**Blinkit Analysis**

**Data Cleaning:**

UPDATE blinkit\_data

SET Item\_Fat\_Content =

CASE

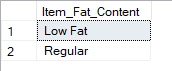
WHEN Item\_Fat\_Content IN ('LF', 'low fat') THEN 'Low Fat'

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

ELSE Item\_Fat\_Content

END;

SELECT DISTINCT Item\_Fat\_Content FROM blinkit\_data;

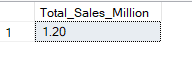


**A.KPI's:**

**1. TOTAL SALES:**

SELECT CAST(SUM(Total\_Sales) / 1000000.0 AS DECIMAL(10,2)) AS Total\_Sales\_Million

FROM blinkit\_data;



**2.AVERAGE SALES:**

SELECT CAST(AVG(Total\_Sales) AS INT) AS Avg\_Sales

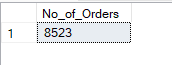
FROM blinkit\_data;



**3. NO OF ITEMS:**

SELECT COUNT(\*) AS No\_of\_Orders

FROM blinkit\_data;



**4. AVG RATING:**

SELECT CAST(AVG(Rating) AS DECIMAL(10,1)) AS Avg\_Rating

FROM blinkit\_data;

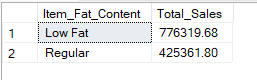


**B. Total Sales by Fat Content:**

SELECT Item\_Fat\_Content, CAST(SUM(Total\_Sales) AS DECIMAL(10,2)) AS Total\_Sales

FROM blinkit\_data

GROUP BY Item\_Fat\_Content



**C. Total Sales by Item Type:**

SELECT Item\_Type, CAST(SUM(Total\_Sales) AS DECIMAL(10,2)) AS Total\_Sales

FROM blinkit\_data

GROUP BY Item\_Type

ORDER BY Total\_Sales DESC



**D. Fat Content by Outlet for Total Sales:**

SELECT Outlet\_Location\_Type,

ISNULL([Low Fat], 0) AS Low\_Fat,

ISNULL([Regular], 0) AS Regular

FROM

(

SELECT Outlet\_Location\_Type, Item\_Fat\_Content,

CAST(SUM(Total\_Sales) AS DECIMAL(10,2)) AS Total\_Sales

FROM blinkit\_data

GROUP BY Outlet\_Location\_Type, Item\_Fat\_Content

) AS SourceTable

PIVOT

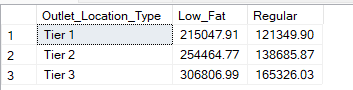
(

SUM(Total\_Sales)

FOR Item\_Fat\_Content IN ([Low Fat], [Regular])

) AS PivotTable

ORDER BY Outlet\_Location\_Type;



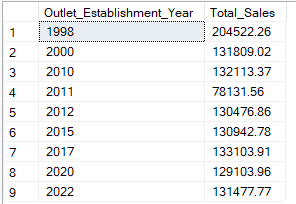
**E. Total Sales by Outlet Establishment:**

SELECT Outlet\_Establishment\_Year, CAST(SUM(Total\_Sales) AS DECIMAL(10,2)) AS Total\_Sales

FROM blinkit\_data

GROUP BY Outlet\_Establishment\_Year

ORDER BY Outlet\_Establishment\_Year



**F. Percentage of Sales by Outlet Size:**

SELECT

Outlet\_Size,

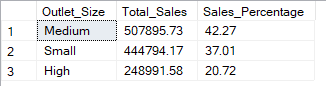
CAST(SUM(Total\_Sales) AS DECIMAL(10,2)) AS Total\_Sales,

CAST((SUM(Total\_Sales) \* 100.0 / SUM(SUM(Total\_Sales)) OVER()) AS DECIMAL(10,2)) AS Sales\_Percentage

FROM blinkit\_data

GROUP BY Outlet\_Size

ORDER BY Total\_Sales DESC;



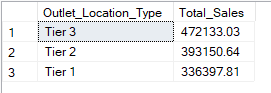
**G. Sales by Outlet Location:**

SELECT Outlet\_Location\_Type, CAST(SUM(Total\_Sales) AS DECIMAL(10,2)) AS Total\_Sales

FROM blinkit\_data

GROUP BY Outlet\_Location\_Type

ORDER BY Total\_Sales DESC



**H. All Metrics by Outlet Type:**

SELECT Outlet\_Type,

CAST(SUM(Total\_Sales) AS DECIMAL(10,2)) AS Total\_Sales,

CAST(AVG(Total\_Sales) AS DECIMAL(10,0)) AS Avg\_Sales,

COUNT(\*) AS No\_Of\_Items,

CAST(AVG(Rating) AS DECIMAL(10,2)) AS Avg\_Rating,

CAST(AVG(Item\_Visibility) AS DECIMAL(10,2)) AS Item\_Visibility

FROM blinkit\_data

GROUP BY Outlet\_Type

ORDER BY Total\_Sales DESC

