# Blinkit Analysis

- See all the data imported:

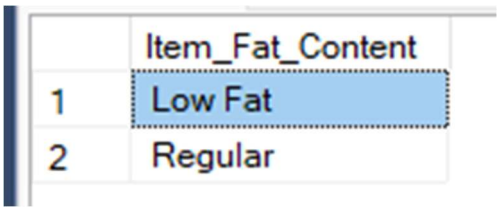
```
SELECT * FROM blinkit_data
```

- **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;
```

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

```
SELECT DISTINCT Item_Fat_Content FROM blinkit_data;
```

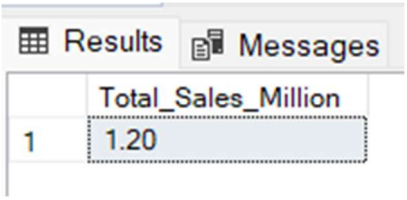


| | Item_Fat_Content |
|---|---|
| 1 | Low Fat |
| 2 | Regular |

## A. KPI's

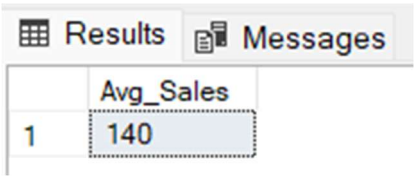
**1. TOTAL SALES:**

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



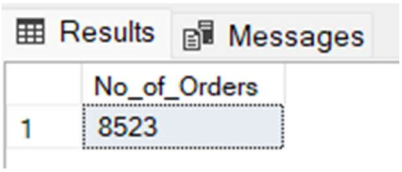

**2. AVERAGE SALES**

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



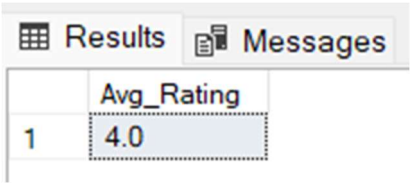

**3. NO OF ITEMS**

```
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
```

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_data
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,
       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;
```

Results | Messages

| | 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, CAST(SUM(Total_Sales) AS DECIMAL(10,2))
AS Total_Sales
FROM blinkit_data
GROUP BY Outlet_Establishment_Year
ORDER BY Outlet_Establishment_Year
```

Results | Messages

| | 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,
    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;
```

Results | Messages

| | 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, CAST(SUM(Total_Sales) AS DECIMAL(10,2)) AS
Total_Sales
FROM blinkit_data
GROUP BY Outlet_Location_Type
ORDER BY Total_Sales DESC
```

Results | Messages

| | 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(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
```

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 |