blinkit
India's Last Minute App

FILTER PANEL

Outlet Location Type
All

Outlet Size
All
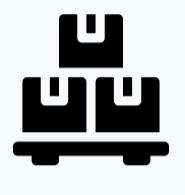
Item Type
All

$1.20M TOTAL SALES	**$141** AVG SALES
8523 NO OF ITEMS	**3.92** AVG RATING

OUTLET ESTABLISHMENT

$250K
$200K
$150K
$100K
$50K

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

2010 2015 2020
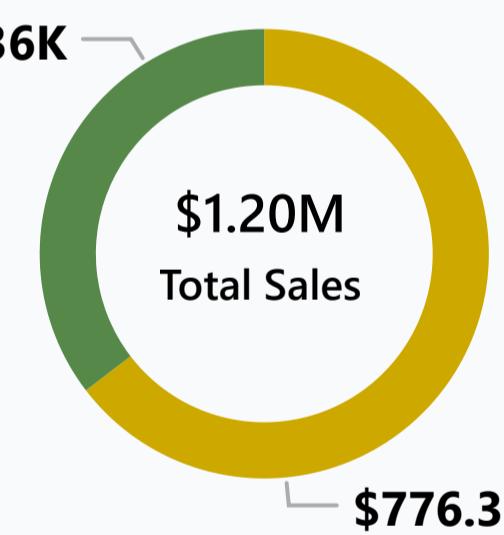
Avg Rating | **Avg Sales** | **No of Items** | **Total Sales**
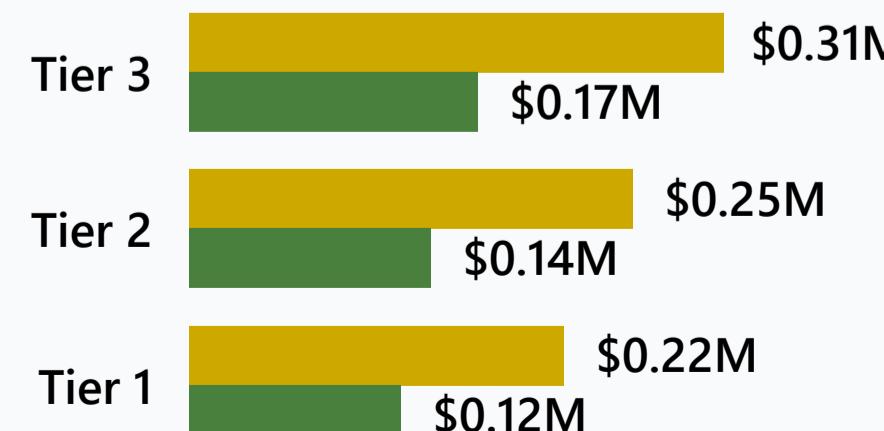
FAT CONTENT
● Low Fat ● Regular

$425.36K

$1.20M
Total Sales

$776.32K

ITEM TYPE

Item Type	Sales
Fruits an...	$0.18M
Snack Fo...	$0.18M
Household	$0.14M
Frozen Fo...	$0.12M
Dairy	$0.10M
Canned	$0.09M
Baking G...	$0.08M
Health an...	$0.07M
Meat	$0.06M
Soft Drinks	$0.06M
Breads	$0.04M
Hard Dri...	$0.03M
Others	$0.02M
Starchy F...	$0.02M
Breakfast	$0.02M
Seafood	$0.01M
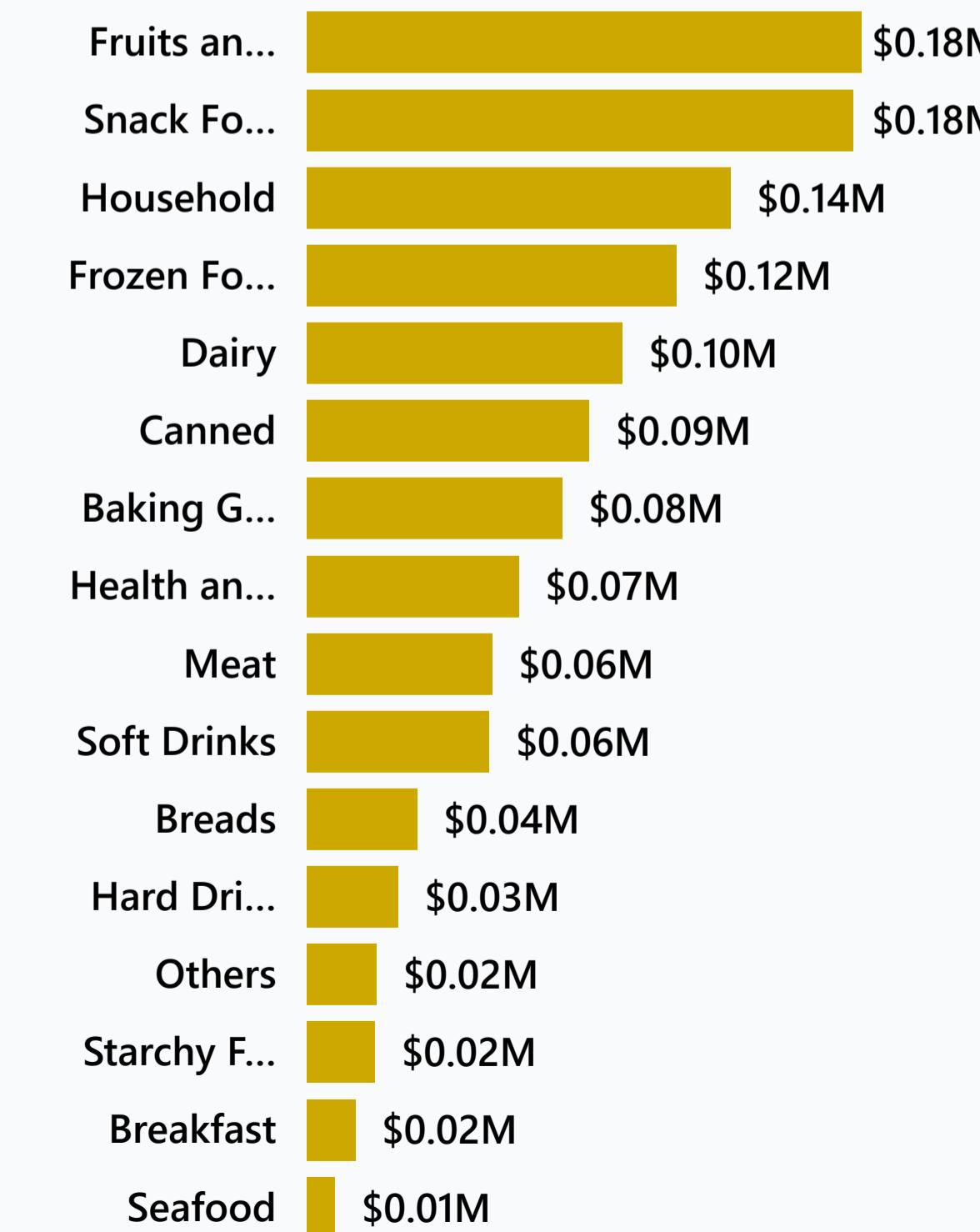
FAT BY OUTLET
● Low Fat ● Regular
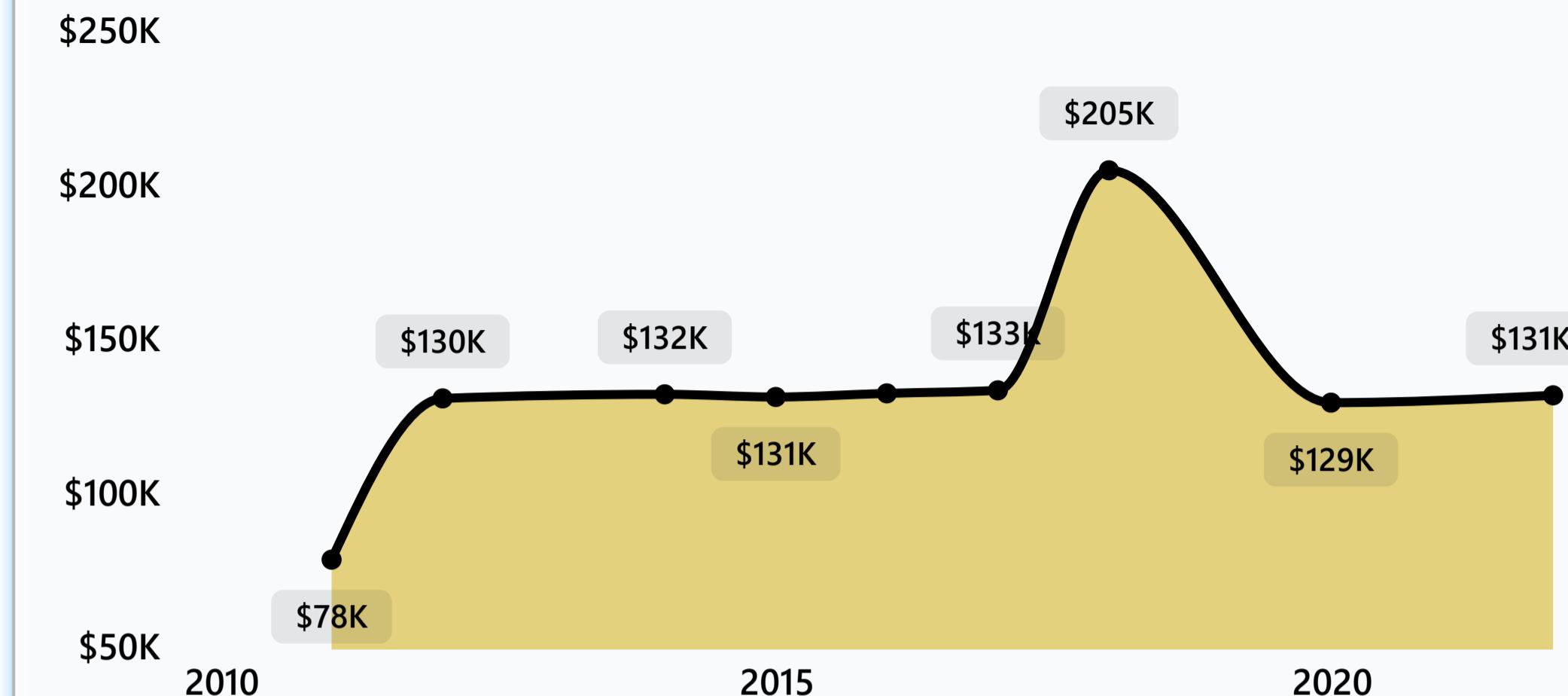
Tier	Low Fat	Regular
Tier 3	$0.31M	$0.17M
Tier 2	$0.25M	$0.14M
Tier 1	$0.22M	$0.12M
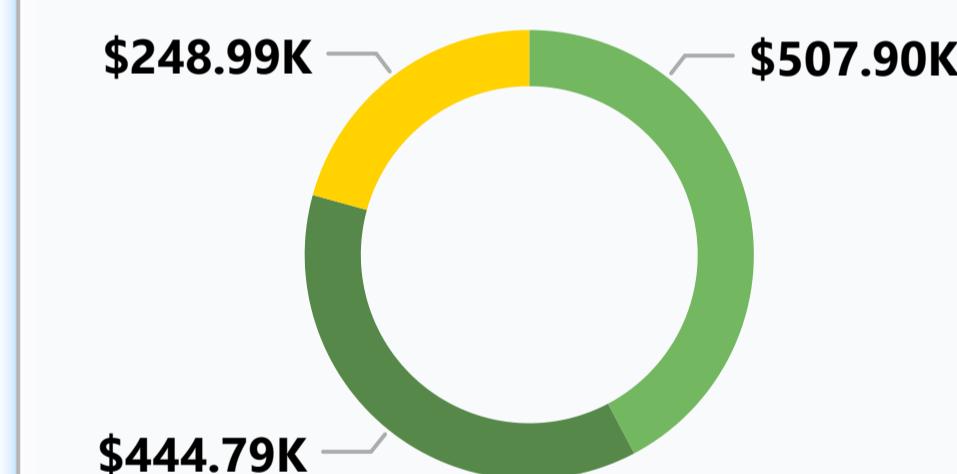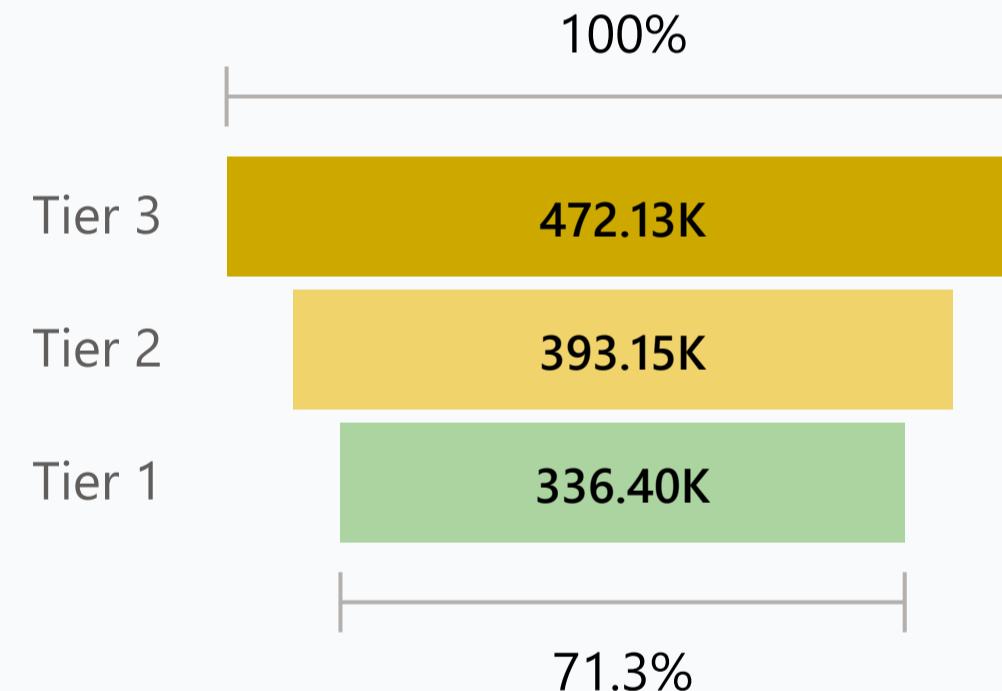
OUTLET SIZE
● Medium ● Small ● High

$248.99K $507.90K

$444.79K

OUTLET LOCATION

100%

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

71.3%

OUTLET TYPE

Outlet Type	Total Sales	No of Items	Avg Sales	Avg Rating	Item Visibility
Grocery Store	$151.94K	1083	$140	3.93	0.10
Supermarket Type1	$787.55K	5577	$141	3.92	0.06
Supermarket Type2	$131.48K	928	$142	3.93	0.06
Supermarket Type3	$130.71K	935	$140	3.91	0.06