

blinkit Analysis

BUSINESS REQUIREMENT

1.

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.

2.

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.

3.

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

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

4.

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

5.

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

6.

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

7.

Objective: Provide a comprehensive view of all key metrics (Total Sales, Average Sales, Number of Items, Average Rating) broken down by different outlet types.

blinkit

India's Last Minute App

Outlet Location T...

All

Outlet Size

All

Item Type

All

CLEAR FILTERS

TOTAL SALES

\$1.20M



AVG SALES

141



NO OF ITEMS

8523



AVG RATING

3.9



Total sales

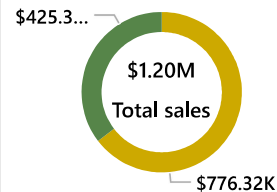
Avg sales

No of items

Avg rating

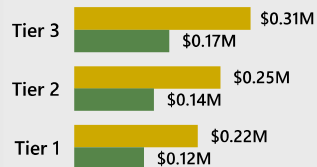
FAT CONTENT

Low Fat Regular

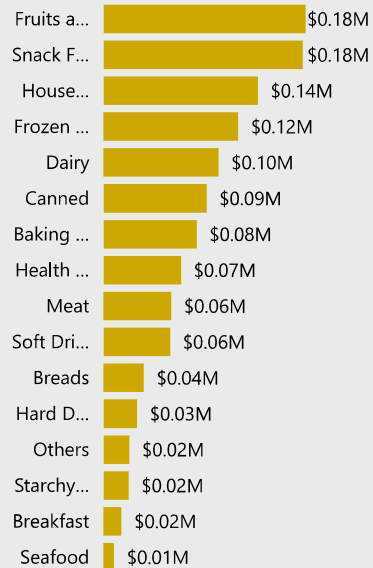


FAT BY OUTLET

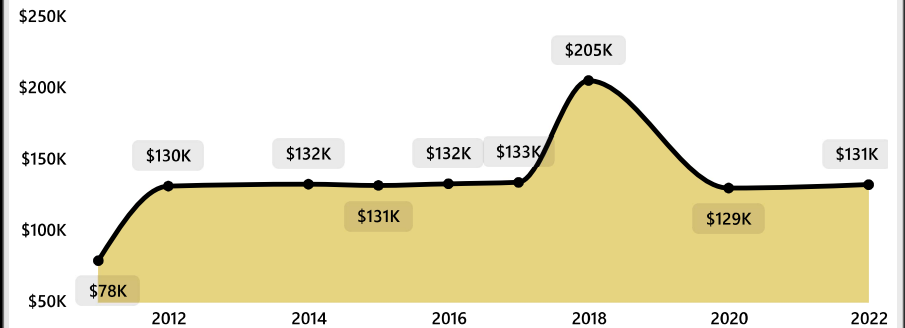
Low Fat Regular



ITEM TYPE

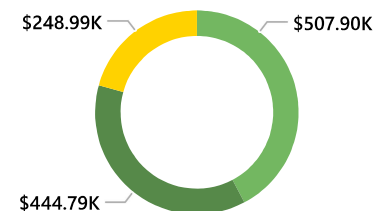


OUTLET ESTABLISHMENT

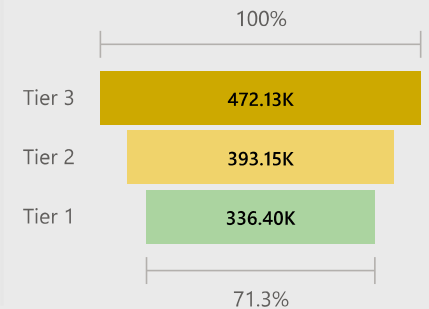


OUTLET SIZE

Medium Small High



OUTLET LOCATION



OUTLET TYPE

Outlet Type	Total sales	No of items	Avg sales	Avg rating	Item Visibility
Grocery Store	\$151.94K	1083	140	3.9	0.10
Supermarket Type1	\$787.55K	5577	141	3.9	0.06
Supermarket Type2	\$131.48K	928	142	3.9	0.06
Supermarket Type3	\$130.71K	935	140	3.9	0.06

- Focus marketing efforts on **low fat** products and **high-demand item types** (fruits, snacks, household, frozen foods).
- **Expand Tier 3 and large outlets** to drive sales growth.
- **Analyze deeply the 201 sales spike** to identify factors contributing to higher revenue.
- **Optimize inventory for supermarket outlets**, as they lead in total sales.