

BY KARTIK SALUNKHE



BLINKIT SALES ANALYSIS

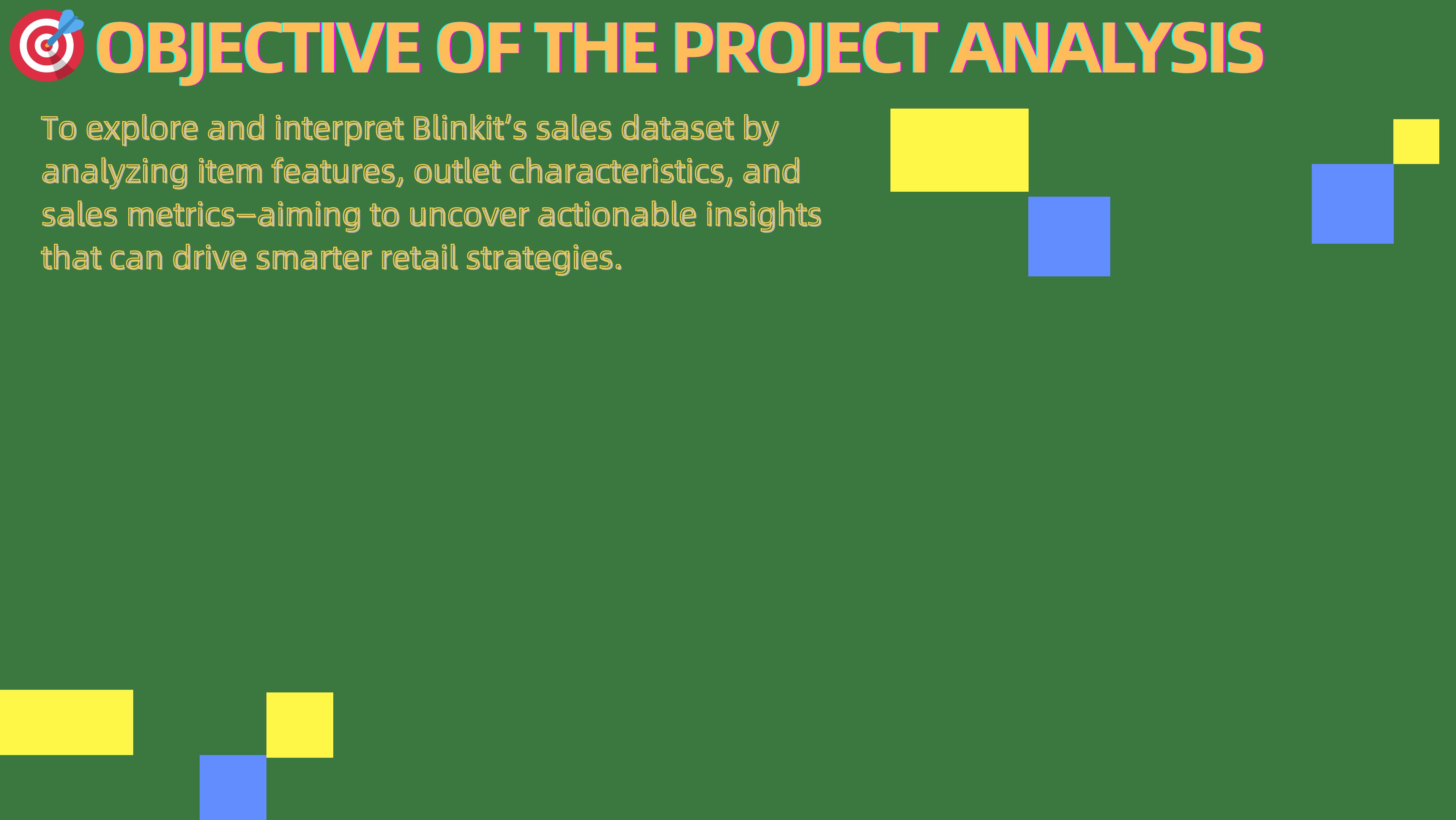
**"Groceries in minutes, but insights
took hours—here's what I found!"**

INTRODUCTION

blinkit

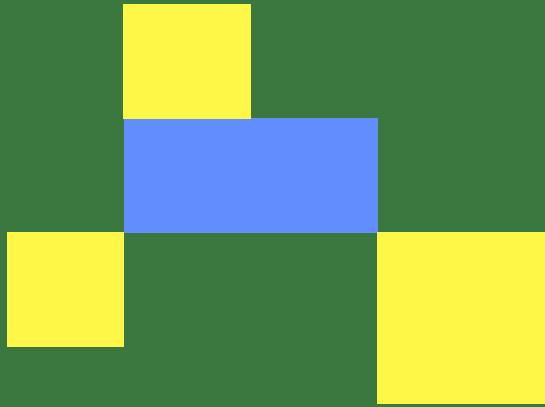


- Brief about Blinkit: Quick commerce platform for groceries
- Objective: Analyze sales trends, customer behavior, and suggest improvements



To explore and interpret Blinkit's sales dataset by analyzing item features, outlet characteristics, and sales metrics—aiming to uncover actionable insights that can drive smarter retail strategies.

PROBLEM STATEMENT



Blinkit is a fast delivery platform that provides groceries and daily essentials to customers. Every day, it collects a large amount of data related to sales, customer ratings, outlet performance, and product types.

The goal of this project is to:

- Understand which items and outlets are performing well in terms of sales
- Analyze customer ratings to see which products are liked the most
- Study how outlet size, location, and type affect overall performance
- Use Excel charts and dashboards to show all insights clearly

This analysis will help Blinkit make better decisions about stock, outlet planning, and customer service.

DATA SUMMARY

12
34 SR.NO

Entry's serial number – just numbering for each row

Item Fat Content

Fat level of the item – either Regular or Low Fat

Item Identifier

Unique code for each item – e.g., FDX32, NCB42

Item Type

Category of the item – e.g., Fruits, Soft Drinks, Frozen Foods, etc.

Outlet Establishment Year

Year the store was opened – e.g., 2012, 2020

Outlet Identifier

Unique code for each outlet – e.g., OUT049

Outlet Location Type

City tier classification – Tier 1(Metro), Tier 2, Tier 3 (Small towns)

Outlet Size

Size of the store – Small, Medium, or High



Outlet Type

Type of store – e.g., Supermarket Type1, Supermarket Type2, Grocery Store

Item Visibility

How visible the item is on the shelf – value between 0 and 1

Item Weight

Weight of the item in kilograms – e.g., 15.1kg

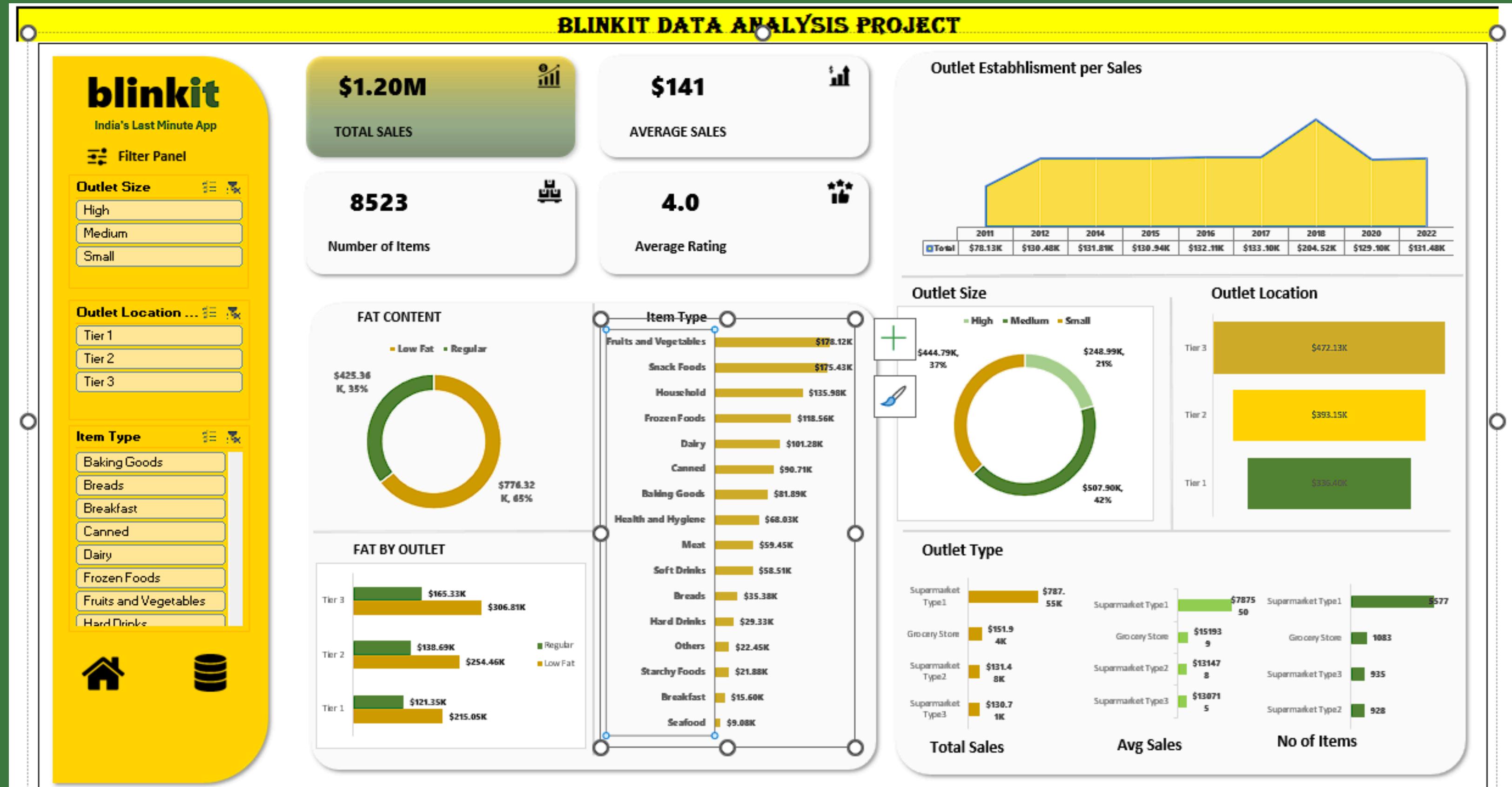
Sales

Total sales amount – e.g., ₹145.47

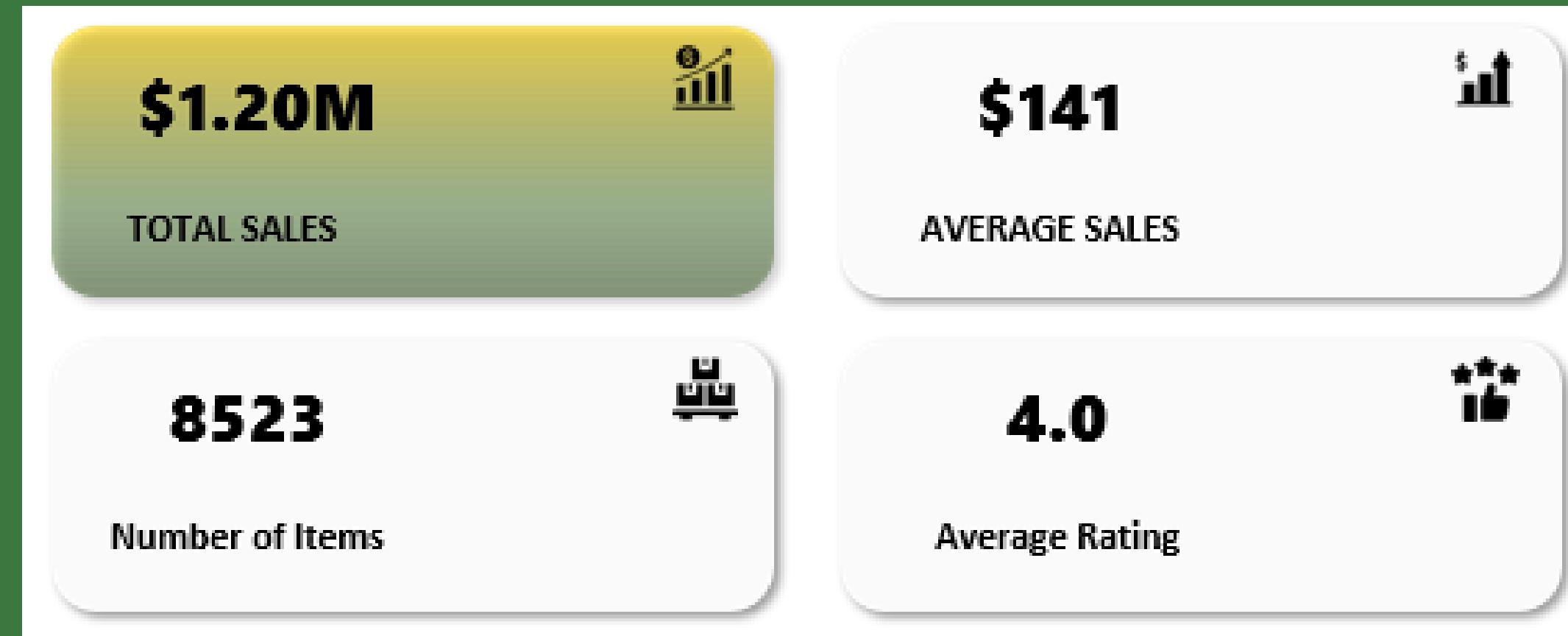
Rating

Customer rating out of 5 – usually close to 5

DASHBOARD



KPI'S -Key_performance indicator



12 34 Blinkit KPI Summary

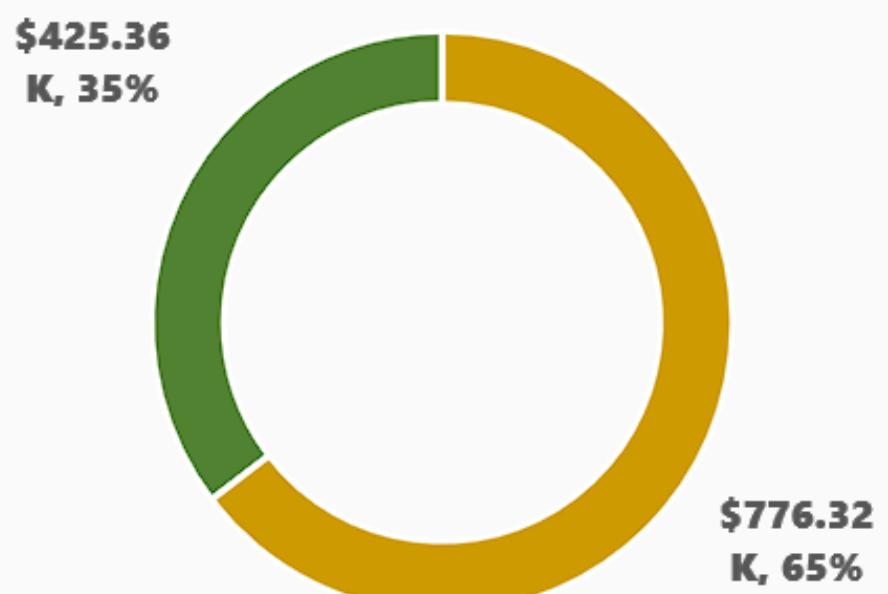
- **Total Sales:** ₹12 lakh+ earned from all items sold
- **Average Sales:** ₹141 earned per sale
- **Number of Items:** 8,523 items sold in total
- **Average Rating:** 4.0 stars from customers

CHART 1

DATA SUMMARY

FAT CONTENT

■ Low Fat ■ Regular



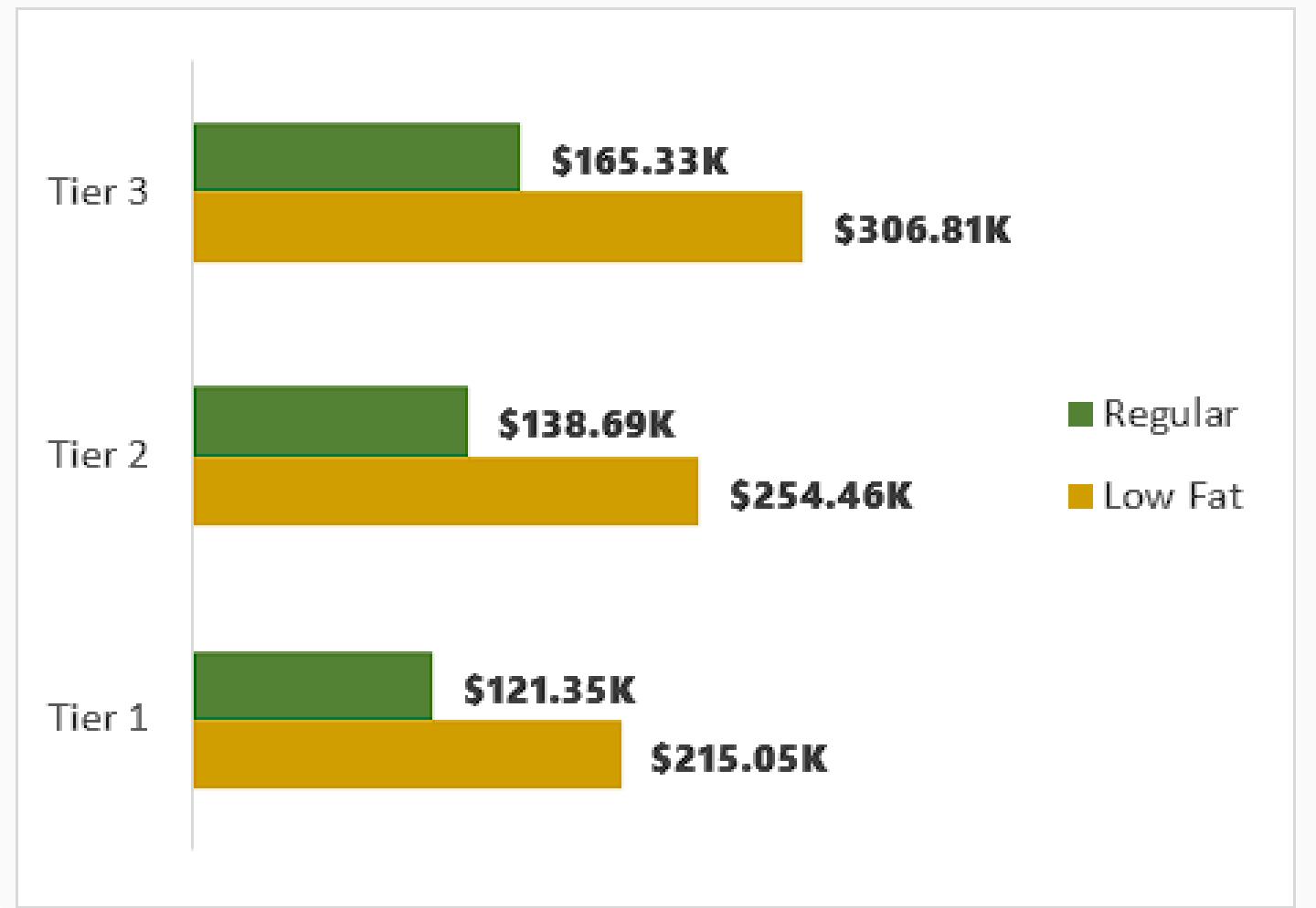
Total Sales by Fat Content

- Low Fat items made around ₹776K in sales
 - Regular Fat items made around ₹425K in sales
 - Total Sales: ₹12 lakh+
- The donut chart shows that Low Fat products are selling more than Regular ones.
- 👉 This means customers prefer Low Fat items, so Blinkit can focus more on stocking and promoting those.

CHART 2

DATA SUMMARY

FAT BY OUTLET



Sales by Fat Content – Location Type

- Tier 3 cities (small towns) have the highest total sales
- In every tier, Low Fat items sell more than Regular ones
- Tier 1 (Metro) has the lowest sales, but still shows higher preference for Low Fat

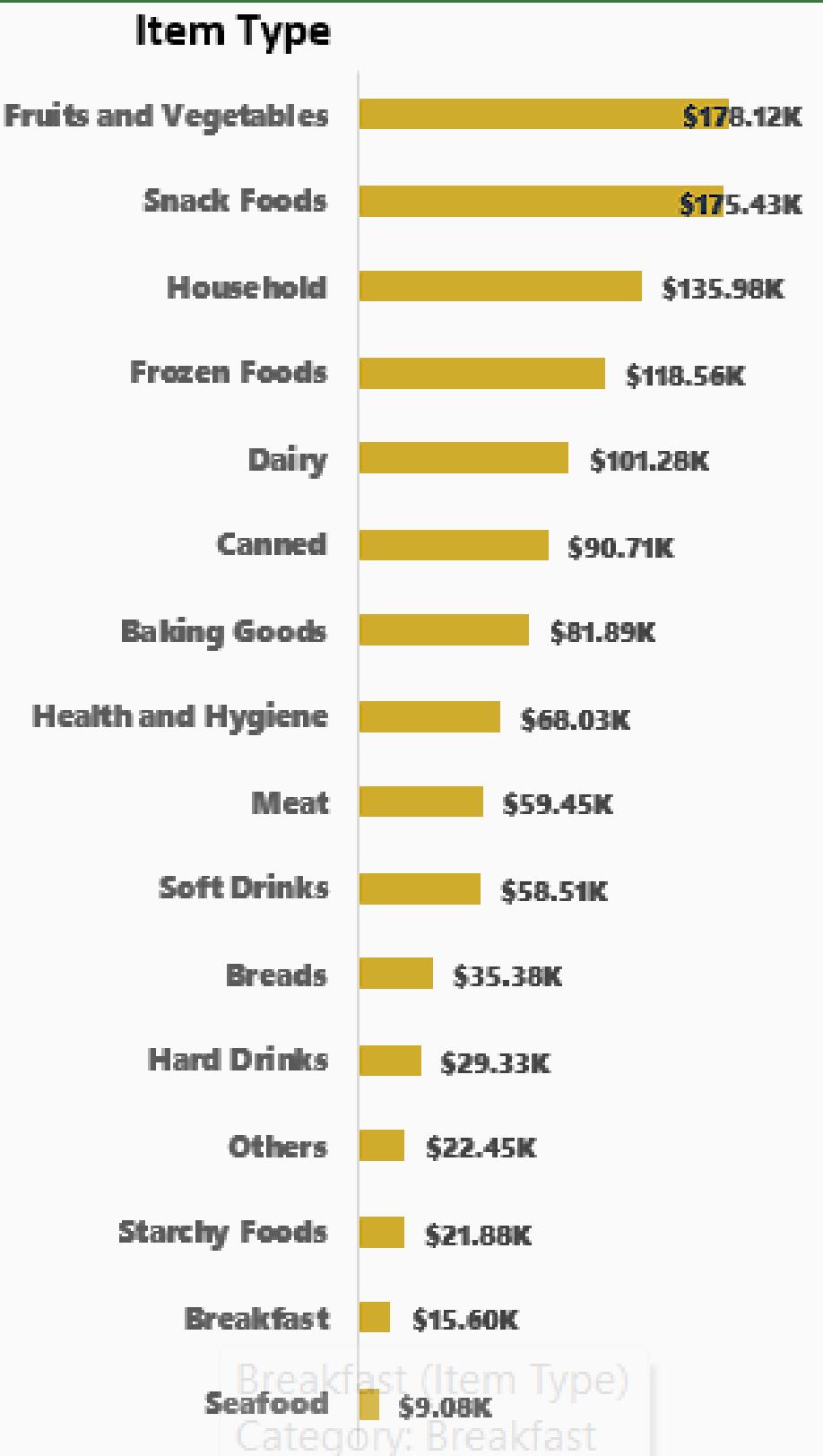


Quick Insight

Customers in smaller towns are buying more overall, and they clearly prefer Low Fat products. Blinkit can boost sales by focusing on Low Fat inventory—especially in Tier 3 areas.

CHART 3

DATA SUMMARY



Sales by Item Type

Top-selling items:

1 Fruits & Vegetables – ₹178K

2 Snack Foods – ₹176K

3 Household – ₹135K

Lowest-selling items:

Seafood – ₹9K

Breakfast – ₹16K

Starchy Foods – ₹21K

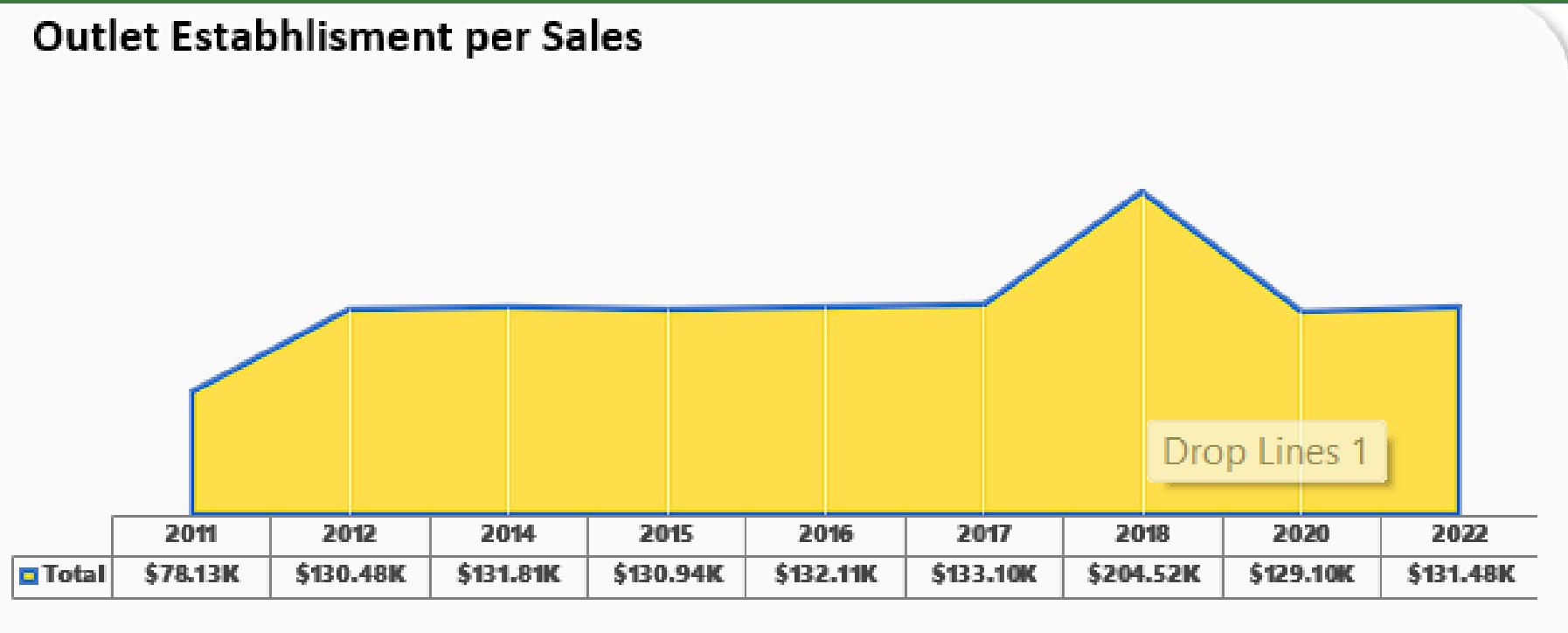
Quick Insight

Fruits, snacks, and household items are the biggest contributors to sales. Seafood and breakfast items are the least popular. Blinkit can focus more on high-performing categories to boost revenue.

CHART 4

DATA SUMMARY

Outlet Establishment per Sales



Sales by Outlet Establishment Year

- Highest Sales Years:
 - ① 2016 – ₹204K
 - ② 2018 – ₹201K
 - ③ 2017 – ₹193K
- Lowest Sales Year:
 - 2011 – ₹78K
- Total Sales: ₹12 lakh+

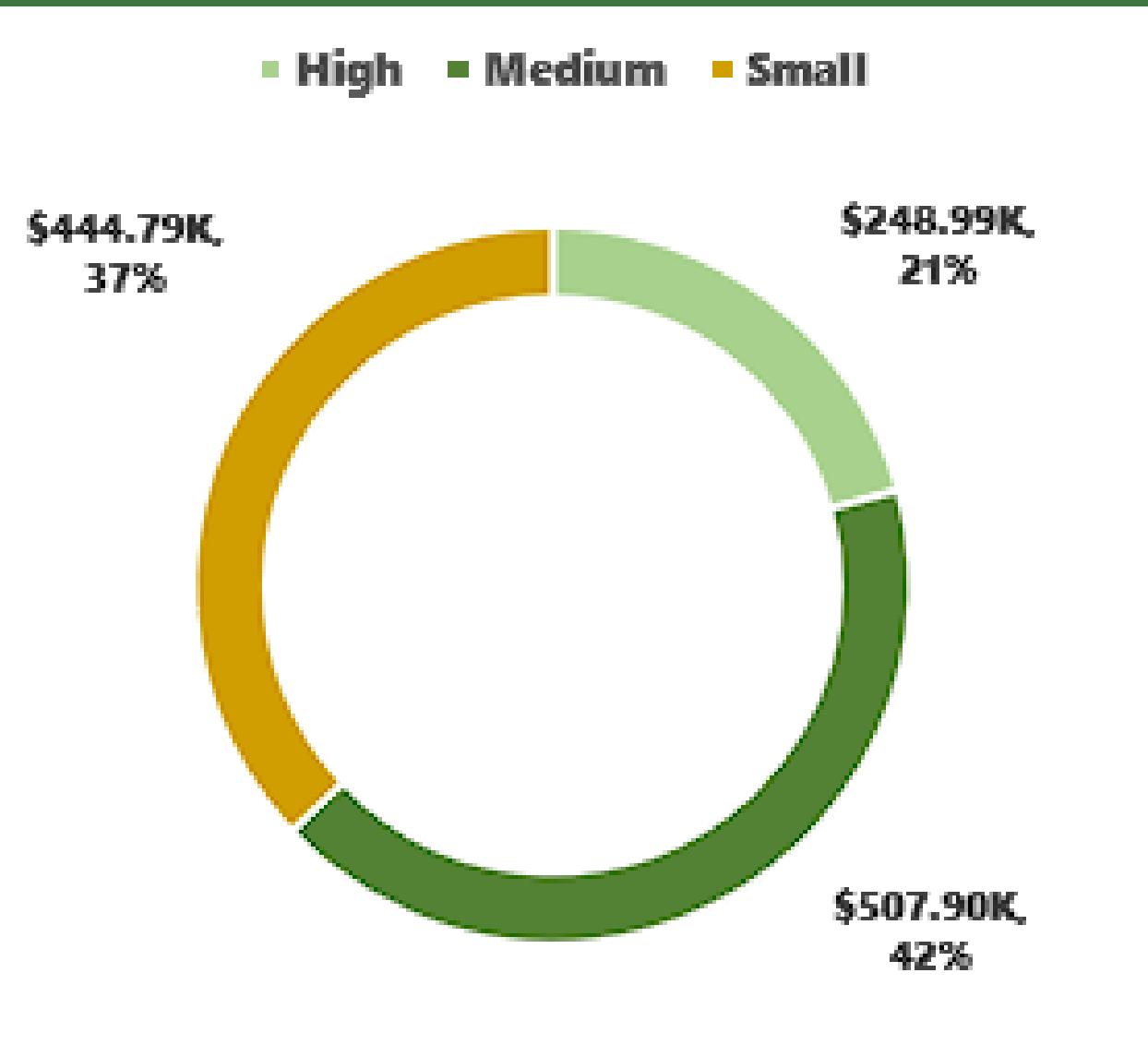
The chart shows a clear growth in sales from 2011 to 2018, with a peak around 2016–2018.

Quick Insight

Outlets opened in recent years (2016–2018) are performing better. Blinkit can focus more on newer outlets for promotions and expansion planning.

CHART 5

DATA SUMMARY



²⁴

Sales by Outlet Price

- Medium-priced outlets earned the most: ₹508K
- Small outlets earned ₹445K
- High-priced outlets earned the least: ₹249K
- Total Sales: ₹12 lakh+



The donut chart shows that Medium outlets are leading in sales, followed by Small, then High.



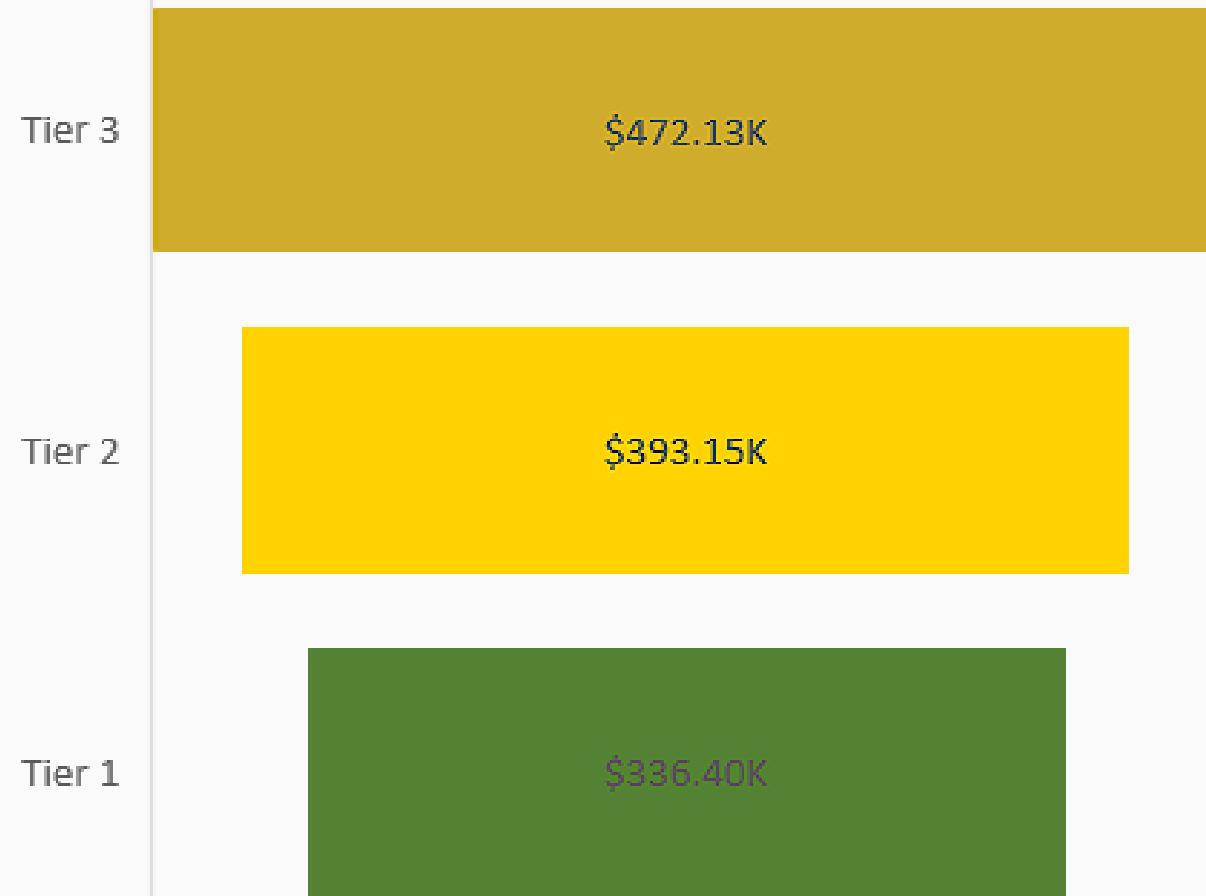
Quick Insight

Customers are buying more from Medium and Small outlets. Blinkit can focus on these outlet types for better reach and higher sales.

CHART 6

DATA SUMMARY

Outlet Location



Sales by Outlet Location

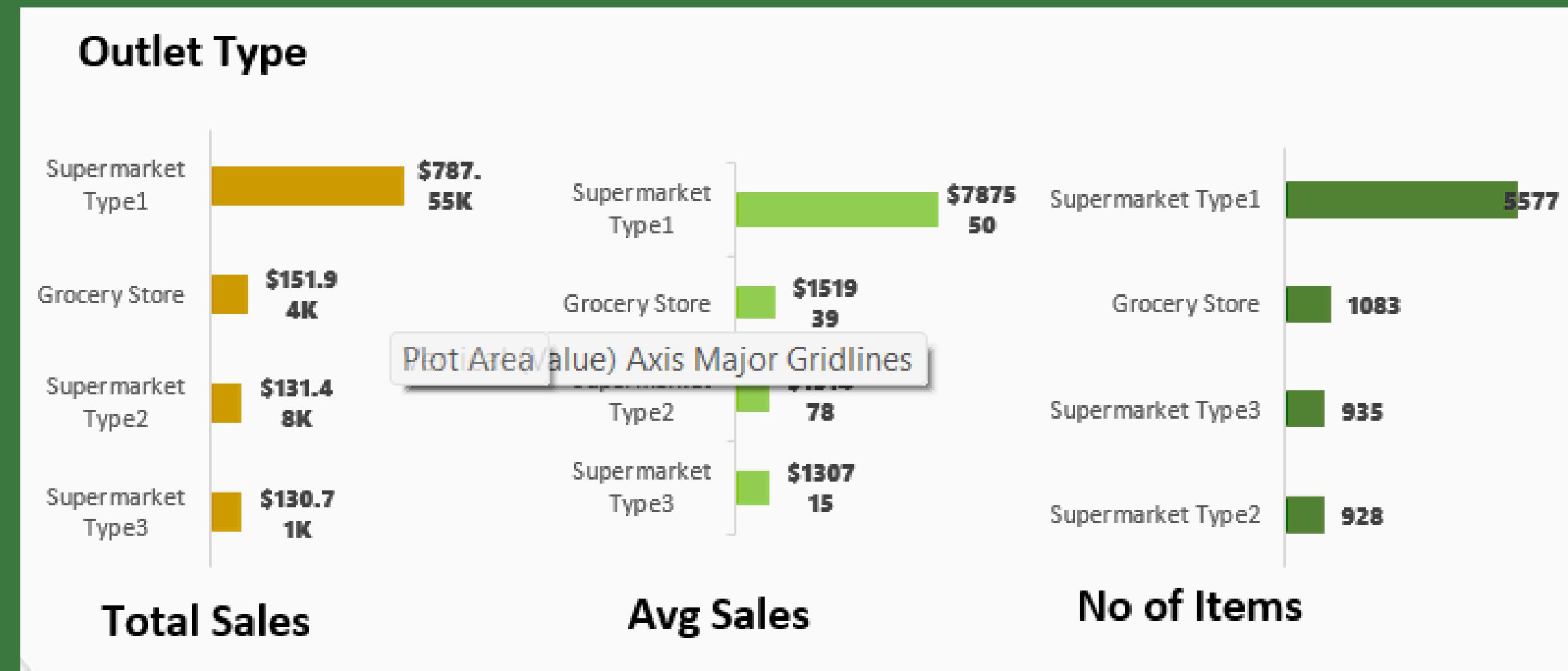
- **Tier 3 (Small towns): ₹472K – highest sales**
- **Tier 2 (Mid cities): ₹393K**
- **Tier 1 (Metro cities): ₹336K – lowest sales**
- **Total Sales: ₹12 lakh+**

The bar chart shows that Tier 3 outlets are leading in sales, followed by Tier 2 and Tier 1.

Quick Insight

Customers in small towns (Tier 3) are buying the most. Blinkit can focus more on Tier 3 locations for promotions, inventory, and growth.

CHART 7



DATA SUMMARY

²⁴

Sales by Outlet Type

Highest Sales:

Supermarket Type3 – ₹152K

Supermarket Type2 – ₹131K

Supermarket Type1 – ₹131K

Lowest Sales:

Grocery Store – ₹88K

Average Sales (per outlet):

Supermarket Type3 has the highest average

Grocery Store has the lowest average

Number of Items Sold:

All Supermarkets – 935 items each

Grocery Store – 620 items



Quick Insight

Supermarket Type3 is the top performer in both total and average sales. Grocery Stores sell fewer items and earn less. Blinkit can focus more on Supermarket Type3 for promotions and stocking.

Conclusion – Blinkit Sales Analysis

This project provided a detailed analysis of Blinkit's sales performance across multiple dimensions including item type, fat content, outlet type, location, and establishment year. Key insights revealed:

-  Low Fat items consistently outperform Regular items across all tiers and outlet types
-  Tier 3 locations (small towns) generate the highest sales, showing strong customer demand
-  Supermarket Type3 outlets lead in both total and average sales, making them ideal for expansion
-  Fruits, Snacks, and Household items are top-selling categories, while Seafood and Breakfast items lag
-  Outlets established between 2016–2018 show peak performance, indicating newer stores drive more revenue
-  Medium-sized outlets contribute the most to overall sales, followed by Small and High-priced ones

These insights can help Blinkit optimize inventory, target high-performing regions, and refine outlet strategies to boost customer satisfaction and revenue.

THANK YOU