
blinkit
India's Last Minute App

SQL Blinkit Analysis

CREATE DATABASE blinkitdb;

```sql
CREATE DATABASE blinkitdb;

SELECT * FROM Blinkit_Data

SELECT COUNT(*) FROM Blinkit_Data

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

-- BLINKIT ANALYSIS BUSINESS REQUIREMENT:
```

100 % No issues found Ln: 4 Ch: 1 SPC CRLF

Results Messages

	Item_Fat_Content	Item_Identifier	Item_Type	Outlet_Establishment_Year	Outlet_Identifier	Outlet_Location_Type	Outlet_Size	Outlet_Type	Item_Visibility	Item_Weight	Total_Sales	Rating
1	Regular	FDX32	Fruits and Vegetables	2012	OUT049	Tier 1	Medium	Supermarket Type1	0.100013501942158	15.1000003814697	145.478607177734	5
2	Low Fat	NCB42	Health and Hygiene	2022	OUT018	Tier 3	Medium	Supermarket Type2	0.00859605055302382	11.8000001907349	115.349197387695	5
3	Regular	FDR28	Frozen Foods	2016	OUT046	Tier 1	Small	Supermarket Type1	0.0258964858949184	13.8500003814697	165.02099609375	5
4	Regular	FDL50	Canned	2014	OUT013	Tier 3	High	Supermarket Type1	0.0422778688371181	12.1499996185303	126.504600524902	5
5	Low Fat	DRI25	Soft Drinks	2015	OUT045	Tier 2	Small	Supermarket Type1	0.033970195800066	19.6000003814697	55.1613998413086	5
6	Low Fat	FDS52	Frozen Foods	2020	OUT017	Tier 2	Small	Supermarket Type1	0.00550548080354929	8.89000034332275	102.40160369873	5
7	Low Fat	NCU05	Health and Hygiene	2011	OUT010	Tier 3	Small	Grocery Store	0.0983124226331711	11.8000001907349	81.461799621582	5
8	Low Fat	NCD30	Household	2015	OUT045	Tier 2	Small	Supermarket Type1	0.0269037131220102	19.7000007629395	96.0726013183594	5
9	Low Fat	FDW20	Fruits and Vegetables	2014	OUT013	Tier 3	High	Supermarket Type1	0.024129331111908	20.75	124.172996520996	5
10	Low Fat	FDX25	Canned	2018	OUT027	Tier 3	Medium	Supermarket Type3	0.101561568677425	NULL	181.92919921875	5

Total no. of Rows in Blinkit_Data.

```sql
SELECT COUNT(*) FROM Blinkit_Data

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

-- BLINKIT ANALYSIS BUSINESS REQUIREMENT:
```

100 % No issues found

Results Messages

	(No column name)
1	8523

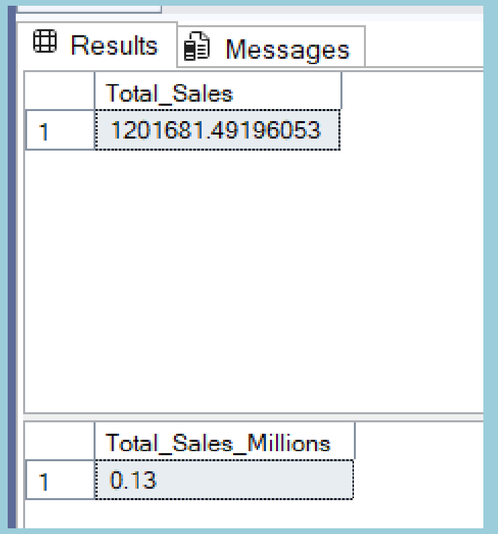
BLINKIT ANALYSIS BUSINESS REQUIREMENT:

To conduct a comprehensive analysis of Blinkit's Sales performance, customer satisfaction ,and inventory distribution to identify key insight and opportunities using various KPI's and visualizations in Power BI .

KPI REQUIREMENTs :

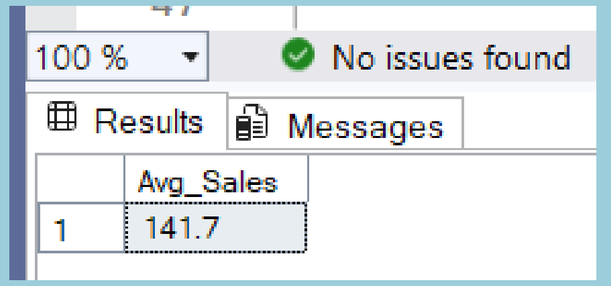
1 Total Sales : The overall revenue generated from all items sold.

```sql
--1  Total Sales : The overall revenue generated from all items sold.

SELECT SUM(Total_Sales) AS Total_Sales
FROM Blinkit_Data

SELECT CAST(SUM(Total_Sales)/ 1000000 AS DECIMAL(10,2)) AS Total_Sales_Millions
FROM Blinkit_Data
WHERE Outlet_Establishment_Year = 2022
```



2 Average Sales : The average revenue per sale.

```sql
--2  Average Sales : The average revenue per sale.

SELECT CAST(AVG(Total_Sales) AS DECIMAL(10,1)) AS Avg_Sales
FROM Blinkit_Data
WHERE Outlet_Establishment_Year = 2022
```



3 Number of Items : The total count of different items sold

```sql
--3  Number of Items : The total count of different items sold

SELECT COUNT(*) AS No_Of_Items FROM Blinkit_Data
WHERE Outlet_Establishment_Year = 2022
```

Results | Messages

	No_Of_Items
1	8523

Results | Messages

	No_Of_Items
1	928

4 Average Rating : The average customer rating for item sold.

```sql
--4  Average Rating : The average customer rating for item sold.

SELECT CAST(AVG(Rating) AS DECIMAL(10,2)) Avg_Rating FROM Blinkit_Data

--GRANULAR REQUIREMENTS
```

Results | Message

	Avg_Rating
1	3.97

GRANULAR REQUIREMENTS

1 . Total Sales by Fat Content :

Objective: Analyze the impact of fat content on total sales.

Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of items, Average Rating) vary with fat content.

```sql
--1  Total Sales by Fat Content :
--   Objective: Analyze the impact of fat content on total sales.
--   Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of items, Average Rating) vary with fat content.
SELECT Item_Fat_Content,
        CAST(SUM(Total_Sales)/1000 AS DECIMAL(10,2)) AS Total_Sales_Thousands,
        CAST(AVG(Total_Sales) AS DECIMAL(10,1)) AS Avg_Sales,
       COUNT(*) AS No_Of_Items,
       CAST(AVG(Rating) AS DECIMAL(10,2)) Avg_Rating
FROM Blinkit_Data
GROUP BY Item_Fat_Content
ORDER BY Total_Sales_Thousands DESC
```

Results | Messages

	Item_Fat_Content	Total_Sales_Thousands	Avg_Sales	No_Of_Items	Avg_Rating
1	Low Fat	776.32	140.7	5517	3.97
2	Regular	425.36	141.5	3006	3.97

2. Total Sales by Item Type :

Objective: Identify the performance of different item types in terms of total sales.

Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of items, Average Rating) vary with fat content.

```sql
--2  Total Sales by Item Type :
--   Objective: Identify the performance of different item types in terms of total sales.
--   Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of items, Average Rating) vary with fat content.


SELECT TOP 5 Item_Type,
        CAST(SUM(Total_Sales) AS DECIMAL(10,2)) AS Total_Sales,
        CAST(AVG(Total_Sales) AS DECIMAL(10,1)) AS Avg_Sales,
       COUNT(*) AS No_Of_Items,
       CAST(AVG(Rating) AS DECIMAL(10,2)) Avg_Rating
FROM Blinkit_Data
GROUP BY Item_Type
ORDER BY Total_Sales ASC
```

Results | Messages

	Item_Type	Total_Sales	Avg_Sales	No_Of_Items	Avg_Rating
1	Seafood	9077.87	141.8	64	3.96
2	Breakfast	15596.70	141.8	110	3.93
3	Starchy Foods	21880.03	147.8	148	3.92
4	Others	22451.89	132.9	169	3.95
5	Hard Drinks	29334.68	137.1	214	3.91

3. Fat Content by Outlet for Total Sales :

Objective: Compare total sales across different outlet segmented by fat content.

Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of items, Average Rating) vary with fat content.

```sql
--3  Fat Content by Outlet for Total Sales :
--   Objective: Compare total sales across different outlet segmented by fat content.
--   Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of items, Average Rating) vary with fat content.

SELECT Outlet_Location_Type, Item_Fat_Content,
        CAST(SUM(Total_Sales) AS DECIMAL(10,2)) AS Total_Sales,
        CAST(AVG(Total_Sales) AS DECIMAL(10,1)) AS Avg_Sales,
       COUNT(*) AS No_Of_Items,
       CAST(AVG(Rating) AS DECIMAL(10,2)) Avg_Rating
FROM Blinkit_Data
GROUP BY Outlet_Location_Type, Item_Fat_Content
ORDER BY Total_Sales ASC
```

Results | Messages

	Outlet_Location_Type	Item_Fat_Content	Total_Sales	Avg_Sales	No_Of_Items	Avg_Rating
1	Tier 1	Regular	121349.90	143.1	848	3.97
2	Tier 2	Regular	138685.87	142.1	976	3.95
3	Tier 3	Regular	165326.04	139.9	1182	3.97
4	Tier 1	Low Fat	215047.91	139.6	1540	3.98
5	Tier 2	Low Fat	254464.78	140.7	1809	3.97
6	Tier 3	Low Fat	306807.00	141.5	2168	3.96

4. Total Sales by Outlet Establishment :

Objective: Evaluate how the age or type of outlet establishment influences total sales.

```sql
--4  Total Sales by Outlet Establishment :
--   Objective: Evaluate how the age or type of outlet establishment influences total sales.

SELECT Outlet_Establishment_Year,
       CAST(SUM(Total_Sales) AS DECIMAL(10,2)) AS Total_Sales,
       CAST(AVG(Total_Sales) AS DECIMAL(10,1)) AS Avg_Sales,
       COUNT(*) AS No_Of_Items,
       CAST(AVG(Rating) AS DECIMAL(10,2)) Avg_Rating
FROM Blinkit_Data
GROUP BY Outlet_Establishment_Year
ORDER BY Total_Sales DESC
```

Results | Messages

	Outlet_Establishment_Year	Total_Sales	Avg_Sales	No_Of_Items	Avg_Rating
1	2018	204522.26	139.8	1463	3.97
2	2017	133103.91	143.1	930	3.94
3	2016	132113.37	142.1	930	3.96
4	2014	131809.02	141.4	932	3.95
5	2022	131477.78	141.7	928	3.97
6	2015	130942.78	141.0	929	3.96
7	2012	130476.86	140.3	930	3.99
8	2020	129103.96	139.4	926	3.98
9	2011	78131.57	140.8	555	3.98

CHART's REQUIREMENTS

5. Percentage of Sales by Outlet Size :

Objective: Analyze the Correlation between outlet size and total sales.

```sql
--CHART's REQUIREMENTS

--5  Percentage of Sales by Outlet Size :
--   Objective: Analyze the Correlation between outlet size and total sales.

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	507895.74	42.27
2	Small	444794.17	37.01
3	High	248991.59	20.72

6. Sales by Outlet Location :

Objective: Assess the geographic distribution of sales across different locations.

```sql
--6  Sales by Outlet Location :
--   Objective: Assess the geographic distribution of sales across different locations.

SELECT Outlet_Location_Type,
       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,
       CAST(AVG(Total_Sales) AS DECIMAL(10,1)) AS Avg_Sales,
       COUNT(*) AS No_Of_Items,
       CAST(AVG(Rating) AS DECIMAL(10,2)) Avg_Rating
FROM Blinkit_Data
GROUP BY Outlet_Location_Type
ORDER BY Total_Sales DESC
```

Results | Messages

	Outlet_Location_Type	Total_Sales	Sales_Percentage	Avg_Sales	No_Of_Items	Avg_Rating
1	Tier 3	472133.03	39.29	140.9	3350	3.96
2	Tier 2	393150.65	32.72	141.2	2785	3.96
3	Tier 1	336397.81	27.99	140.9	2388	3.98

7. All Metrics by Outlet Type:

-Objective: Provide a comprehensive view of all key metrics(Total Sales, Average sales, No. of Items, Average Rating) broken down by different outlet types.

```sql
--7    All Metrics by Outlet Type:
--     Objective: Provide a comprehensive view of all key metrics(Total Sales, Average sales, No. of Items, Average Rating)
--     broken down by different outlet types.

SELECT Outlet_Type,
       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,
       CAST(AVG(Total_Sales) AS DECIMAL(10,1)) AS Avg_Sales,
       COUNT(*) AS No_Of_Items,
       CAST(AVG(Rating) AS DECIMAL(10,2)) Avg_Rating
FROM Blinkit_Data
GROUP BY Outlet_Type
ORDER BY Total_Sales DESC
```

Results | Messages

	Outlet_Type	Total_Sales	Sales_Percentage	Avg_Sales	No_Of_Items	Avg_Rating
1	Supermarket Type1	787549.89	65.54	141.2	5577	3.96
2	Grocery Store	151939.15	12.64	140.3	1083	3.99
3	Supermarket Type2	131477.78	10.94	141.7	928	3.97
4	Supermarket Type3	130714.67	10.88	139.8	935	3.95