

BlinkIt Analysis

Data Cleaning

Standardized 'Item_Fat_Content' for consistency.

```
UPDATE Blinkit_Grocery_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_Grocery_Data;
```

Key Metrics

1.20M	140	8523	3.97
Total Sales	Avg Sales	No. of Items	Avg Rating

Sales by Fat Content

Item Fat Content	Total Sales (Millions)
Low Fat	0.78
Regular	0.42

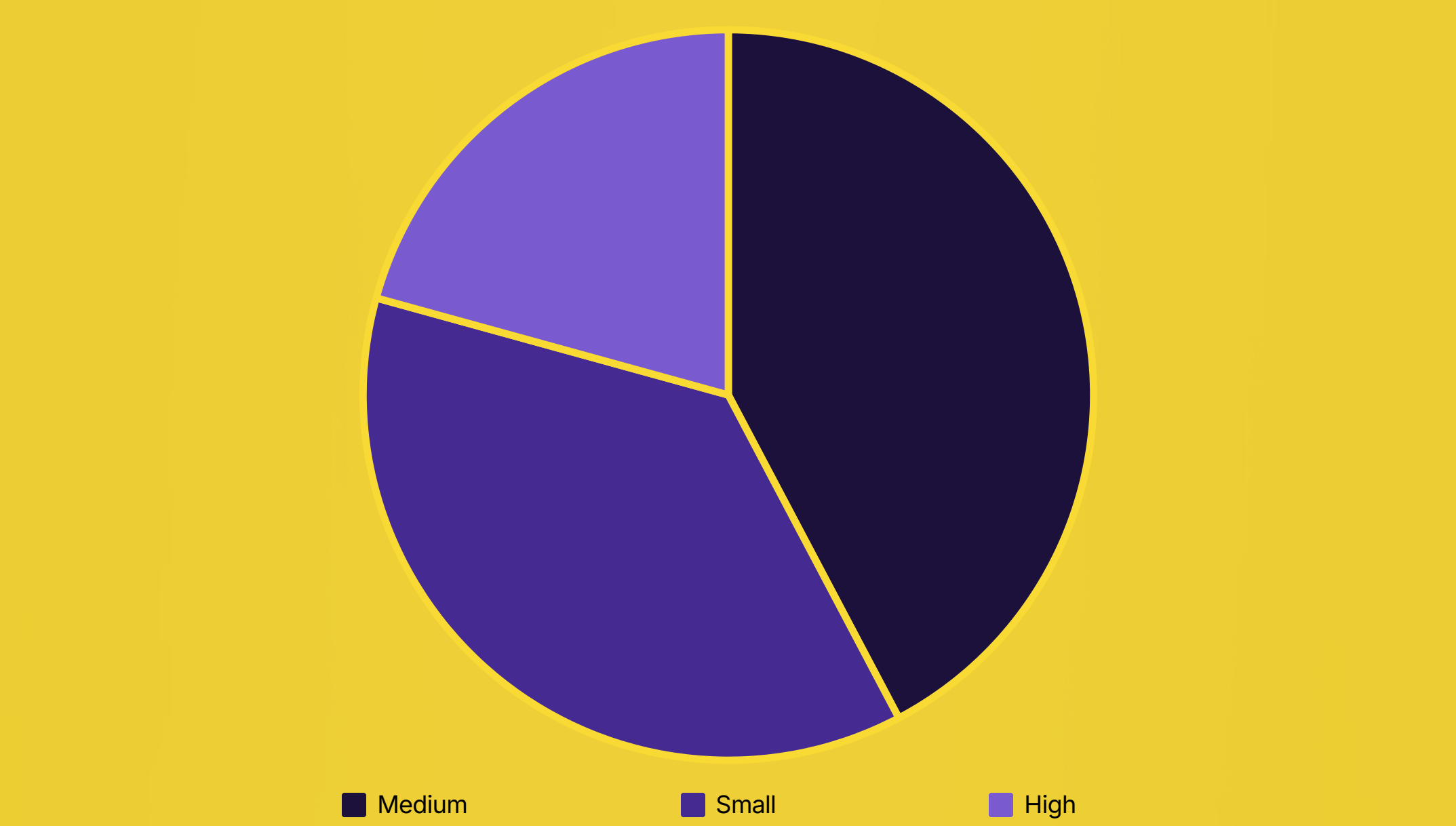
Sales by Item Type (Top 5)

Item Type	Total Sales	No. of Items
Fruits and Vegetables	178124.08	1232
Snack Foods	175433.92	1200
Household	135976.53	910
Frozen Foods	118558.88	856
Dairy	101276.46	682

Sales by Outlet Location & Fat Content

Outlet Location Type	Low Fat	Regular
Tier 1	215047.91	121349.90
Tier 2	254464.77	138685.87
Tier 3	306806.99	165326.03

Sales by Outlet Size



Sales by Outlet Type

Outlet Type	Total Sales	Avg Sales	No. Items	Avg Rating
Supermarket Type1	787549.89	141	5577	3.96
Grocery Store	151939.15	140	1083	3.99
Supermarket Type2	131477.77	142	928	3.97
Supermarket Type3	130714.67	140	935	3.95