blinkit
India's Last Minute App

FILTERS PANEL

Outlet Location Type
All

Outlet Size
All

Outlet Type
All

KPI Cards

$1.20M TOTAL SALES	**$141** AVG SALES
8523 NO OF ITEMS	**3.9** AVG RATING

OUTLET ESTABLISHMENT

Year	Value
~2011	$78K
2012	$130K
2014	$132K
2015	$131K
2016	$132K
2017	$133K
2018	$205K
2020	$129K
2022	$131K
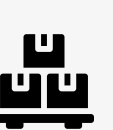
Tabs
Total Sales | Avg Sales | No of Items | Avg Rating

FAT CONTENT
Low Fat • Regular

$425.4K
$1.20M Total Sales
$776.3K

ITEM TYPE
Item Type	Value
Fruits a...	$0.18M
Snack F...	$0.18M
Househ...	$0.14M
Frozen ...	$0.12M
Dairy	$0.10M
Canned	$0.09M
Baking ...	$0.08M
Health a...	$0.07M
Meat	$0.06M
Soft Dri...	$0.06M
Breads	$0.04M
Hard Dr...	$0.03M
Others	$0.02M
Starchy ...	$0.02M
Breakfast	$0.02M
Seafood	$0.01M
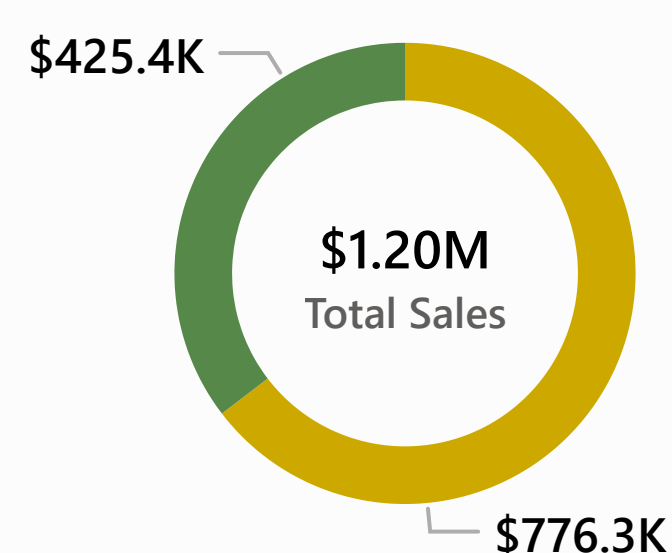
FAT BY OUTLET
Low Fat • Regular

Tier	Low Fat	Regular
Tier 3	$0.31M	$0.17M
Tier 2	$0.25M	$0.14M
Tier 1	$0.22M	$0.12M
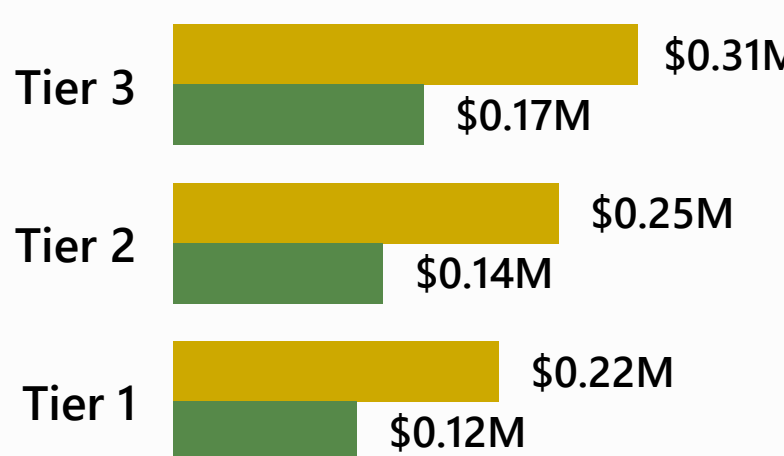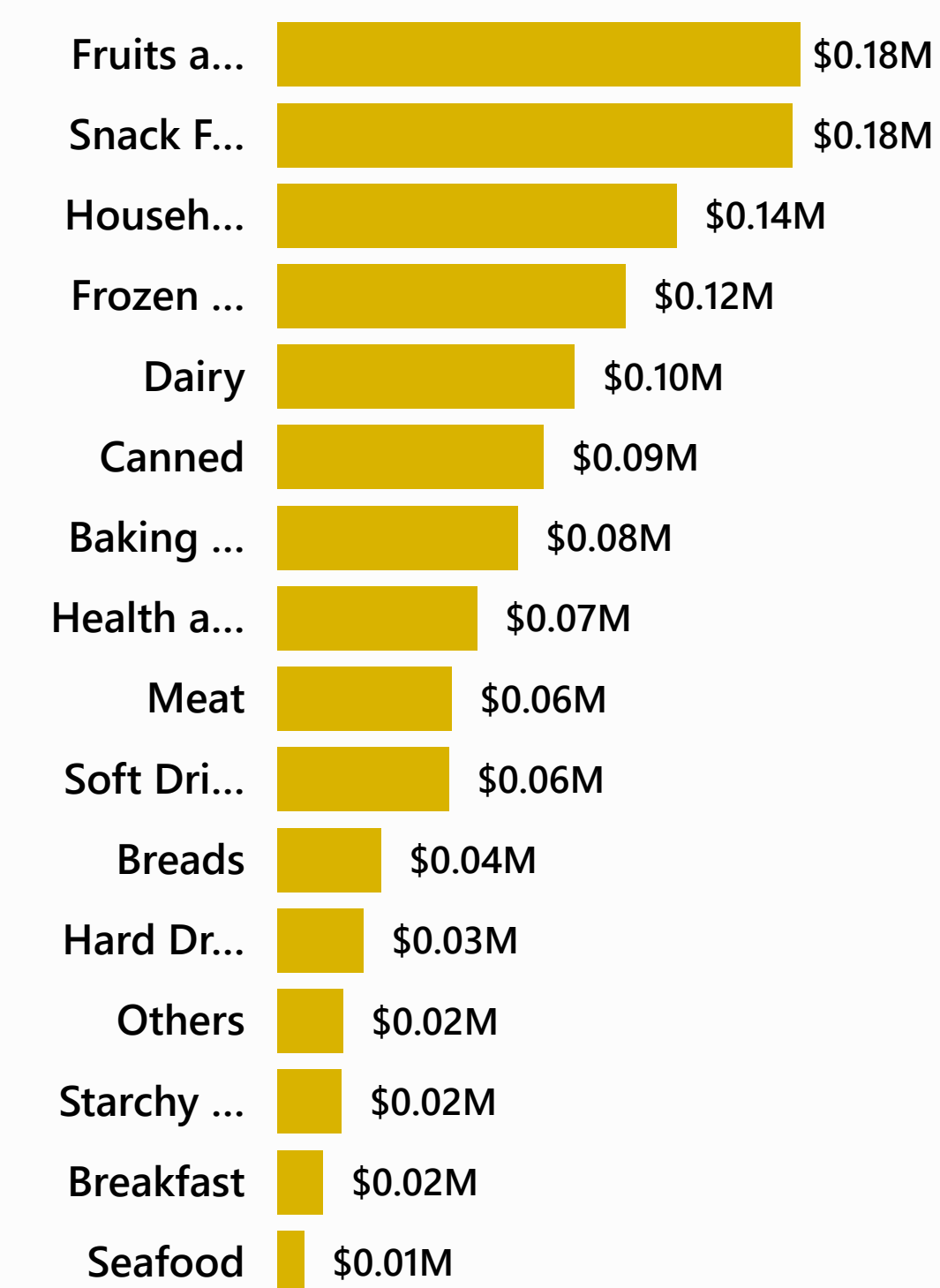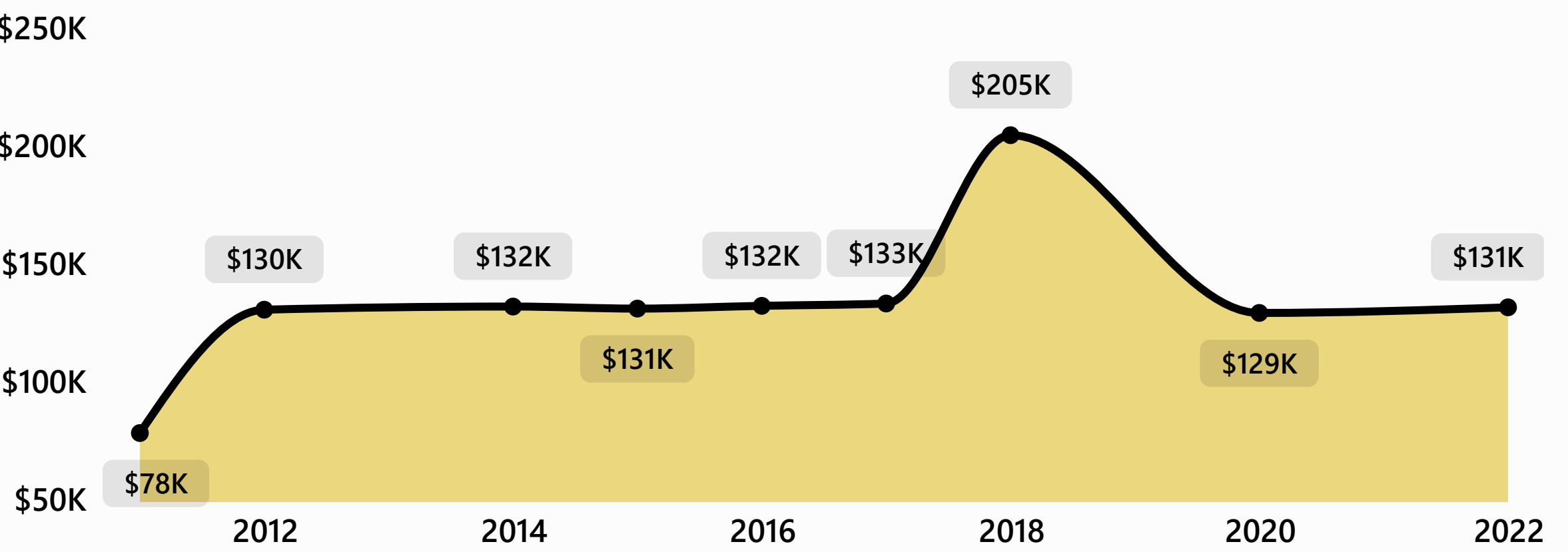
OUTLET SIZE
Medium • Small • High

$249.0K
$507.9K
$444.8K

OUTLET LOCATION

	100%
Tier 3	472.1K
Tier 2	393.2K
Tier 1	336.4K
	71.3%
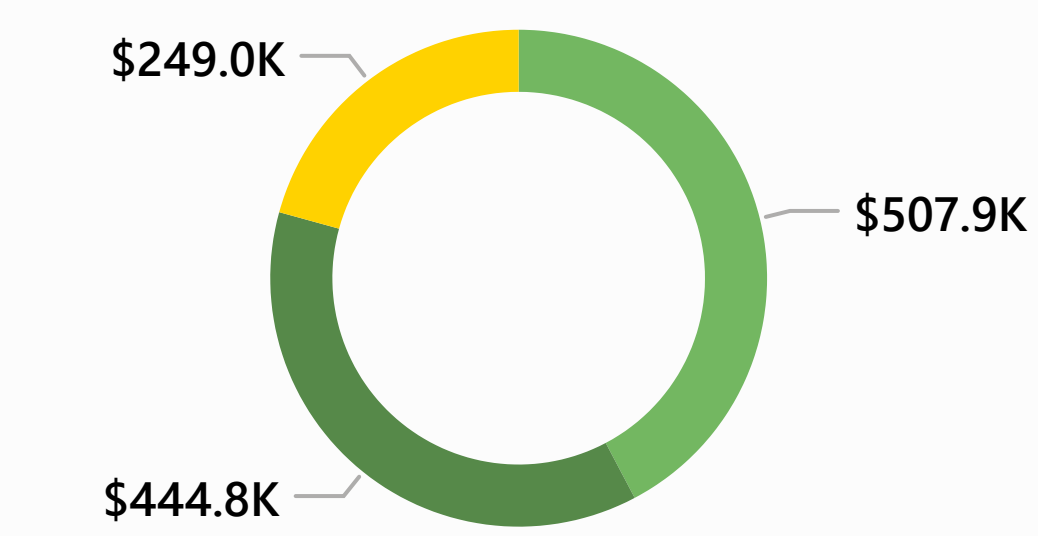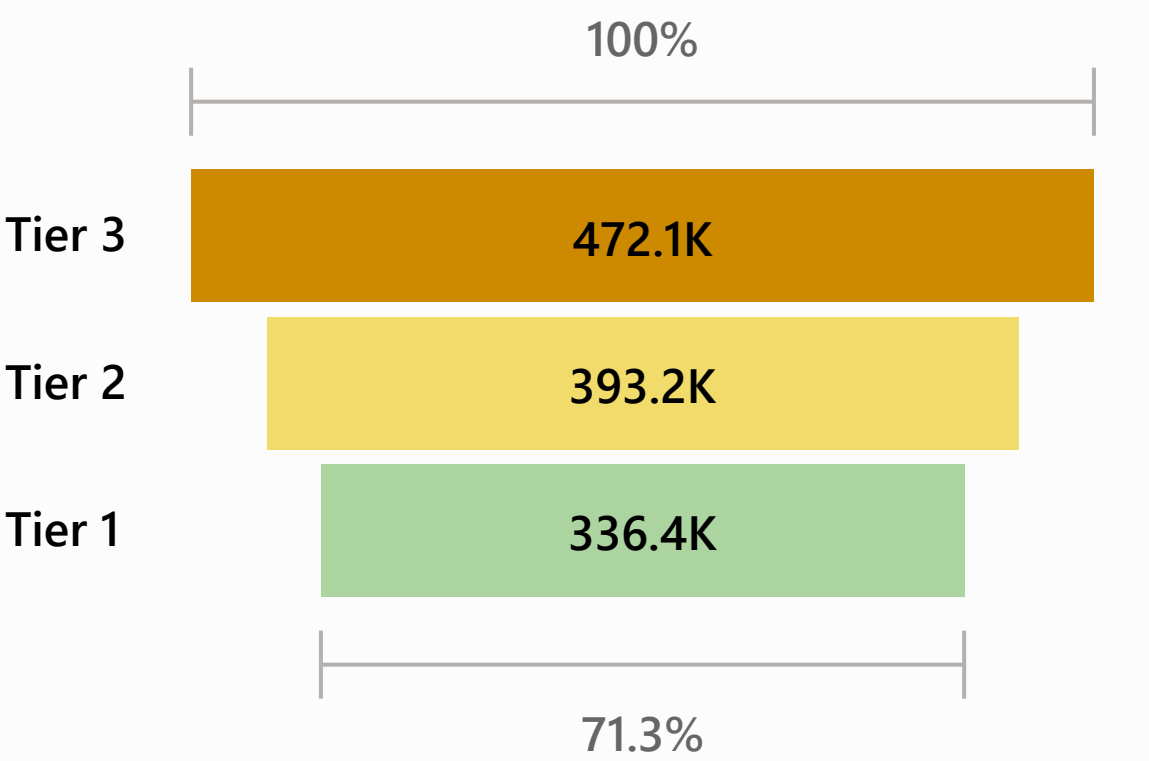
OUTLET TYPE

Outlet Type	Total Sales	No of Items	Avg Sales	Avg Rating	Item Visibility
Grocery Store	$151.9K	1083	$140	3.9	0.10
Supermarket Type1	$787.5K	5577	$141	3.9	0.06
Supermarket Type2	$131.5K	928	$142	3.9	0.06
Supermarket Type3	$130.7K	935	$140	3.9	0.06