**Blinkit Analysis**

• See all the data imported:

SELECT \* FROM blinkit\_data;

• **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 & reg vs Regular) 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\_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 check the data has been cleaned or not using below query.

SELECT DISTINCT(`Item Fat Content`) FROM blinkit\_data;

**KPI’s**

**1. TOTAL SALES:**

SELECT

CONCAT(CAST(SUM(Sales) / 1000000 AS DECIMAL(10,2)), ' Million') AS Total\_Sales\_Millions

FROM blinkit\_data;

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**2. AVERAGE SALES:**

SELECT CAST(AVG(Sales) AS DECIMAL(10,2)) AS Average\_Sales

FROM blinkit\_data;

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**3. TOTAL ITEMS:**

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

FROM blinkit\_data ;

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**4. AVERAGE RATING:**

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

FROM blinkit\_data;

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**GRANULAR REQUIREMENTS**

**1. DATA BY FAT CONTENT:**

SELECT `Item Fat Content`,

CONCAT(CAST(SUM(Sales)/1000 AS DECIMAL(10,2)), " K") AS Total\_Sales\_Thousands,

CAST(AVG(Sales) AS DECIMAL(10,2)) AS Total\_Sales,

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

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

FROM blinkit\_data

GROUP BY `Item Fat Content`

ORDER BY Total\_Sales\_Thousands DESC;

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**2. DATA BY ITEM TYPE:**

SELECT `Item Type`,

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

CAST(AVG(Sales) AS DECIMAL(10,2)) AS Total\_Sales,

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

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

FROM blinkit\_data

GROUP BY `Item Type`

ORDER BY Total\_Sales DESC;

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**3. FAT CONTENT BY OUTLET FOR TOTAL SALES:**

SELECT `Item Fat Content`, `Outlet Location Type` ,

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

CAST(AVG(Sales) AS DECIMAL(10,2)) AS Average\_Sales,

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

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

FROM blinkit\_data

GROUP BY `Item Fat Content`, `Outlet Location Type` ;

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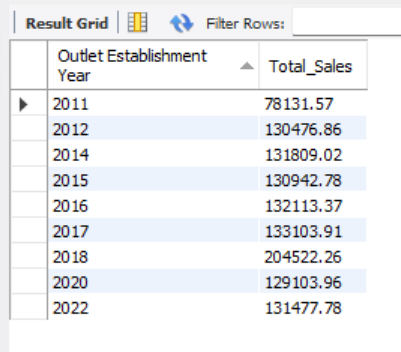
**4. TOTAL SALES BY OUTLET ESTABLISHMENT YEAR:**

SELECT `Outlet Establishment Year`, CAST(SUM(Sales) AS DECIMAL(10,2)) AS Total\_Sales

FROM blinkit\_data

GROUP BY `Outlet Establishment Year`

ORDER BY `Outlet Establishment Year`



**5. PERCENTAGE OF SALES BY OUTLET SIZE:**

SELECT

`Outlet Size`,

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

CONCAT(CAST((SUM(Sales) \* 100.0 / SUM(SUM(Sales)) OVER()) AS DECIMAL(10,2)), “ %") AS Sales\_Percentage

FROM blinkit\_data

GROUP BY `Outlet Size`

ORDER BY Total\_Sales DESC;

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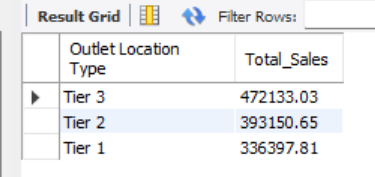
**6. SALES BY OUTLET LOCATIONS**

SELECT `Outlet Location Type`, CAST(SUM(Sales) AS DECIMAL(10,2)) AS Total\_Sales

FROM blinkit\_data

GROUP BY `Outlet Location Type`

ORDER BY Total\_Sales DESC



**7. ALL METRICS BY OUTLET TYPE**

SELECT `Outlet Type`,

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

CONCAT(CAST((SUM(Sales) \* 100.0 / SUM(SUM(Sales)) OVER()) AS DECIMAL(10,2)), “ %") AS Sales\_Percentage

CAST(AVG(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;

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