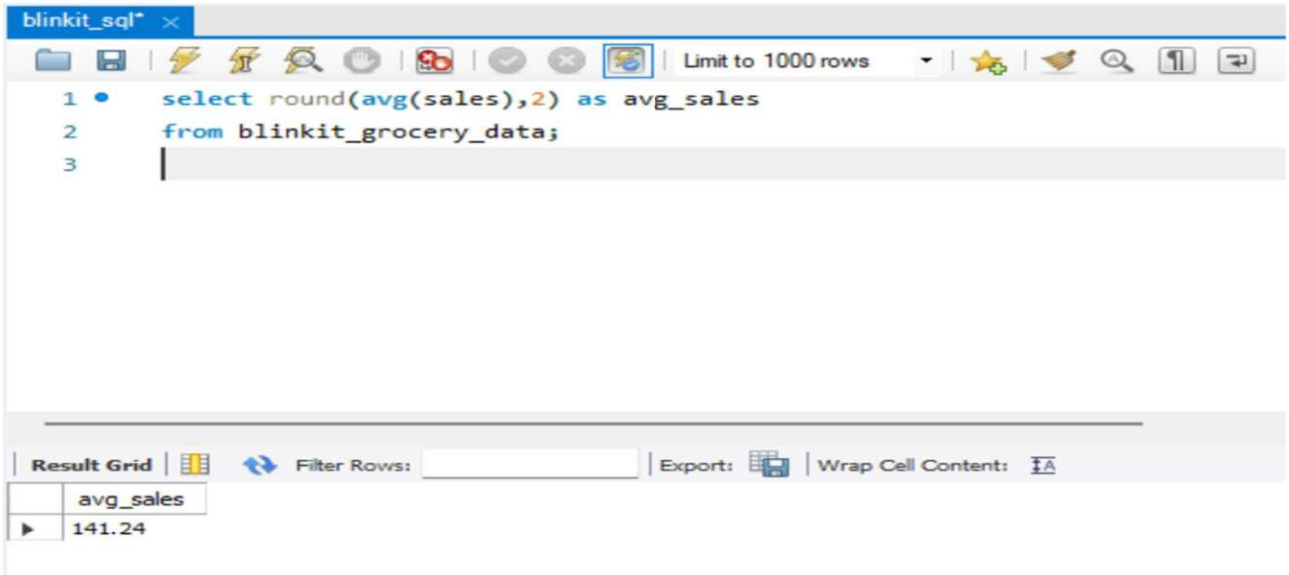


2.*Average Sales* : *The average revenue sale.*

SELECT

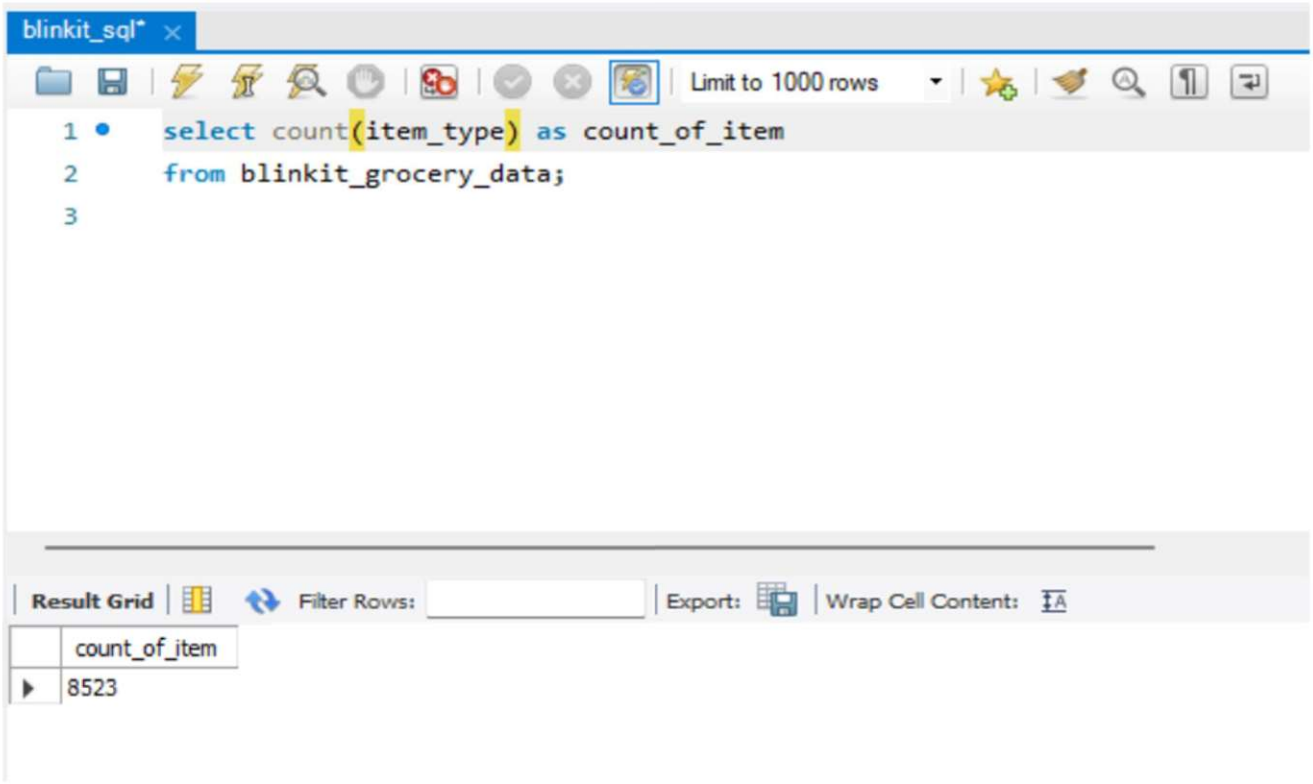
ROUND(AVG(sales),2) as avg_sales

FROM blinkit_grocery_data;



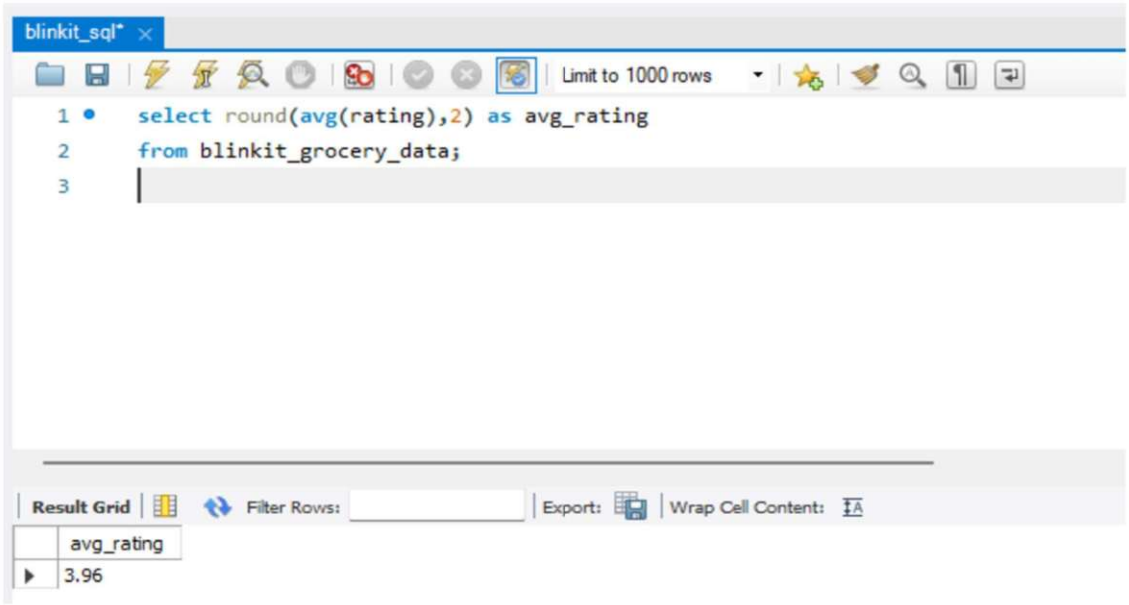
3.Number of Items : The total count of different items sold.

```
SELECT
COUNT(item_type) AS count_of_item
FROM blinkit_grocery_data;
```



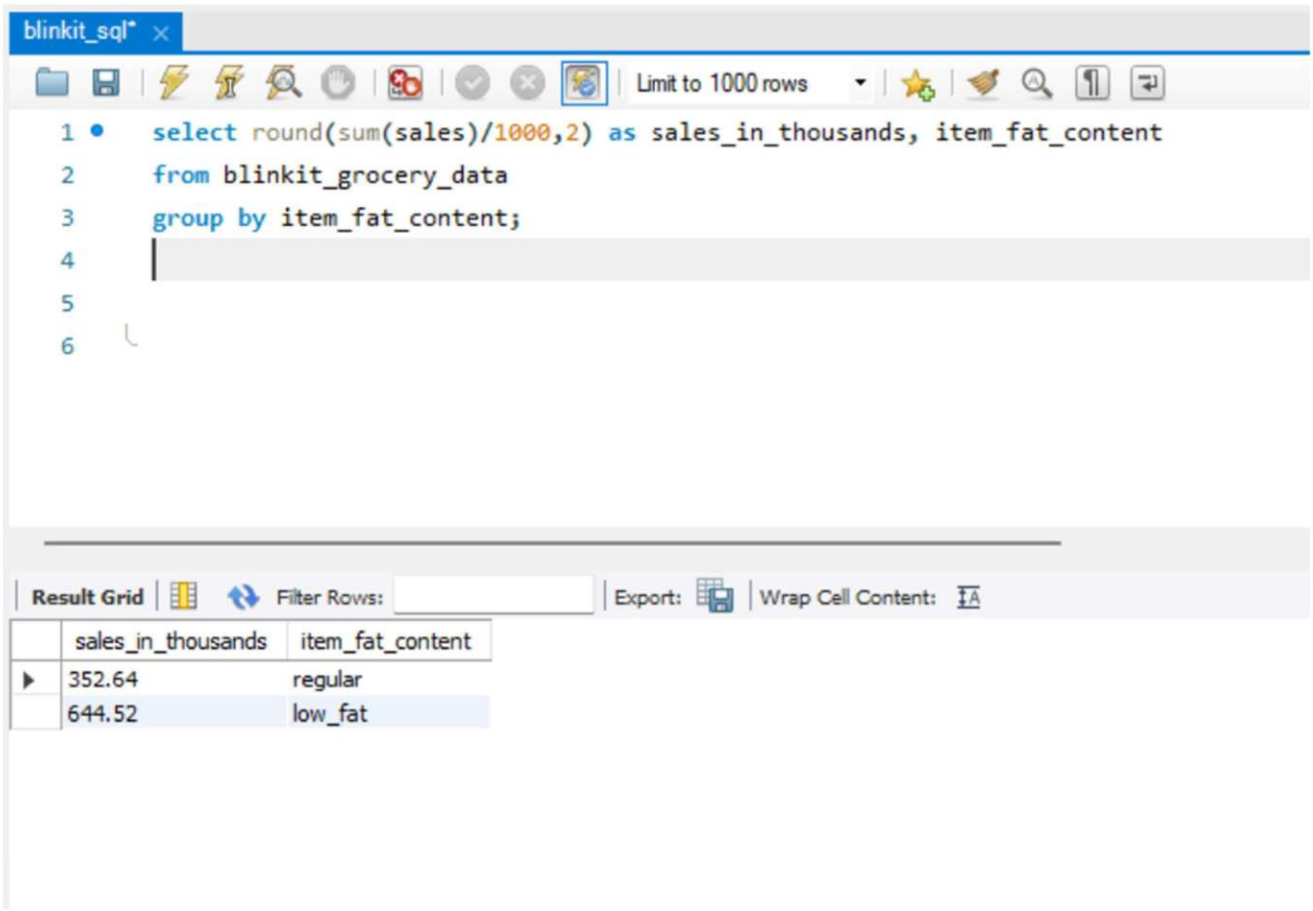
4.Average Rating : The average customer rating for items sold.

```
SELECT
ROUND(AVG(rating),2) AS avg_rating
FROM blinkit_grocery_data;
```



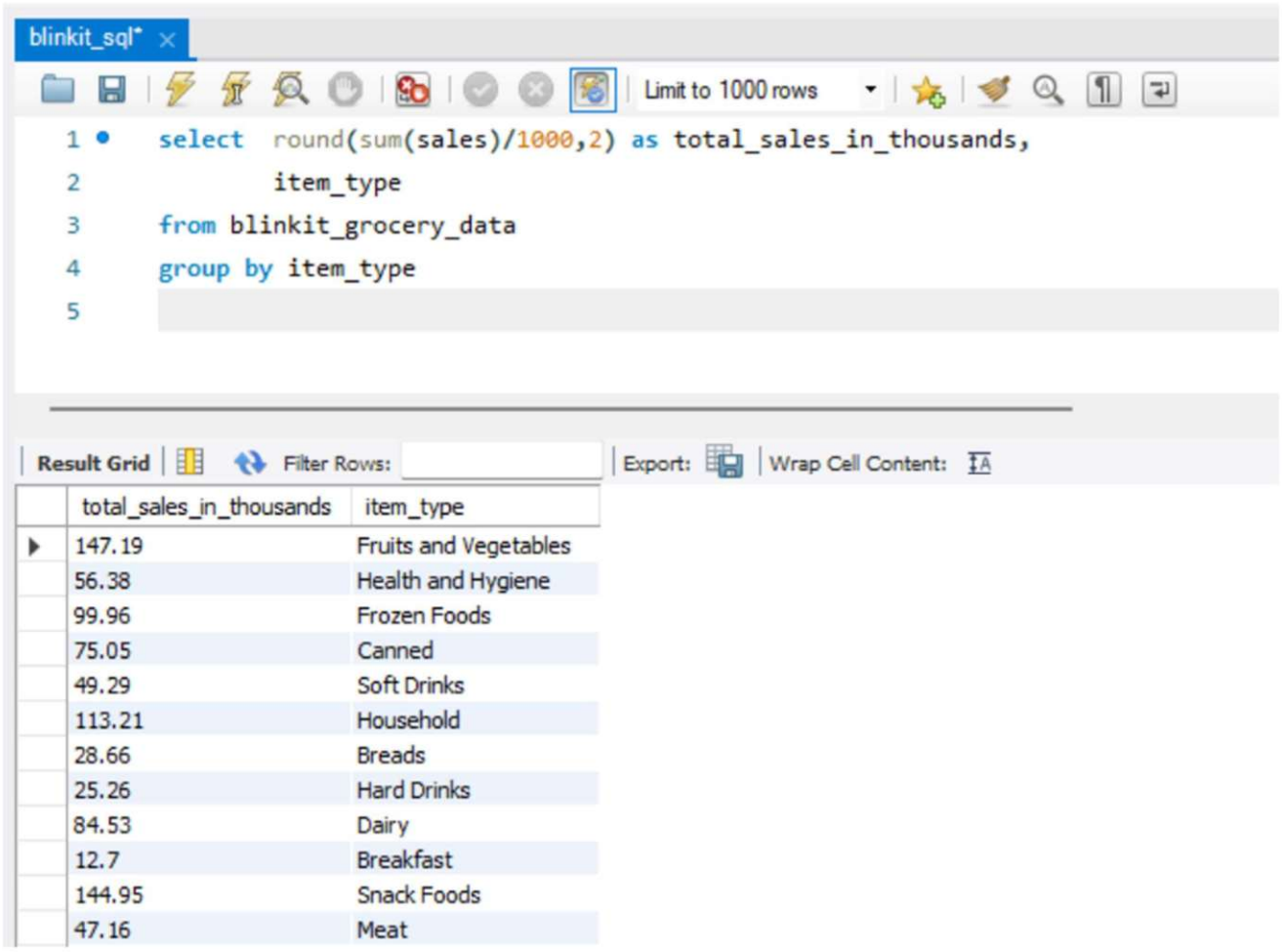
5.Total Sales by Fat Content:

```
SELECT
ROUND(SUM(sales)/1000,2) AS sales_in_thousands, item_fat_content
FROM blinkit_grocery_data
GROUP BY item_fat_content;
```



6. Total Sales by Item Type:

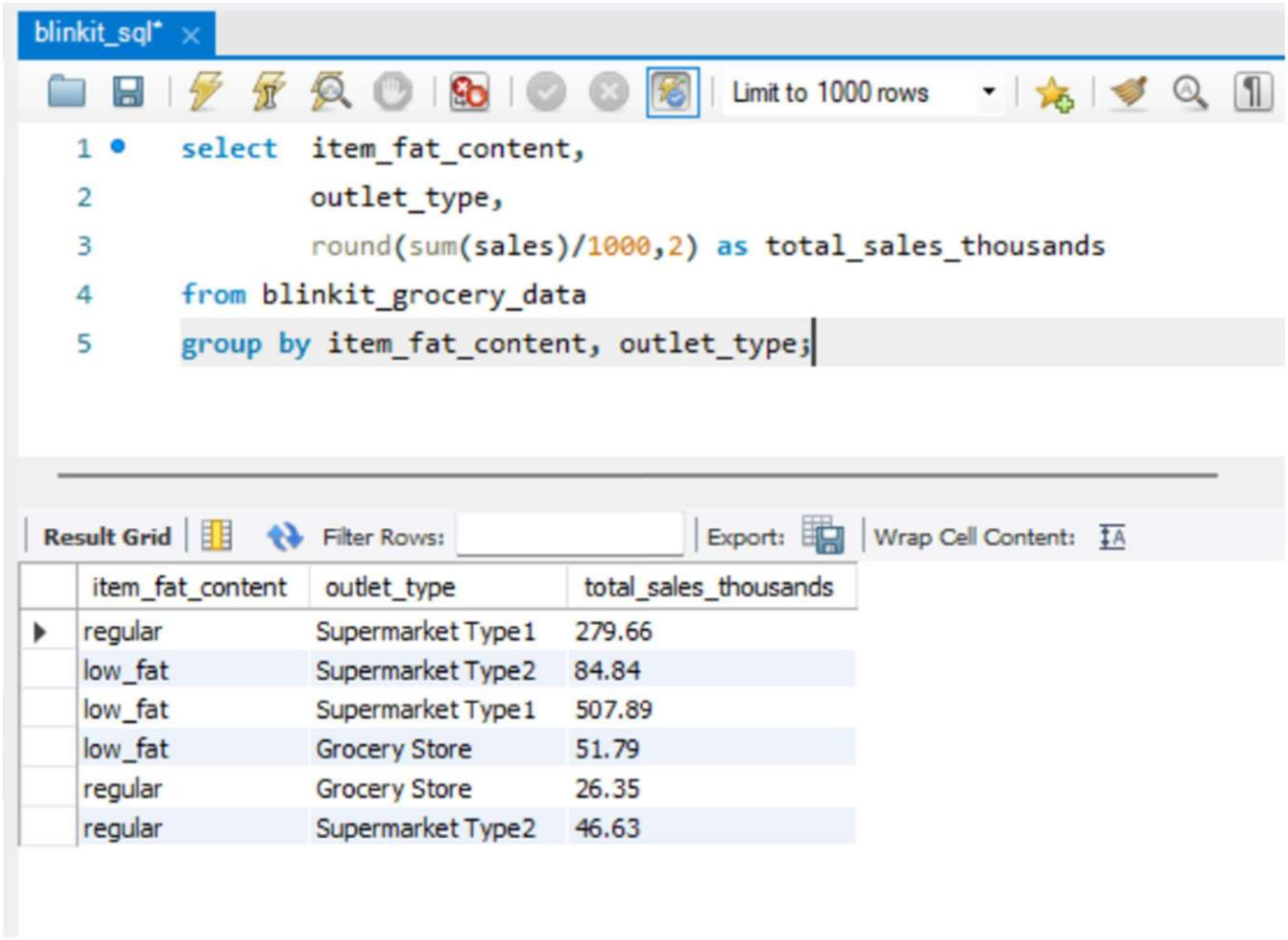
```
SELECT
ROUND(SUM(sales)/1000,2) AS total_sales_in_thousands,
item_type
FROM blinkit_grocery_data
GROUP BY item_type
```



total_sales_in_thousands	item_type
147.19	Fruits and Vegetables
56.38	Health and Hygiene
99.96	Frozen Foods
75.05	Canned
49.29	Soft Drinks
113.21	Household
28.66	Breads
25.26	Hard Drinks
84.53	Dairy
12.7	Breakfast
144.95	Snack Foods
47.16	Meat

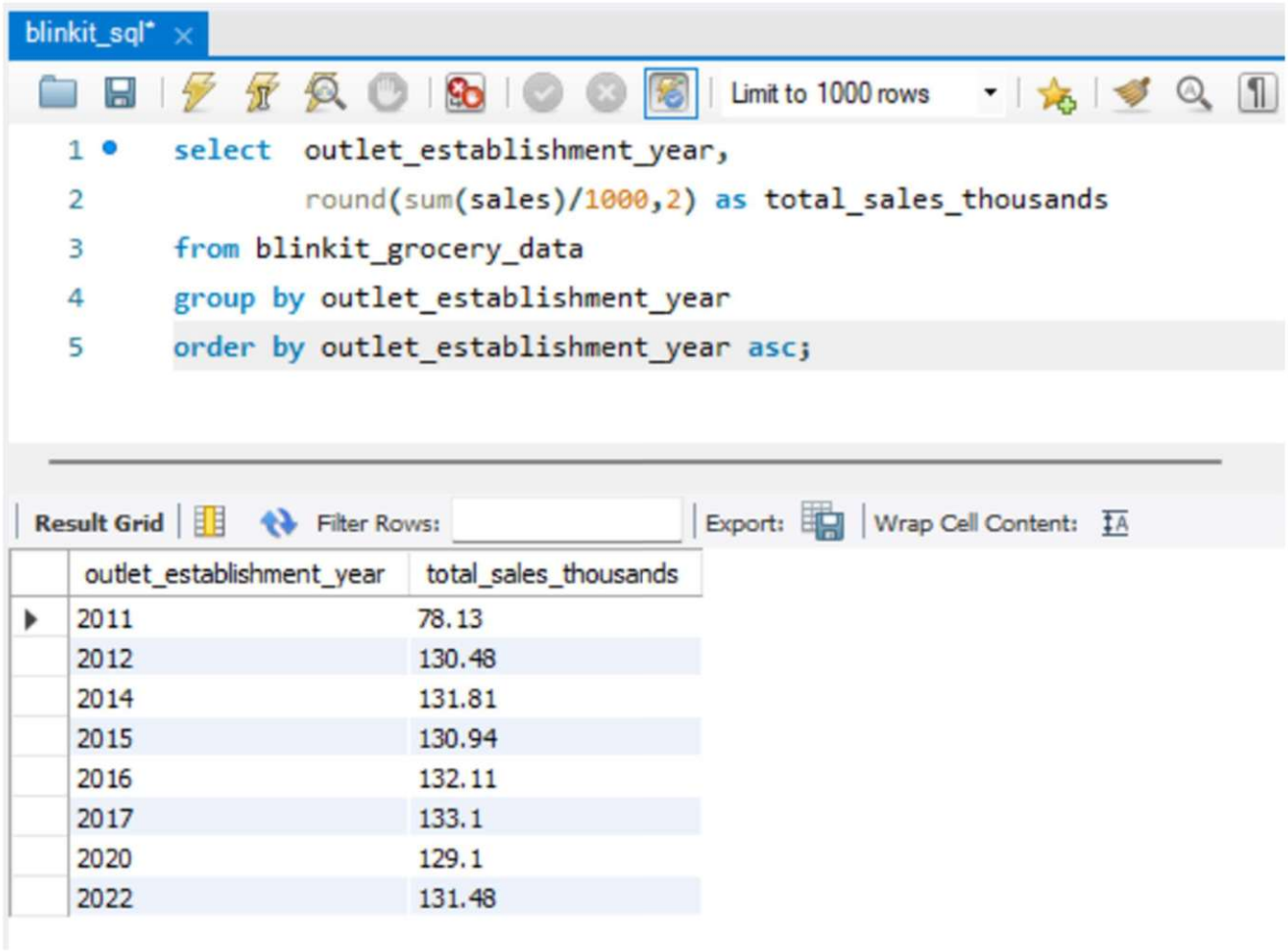
7.Fat Content by Outlet for Total Sales:

```
SELECT
item_fat_content,
outlet_type,
ROUND(SUM(sales)/1000,2) AS total_sales_thousands
FROM blinkit_grocery_data
GROUP BY item_fat_content, outlet_type;
```



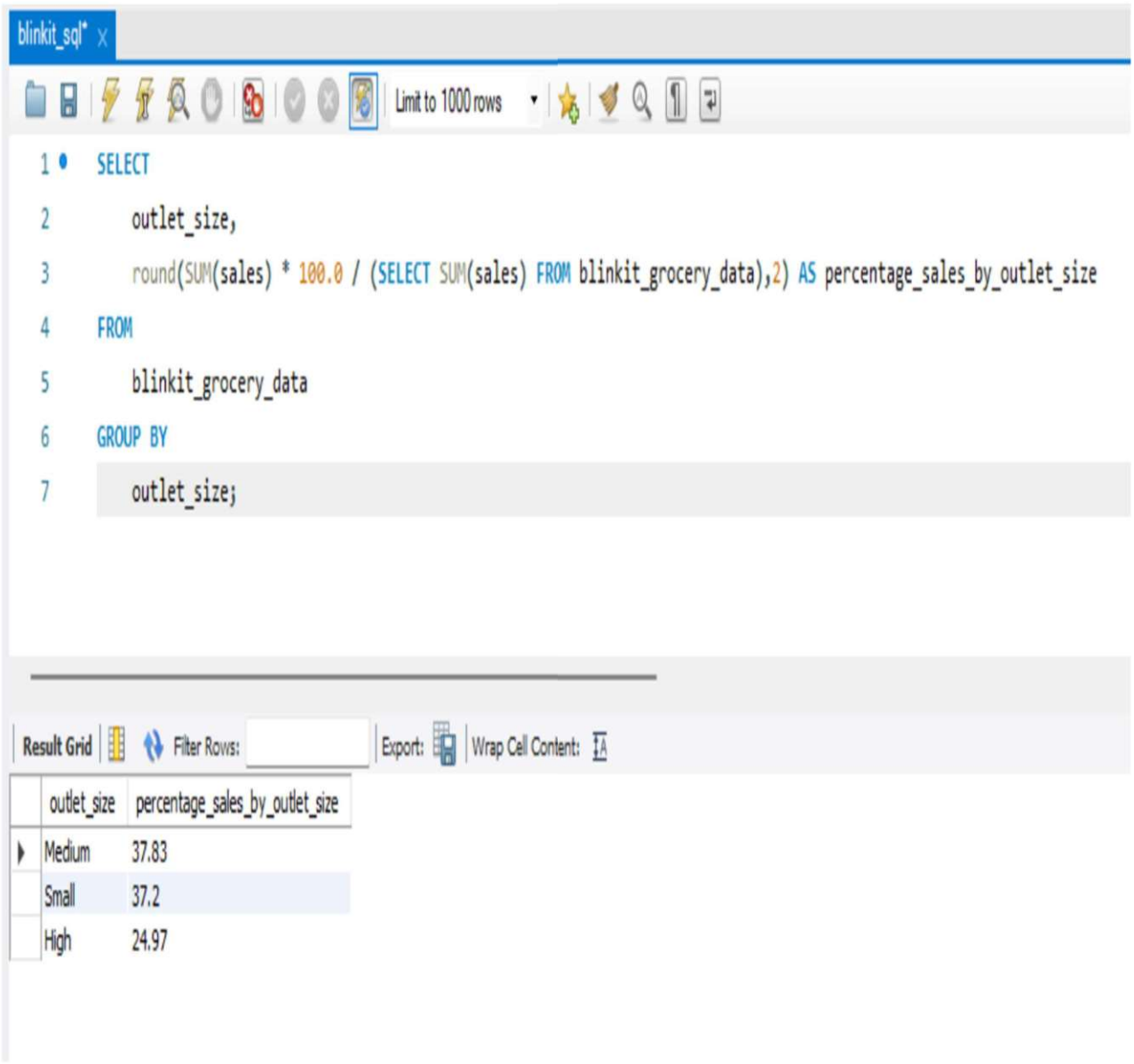
8.Total Sales by Outlet Establishment:

```
SELECT
outlet_establishment_year,
ROUND(SUM(sales)/1000,2) AS total_sales_thousands
FROM blinkit_grocery_data
GROUP BY outlet_establishment_year
ORDER BY outlet_establishment_year asc;
```



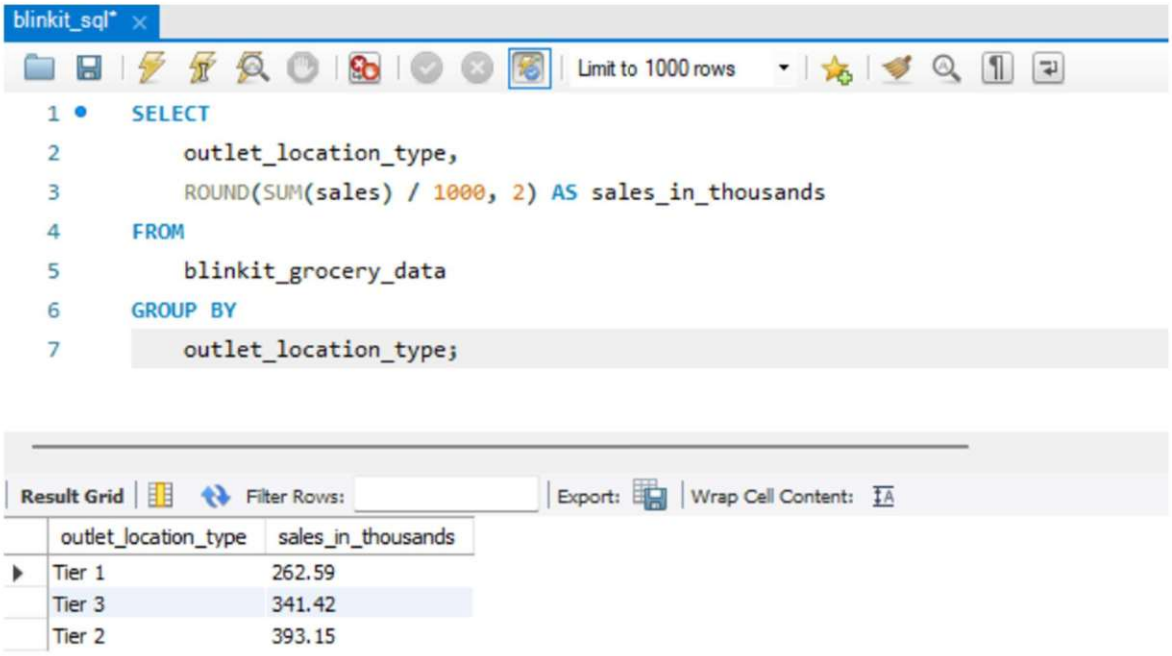
9. Percentage of Sales by Outlet Size:

```
SELECT
outlet_size,
ROUND(SUM(sales) * 100.0 / (SELECT SUM(sales) FROM blinkit_grocery_data),2) AS
percentage_sales_by_outlet_size
FROM
blinkit_grocery_data
GROUP BY
outlet_size;
```



10. Sales by Outlet Location:

```
SELECT
outlet_location_type,
ROUND(SUM(sales) / 1000, 2) AS sales_in_thousands
FROM
blinkit_grocery_data
GROUP BY
outlet_location_type;
```



11. All Metrics by Outlet Type

```
SELECT
outlet_type,
ROUND(SUM(sales)/1000, 2) AS sales_in_thousands,
round(avg(sales),2) as avg_sales,
item_type,
round(avg(rating),2)
FROM
blinkit_grocery_data
GROUP BY
outlet_type, item_type;
```

blinkit_sql*

Limit to 1000 rows

```sql
SELECT
    outlet_type,
    ROUND(SUM(sales) / 1000, 2) AS sales_in_thousands,
    round(avg(sales),2) as avg_sales,
    item_type,
    round(avg(rating),2) as avg_rating
FROM
    blinkit_grocery_data
GROUP BY
    outlet_type,item_type;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

outlet_type	sales_in_thousands	avg_sales	item_type	avg_rating
Supermarket Type1	117.43	145.88	Fruits and Vegetables	3.93
Supermarket Type2	7.34	126.55	Health and Hygiene	3.91
Supermarket Type1	79.35	138.72	Frozen Foods	3.95
Supermarket Type1	59.65	140.02	Canned	4.00
Supermarket Type1	39	130.01	Soft Drinks	3.90
Grocery Store	4.99	134.95	Health and Hygiene	3.92
Supermarket Type1	89.14	149.32	Household	4.01
Supermarket Type1	44.05	131.49	Health and Hygiene	3.99