blinkit
India's Last Minute App

FILTER PANEL

Outlet Locati... ⌄
- ☐ Tier 1
- ☐ Tier 2
- ☐ Tier 3

Outlet Size ⌄
- ☐ High
- ☐ Medium
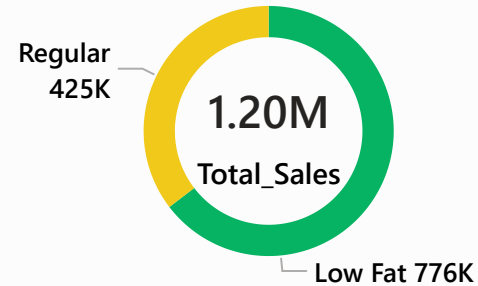- ☐ Small

1.20M
TOTAL SALES
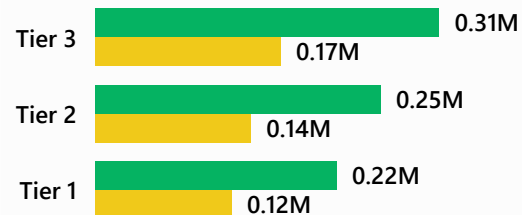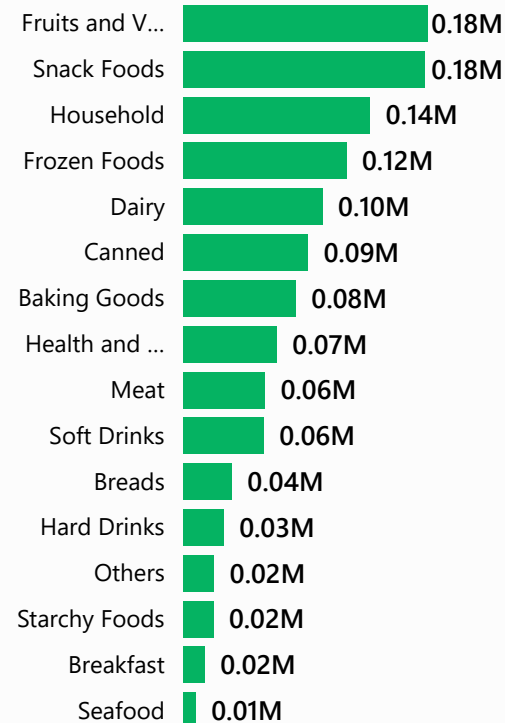
141
AVG SALES

3.97
AVG RATING

8523
TOTAL ITEMS

OUTLET ESTABLISHMENT

250K · 200K · 150K · 100K · 50K

78K · 130K · 131K · 132K · 132K · 133K · 205K · 129K · 131K

2012 · 2014 · 2016 · 2018 · 2020 · 2022

| Total_Sales | Avg_Sales | Avg_Rating | Total_Items |

FAT CONTENT

Regular 425K

1.20M
Total_Sales

Low Fat 776K

ITEM TYPE

Item	Value
Fruits and V...	0.18M
Snack Foods	0.18M
Household	0.14M
Frozen Foods	0.12M
Dairy	0.10M
Canned	0.09M
Baking Goods	0.08M
Health and ...	0.07M
Meat	0.06M
Soft Drinks	0.06M
Breads	0.04M
Hard Drinks	0.03M
Others	0.02M
Starchy Foods	0.02M
Breakfast	0.02M
Seafood	0.01M

FAT CONTENT BY OUTLET

● Low Fat ● Regular

Tier 3: 0.31M / 0.17M
Tier 2: 0.25M / 0.14M
Tier 1: 0.22M / 0.12M

OUTLET SIZE

High 20.72%
Medium 42.27%
Small 37.01%

OUTLET LOCATION

100%

Tier 3	472.13K
Tier 2	393.15K
Tier 1	336.40K

71.3%
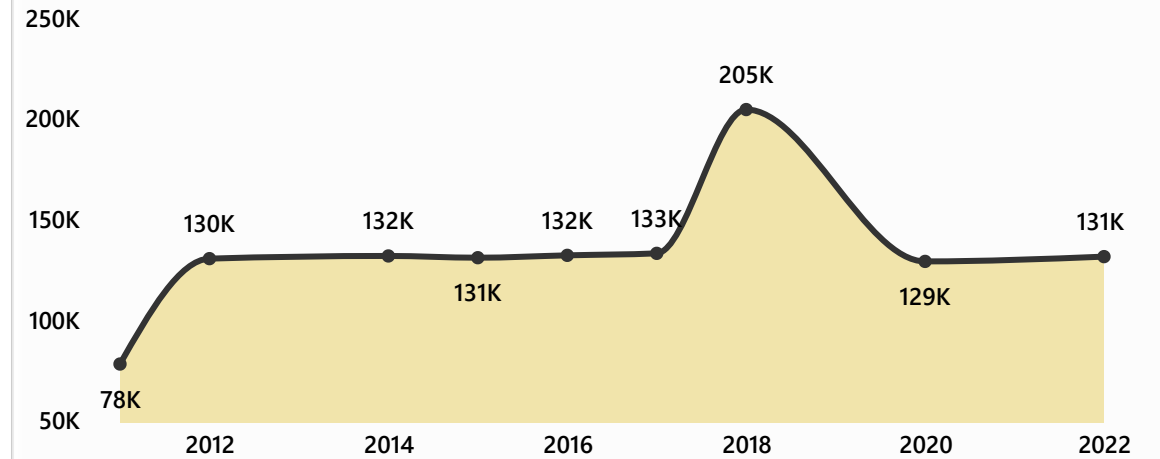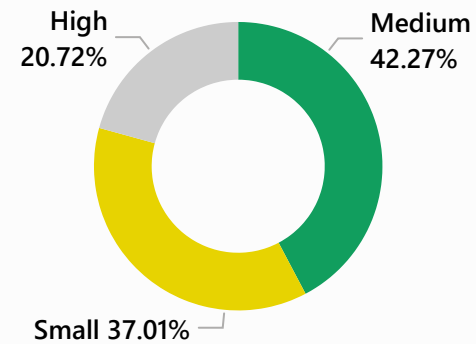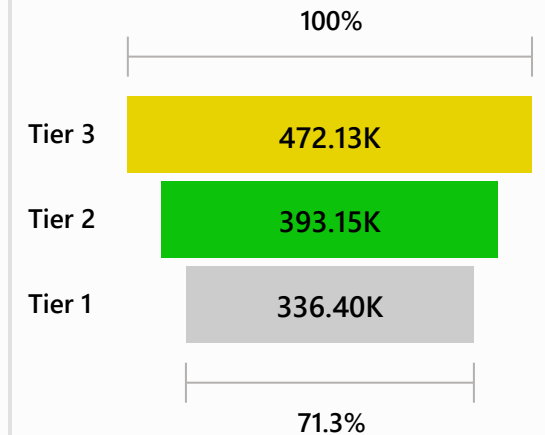
Outlet Type	Total_Sales	Total_Items	Avg_Sales	Avg_Rating	Item Visibility
Grocery Store	151939.15	1083	140	3.99	0.10
Supermarket Type1	787549.89	5577	141	3.96	0.06
Supermarket Type2	131477.78	928	142	3.97	0.06
Supermarket Type3	130714.67	935	140	3.95	0.06
Total	1201681.49	8523	141	3.97	0.07