

Blinkit

India's last minute app



Outlet Location

All

Outlet Size

All

Outlet Type

All



\$1.20M

TOTAL SALES



\$141

AVG SALES

8523

NO OF ITEMS

3.92

AVG RATING

Total Sales

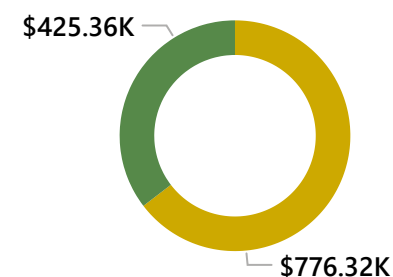
Average Sales

No Of Items

Average Rat...

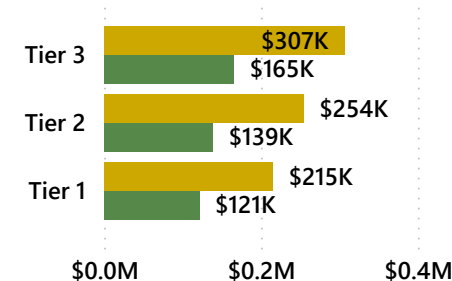
Fat Content

Low Fat Regular

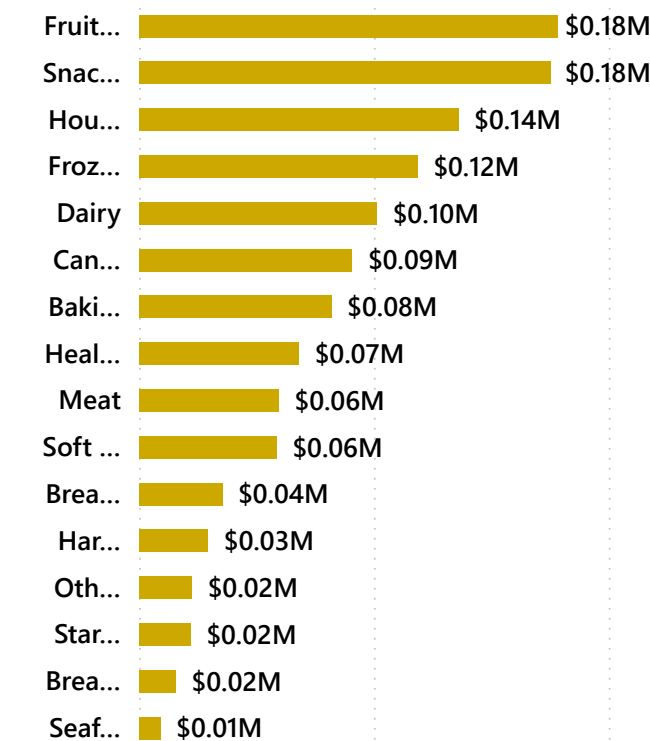


FAT BY OUTLET

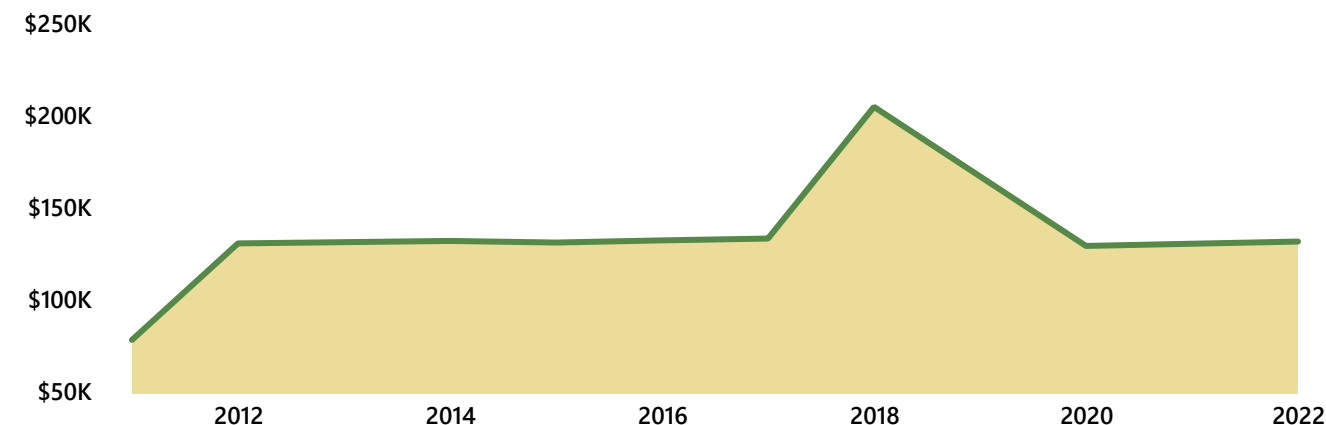
Low Fat Regular



Item Type

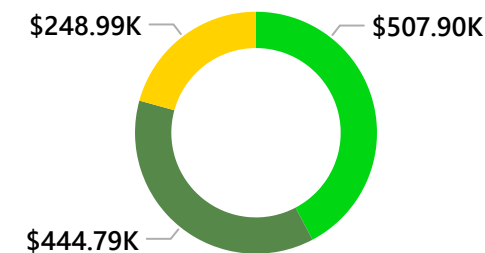


OUTLET ESTABLISHMENT

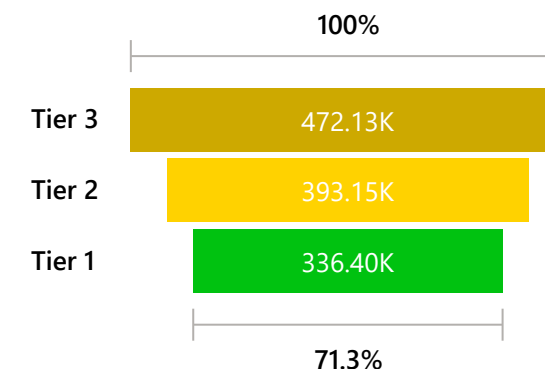


OUTLET SIZE

Medium Small High



OUTLET LOCATION



Outlet Type	Total Sales	No Of Items	Avg Sales	Avg Rating	Item Visibility
Grocery Store	\$1,51,939.15	1083	\$140.29	3.93	113.57
Supermarket Type1	\$7,87,549.89	5577	\$141.21	3.92	338.65
Supermarket Type2	\$1,31,477.78	928	\$141.68	3.93	56.62
Supermarket Type3	\$1,30,714.67	935	\$139.80	3.91	54.80



INSIGHTS

SALES OVERVIEW

Total Sales : The dashboard indicates total sales of 1.20M ,with an average sales of \$141.

Number of Items : A total of 8.5k items are sold

Average Rating : The average rating almost 4 , indicating high customer

OUTLET PERFORMANCE

By Location : Tier 3 outlets lead with 472.13k , followed by Tier 2 with 393.15k and Tier 1 with 336.40k.
Tier 3 have the highest customer base and revenue generation.

By Size : Medium outlets have the most sales, with 507.9k compared to small 248.9k and large 447.9k outlets



INSIGHTS

ITEMS CATEGORIES

Top Selling items : Fruits & Vegetables and and Snack foods are the best selling categories each generate 0.18M in sales.
other three high performing categories are Household items ,Frozen Food and Dairy.

Items Fat Content: Low fat items generate 776.32k higher sales compare to Regular items 425.36k

OUTLET TYPE COMPARISON :

Supermarket type 2 has the highest sales ,followed by the supermarket type 3 and Grocery store.

Item visibility is highest in supermarket type 1