

Blinkit Sales Analysis Report

Top 10 Selling

5] :

| | Item Fat Content | Item Identifier | Item Type | Establishment Year | Outlet Identifier | Outlet Location Type | Outlet Size | Outlet Type |
|---|------------------|-----------------|-----------------------|--------------------|-------------------|----------------------|-------------|---------------|
| 0 | Regular | FDX32 | Fruits and Vegetables | 2012 | OUT049 | Tier 1 | Medium | Supermarket |
| 1 | Low Fat | NCB42 | Health and Hygiene | 2022 | OUT018 | Tier 3 | Medium | Supermarket |
| 2 | Regular | FDR28 | Frozen Foods | 2010 | OUT046 | Tier 1 | Small | Supermarket |
| 3 | Regular | FDL50 | Canned | 2000 | OUT013 | Tier 3 | High | Supermarket |
| 4 | Low Fat | DRI25 | Soft Drinks | 2015 | OUT045 | Tier 2 | Small | Supermarket |
| 5 | low fat | FDS52 | Frozen Foods | 2020 | OUT017 | Tier 2 | Small | Supermarket |
| 6 | Low Fat | NCU05 | Health and Hygiene | 2011 | OUT010 | Tier 3 | Small | Grocery Store |
| 7 | Low Fat | NCD30 | Household | 2015 | OUT045 | Tier 2 | Small | Supermarket |
| 8 | Low Fat | FDW20 | Fruits and Vegetables | 2000 | OUT013 | Tier 3 | High | Supermarket |
| 9 | Low Fat | FDX25 | Canned | 1998 | OUT027 | Tier 3 | Medium | Supermarket |

Bottom 10 Selling

| Item ID | Item Fat Content | Item Identifier | Item Type | Outlet Establishment Year | Outlet Identifier | Outlet Location Type | Outlet Size | Outlet Name |
|---------|------------------|-----------------|-------------|---------------------------|-------------------|----------------------|-------------|---------------|
| 8503 | Regular | FDR22 | Snack Foods | 1998 | OUT027 | Tier 3 | Medium | Supermarket T |
| 8504 | Regular | FDS09 | Snack Foods | 1998 | OUT027 | Tier 3 | Medium | Supermarket T |
| 8505 | Regular | FDS34 | Snack Foods | 1998 | OUT027 | Tier 3 | Medium | Supermarket T |
| 8506 | Regular | FDU09 | Snack Foods | 1998 | OUT027 | Tier 3 | Medium | Supermarket T |
| 8507 | Regular | FDU33 | Snack Foods | 1998 | OUT027 | Tier 3 | Medium | Supermarket T |
| 8508 | Regular | FDU57 | Snack Foods | 1998 | OUT027 | Tier 3 | Medium | Supermarket T |
| 8509 | Regular | FDU58 | Snack Foods | 1998 | OUT027 | Tier 3 | Medium | Supermarket T |
| 8510 | Regular | FDX46 | Snack Foods | 1998 | OUT027 | Tier 3 | Medium | Supermarket T |
| 8511 | Regular | FDX57 | Snack Foods | 1998 | OUT027 | Tier 3 | Medium | Supermarket T |
| 8512 | Regular | FDY33 | Snack Foods | 1998 | OUT027 | Tier 3 | Medium | Supermarket T |

Key Insights:

Total Sales: \$1,201,681

The overall sales value across all product categories indicates consistent growth, with specific spikes in high-demand items.

Average Sales: \$141.0

Daily average sales remain steady, reflecting stable customer activity and purchasing power.

Number of Items Sold: 8,523

High volume of items sold points to strong product turnover and an effective delivery model.

Average Ratings: 4.0

Most products maintain favorable customer ratings, showcasing good quality and customer satisfaction.



Flier Summary (Outlier Insights)

A few products have unusually high sales spikes—these could be due to promotional offers or seasonal demand.

Outliers in delivery time and customer ratings indicate possible logistical or quality issues that need further investigation



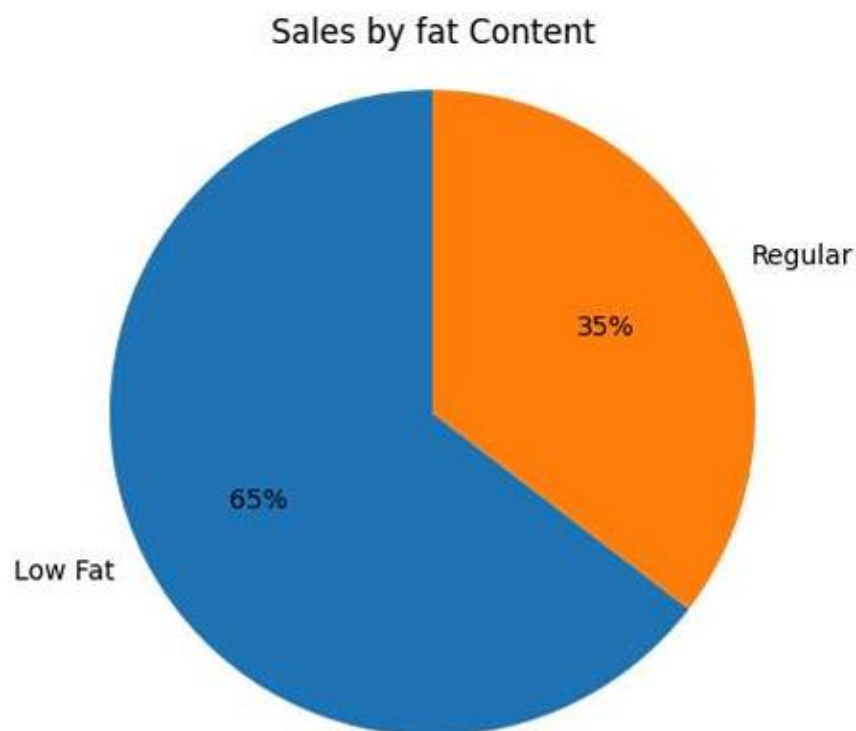
Data Filtering Process

Removed null or duplicate values in product names, sales, and ratings.

Filtered data by relevant columns: sales amount, item quantity, and delivery time.

Applied logical conditions to eliminate extreme outliers where necessary.

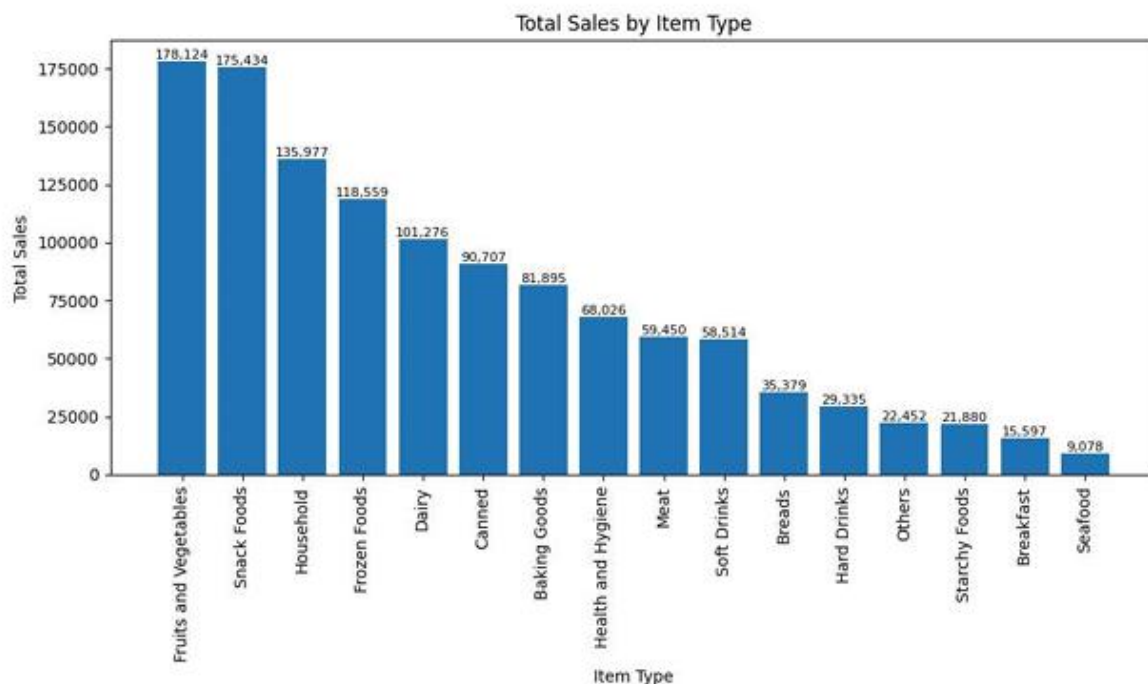
Sales by fat contain:



Insight: 65% of the total sales come from low-fat products, while only 35% are from regular-fat items, showing a clear customer preference for healthier option.

Action: Increase the variety and visibility of low-fat products and consider bundling them in health-focused offers or categories to attract health-conscious customers.

Total sales by item type:



Insights: Fruits and Vegetables and Snack Foods are the top-selling categories with sales above RS.1.75 lakh, highlighting strong consumer demand for fresh and convenient food items. In contrast, seafood recorded the lowest sales at just RS.9,078, indicating either limited availability or lower preference.

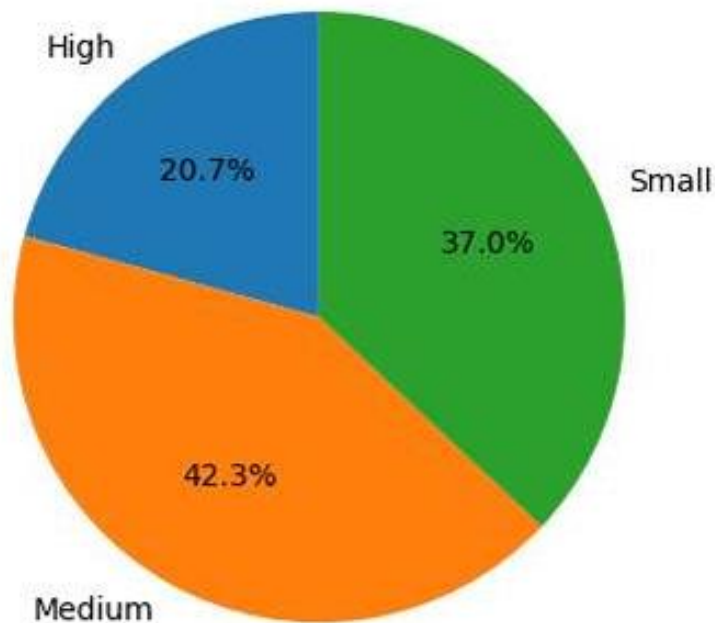
Action: Prioritize stocking and promoting top-performing categories with combo offers and visibility on the homepage. For underperforming categories like seafood, reassess pricing, freshness, or demand zones before expanding inventory.

Outlet size:

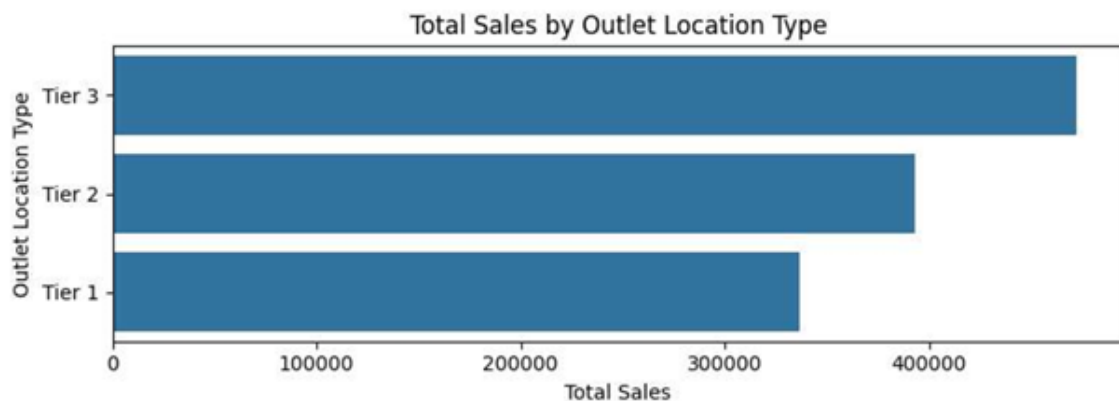
Insight: Most sales come from medium-sized outlets (42.3%), followed by small (37.0%) and high-size outlets (20.7%), indicating that medium and small outlets are the backbone of operations.

Action: Focus infrastructure and marketing efforts on medium and small outlets to maximize efficiency and sales growth; assess if high-size outlets are underutilized.

Outlet Size



Total sales by outlet location type:



Insight: Tier 3 cities lead with over RS.40 lakhs in sales, surpassing both Tier 1 and Tier 2, showing strong growth and demand in emerging markets.

Action: Increase investment, inventory, and marketing in Tier 3 cities to capitalize on high demand, while exploring ways to boost engagement in Tier 1 and Tier 2 locations.



Final Recommendation

1. Promote High-Rating Products: Increase visibility and ad budget for products with >4.5 ratings.
2. Investigate Delivery Outliers: Reassess logistics in zones with delayed deliveries.
3. Leverage Seasonal Spikes: Prepare inventory in advance based on past high-demand periods.
4. Optimize Product Portfolio: Reduce or review low-selling or poorly rated items.
5. Enhance Data Collection: Improve the depth of data for future predictive analysis.