



Blinkit Sales Performance Analysis

Data-Driven Insights for Strategic Growth

Key Performance Indicators

A comprehensive overview of Blinkit's performance metrics



₹650,871

Total Sales



₹140.21

Average Sales per Item



4,642

Number of Items



3.96

Average Customer Rating

Product Category Analysis

Identifying the highest revenue-generating product categories



Fruits and Vegetables

Fresh produce with highest customer engagement

₹178.1K



Frozen Foods

Convenience meals and frozen essentials

₹118.6K



Dairy

Milk, cheese, and dairy-based products

₹101.3K



Key Insights

Fruits & Vegetables account for 27.3% of total sales, indicating strong customer preference for fresh produce. This category can be leveraged for cross-selling opportunities and special promotions to drive further growth. Frozen Foods and Dairy categories show significant contribution, suggesting investment in these product lines would yield positive returns.



Fat Content Analysis

Comparing sales performance between Low Fat and Regular products



Low Fat Products

₹352,277

54% of Sales

Strong consumer preference for healthier options drives higher sales in low fat products

VS



Regular Products

₹298,594

46% of Sales

Despite health trends, regular products maintain strong performance in the market

Sales Distribution by Fat Content

Low Fat (54%)

Regular (46%)



Strategic Implications

The 8% higher sales in low-fat products indicates a clear consumer preference for healthier options. This trend suggests opportunities for expanding the low-fat product line, premium pricing strategies, and targeted marketing campaigns highlighting health benefits. However, the strong performance of regular products (46% of sales) demonstrates the importance of maintaining a balanced inventory across both categories.

Outlet Performance Analysis

Comparative analysis of sales by outlet type



Supermarket Type 1

Largest format stores with widest product range

₹429.0K



Grocery Store

Neighborhood convenience stores

₹80.0K



Supermarket Type 3

Mid-size supermarkets with specialty sections

₹70.9K



Supermarket Type 2

Compact supermarkets with essential product categories

₹71.0K

Supermarket Type 1 Share

66%

of Total Sales

Average Transaction Value

₹141

Consistent across outlet types

Store Distribution

3,052

Type 1 store count



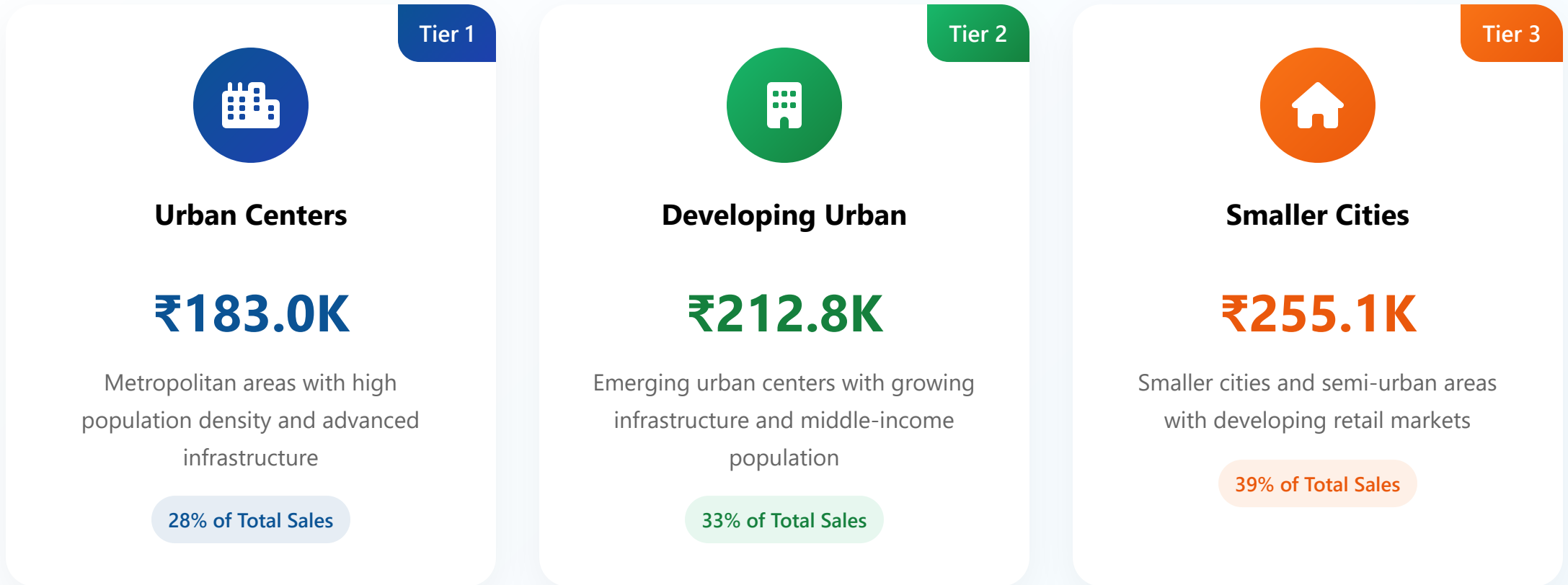
Strategic Insights

Supermarket Type 1 generates 66% of total sales, indicating the significant impact of larger store formats. While smaller format stores (Grocery, Type 2, and Type 3) individually contribute less to overall sales, their combined contribution of 34% represents an important market segment. Strategic investment should focus on optimizing the product mix in Type 1 stores while ensuring efficient operations in smaller formats to maximize profitability across all outlet types.

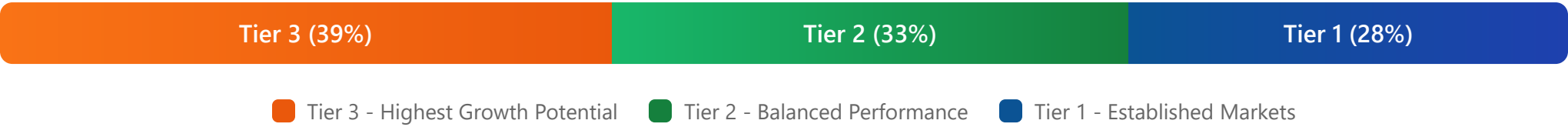


Location Insights & Recommendations


Analyzing sales performance across different location tiers





Sales Distribution by Location Tier




Strategic Recommendations

- 

Tier 3 Focus: Expand inventory of Low Fat products in Tier 3 locations, which show highest sales potential and growing health consciousness.
- 

Category Promotion: Enhance Fruits & Vegetables assortment in Tier 1 locations with premium options to drive higher average transaction values.
- 

Outlet Optimization: Prioritize opening more Supermarket Type 1 formats in Tier 2 and Tier 3 locations to capture untapped market potential.
- 

Pricing Strategy: Implement tier-specific pricing strategies, with value-focused promotions in Tier 3 and premium offerings in Tier 1.

Leveraging location-specific insights with targeted product mix and store format strategies will position Blinkit for sustainable growth across all market segments.