**Executive Summary**

This report provides an overview of sales performance across various outlet types, locations, and product categories for Blinkit, India’s Last-Minute App. The analysis is based on key performance indicators, including total sales, average sales, and item distribution.

**Key Insights:**

* **Total Sales**: The company generated **$1.2M** in total sales.
* **Average Sales**: The average sales per transaction stood at **$141**.
* **Total Items Sold**: A total of **8,523** items were sold.
* **Customer Rating**: The platform holds an **average rating of 3.9**, indicating moderate customer satisfaction.

**Outlet Performance:**

* **By Location**: Tier 3 outlets recorded the highest total sales (**$472.1K**), followed by Tier 2 (**$393.2K**) and Tier 1 (**$336.4K**).
* **By Size**: Medium-sized outlets accounted for the largest share of sales (**42%**), followed by small (**37%**) and large (**21%**).

**Product Category Performance:**

* The top-selling categories include:
  + **Fruits & Vegetables**: $178.1K
  + **Snack Foods**: $175.4K
  + **Household Items**: $136K
  + **Frozen Foods**: $118.6K
* Lower-performing categories include **Breakfast ($15.6K)** and **Seafood ($9.1K)**.

**Additional Insights:**

* **Fat Content Preference**: Regular fat items dominate sales (**65%**), with low-fat options contributing **35%**.
* **Outlet Type Contribution**: Different outlet types contribute variably to total sales, average sales, and item distribution.

**Conclusion & Recommendations**

Blinkit has a strong presence in Tier 3 locations and medium-sized outlets, which contribute significantly to sales. To improve performance, the company should focus on increasing sales in underperforming categories and optimizing customer experience to boost ratings. Additionally, leveraging insights from high-performing locations and categories can help drive further growth.