

## BLINKIT Analysis

--CREATE TABLE

```
CREATE TABLE BLINKIT (  
    Item_Fat_Content VARCHAR(50),  
    Item_Identifier VARCHAR(50),  
    Item_Type VARCHAR(50),  
    Outlet_Establishment_Year INT,  
    Outlet_Identifier VARCHAR(50),  
    Outlet_Location_Type VARCHAR(50),  
    Outlet_Size VARCHAR(50),  
    Outlet_Type VARCHAR(50),  
    Item_Visibility FLOAT,  
    Item_Weight FLOAT NULL,  
    Total_Sales FLOAT,  
    Rating FLOAT  
);
```

- See all the data imported:

```
SELECT * FROM BLINKIT
```

- **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.

```
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;
```

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

```
SELECT DISTINCT Item_Fat_Content FROM BLINKIT;
```

	Item_Fat_Content
1	Low Fat
2	Regular

## A. KPI's

### 1. TOTAL SALES:

```
SELECT CAST(SUM(Total_Sales) / 1000000.0 AS DECIMAL(10,2)) AS  
Total_Sales_Million  
FROM BLINKIT;
```

Results Messages	
	Total_Sales_Million
1	1.20

### 2. AVERAGE SALES

```
SELECT CAST(AVG(Total_Sales) AS INT) AS Avg_Sales  
FROM BLINKIT;
```

Results Messages	
	Avg_Sales
1	140

### 3. NO OF ITEMS

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

Results Messages	
	No_of_Orders
1	8523

#### 4. AVG RATING

```
SELECT CAST(AVG(Rating) AS DECIMAL(10,1)) AS Avg_Rating
FROM BLINKIT;
```

Results		Messages	
	Avg_Rating		
1	4.0		

#### B. Total Sales by Fat Content:

```
SELECT Item_Fat_Content, CAST(SUM(Total_Sales) AS DECIMAL(10,2)) AS
Total_Sales
FROM BLINKIT
GROUP BY Item_Fat_Content
```

Results			Messages	
	Item_Fat_Content	Total_Sales		
1	Low Fat	776319.68		
2	Regular	425361.80		

#### C. Total Sales by Item Type

```
SELECT Item_Type, CAST(SUM(Total_Sales) AS DECIMAL(10,2)) AS Total_Sales
FROM BLINKIT
GROUP BY Item_Type
ORDER BY Total_Sales DESC
```

Results			Messages	
	Item_Type	Total_Sales		
1	Fruits and Vegetables	178124.08		
2	Snack Foods	175433.92		
3	Household	135976.53		
4	Frozen Foods	118558.88		
5	Dairy	101276.46		
6	Canned	90706.73		
7	Baking Goods	81894.74		
8	Health and Hygiene	68025.84		
9	Meat	59449.86		
10	Soft Drinks	58514.16		
11	Breads	35379.12		
12	Hard Drinks	29334.68		
13	Others	22451.89		
14	Starchy Foods	21880.03		
15	Breakfast	15596.70		
16	Seafood	9077.87		

## D. Fat Content by Outlet for Total Sales

```
SELECT Outlet_Location_Type,  
       SUM(Total_Sales) AS Total_Sales,  
       Item_Fat_Content  
FROM BLINKIT  
GROUP BY Outlet_Location_Type, Item_Fat_Content  
ORDER BY Outlet_Location_Type;
```

	Outlet_Location_Type	Low_Fat	Regular
1	Tier 1	215047.91	121349.90
2	Tier 2	254464.77	138685.87
3	Tier 3	306806.99	165326.03

## E. Total Sales by Outlet Establishment

```
SELECT Outlet_Establishment_Year,  
       SUM(Total_Sales) AS Total_Sales  
FROM BLINKIT  
GROUP BY Outlet_Establishment_Year  
ORDER BY Outlet_Establishment_Year;
```

	Outlet_Establishment_Year2	Total_Sales
1	1998	204522.26
2	2000	131809.02
3	2010	132113.37
4	2011	78131.56
5	2012	130476.86
6	2015	130942.78
7	2017	133103.91
8	2020	129103.96
9	2022	131477.77

## F. Percentage of Sales by Outlet Size

```
SELECT
    Outlet_Size,
    SUM(Total_Sales) AS Total_Sales,
    (SUM(Total_Sales) * 100.0 / SUM(SUM(Total_Sales)) OVER()) AS
Sales_Percentage
FROM BLINKIT
GROUP BY Outlet_Size
ORDER BY Total_Sales DESC;
```

	Outlet_Size	Total_Sales	Sales_Percentage
1	Medium	507895.73	42.27
2	Small	444794.17	37.01
3	High	248991.58	20.72

## G. Sales by Outlet Location

```
SELECT Outlet_Location_Type,
    SUM(Total_Sales) * 1.0 AS Total_Sales
FROM BLINKIT
GROUP BY Outlet_Location_Type
ORDER BY Total_Sales DESC;
```

	Outlet_Location_Type	Total_Sales
1	Tier 3	472133.03
2	Tier 2	393150.64
3	Tier 1	336397.81

## H. All Metrics by Outlet Type:

```
SELECT
    Outlet_Type,
    CAST(SUM(Total_Sales) AS DECIMAL(10,2)) AS Total_Sales, --(CAST FOR
DECIMAL)
    AVG(Total_Sales) * 1.0 AS Avg_Sales,
    COUNT(*) AS No_Of_Items,
    AVG(Rating) * 1.0 AS Avg_Rating,
    AVG(Item_Visibility) * 1.0 AS Item_Visibility
FROM BLINKIT
GROUP BY Outlet_Type
ORDER BY Total_Sales DESC;
```

Results		Messages				
	Outlet_Type	Total_Sales	Avg_Sales	No_Of_Items	Avg_Rating	Item_Visibility
1	Supermarket Type1	787549.89	141	5577	3.96	0.06
2	Grocery Store	151939.15	140	1083	3.99	0.10
3	Supermarket Type2	131477.77	142	928	3.97	0.06
4	Supermarket Type3	130714.67	140	935	3.95	0.06