**Blinkit Sales Performance Analysis**

This analysis provides key insights into the sales performance of Blinkit, focusing on Outlet performance, Outlet Location, product categories, and customer preferences.

**Key Highlights**

1. **Total Revenue**: $1.20M
2. **Total Items Sold**: 8,523
3. **Average Sales per Transaction**: $140.99
4. **Customer Satisfaction**: Average rating of 3.97.

**Performance by Outlet**

* **Top-Performing Outlet Size**:  
  Medium-sized outlets contribute the highest sales, totaling $507.9K, followed by small outlets ($444.8K) and high outlets ($249.0K).
* **Location-Wise Sales**:
  + **Tier 3 locations** lead with $472.1K in revenue.
  + **Tier 2** and **Tier 1** follow with $393.2K and $336.4K, respectively.
* **Outlet Type Insights**:
  + **Supermarket Type 1** dominates with $787.5K in sales, while **Supermarket Type 3** lags with $130.7K.

**Product Insights**

* **Top-Selling Categories**:
  + Fruits and Vegetables, Snack Foods, and Household Items are the leading categories.
  + Seafood and Breakfast items show the least sales, indicating potential for growth or reduced focus.
* **Sales by Fat Content**:
  + **Low Fat** products account for $776.3K in sales, significantly outperforming **regular-fat** products ($425.4K).

**Trends Over Time**

* **Peak Year**: 2017 was the most successful year, with sales peaking at $204.5K.
* Sales across other years remain consistent, with no significant dips.

**Strategic Recommendations**

1. **Focus on Medium-Sized Outlets**:  
   Enhance inventory and promotions for medium-sized outlets to sustain their high performance.
2. **Expand in Tier 3 Locations**:  
   Leverage the strong sales performance in Tier 3 areas by increasing marketing efforts and product availability.
3. **Promote Low-Fat Products**:  
   With low-fat items driving sales, consider expanding the range to attract health-conscious customers.
4. **Revitalize Underperforming Categories**:  
   Explore new strategies for Seafood and Breakfast items to improve sales in these segments.
5. **Strengthen Supermarket Type 1**:  
   Build on the success of Supermarket Type 1 by replicating its strategies across other outlet types.