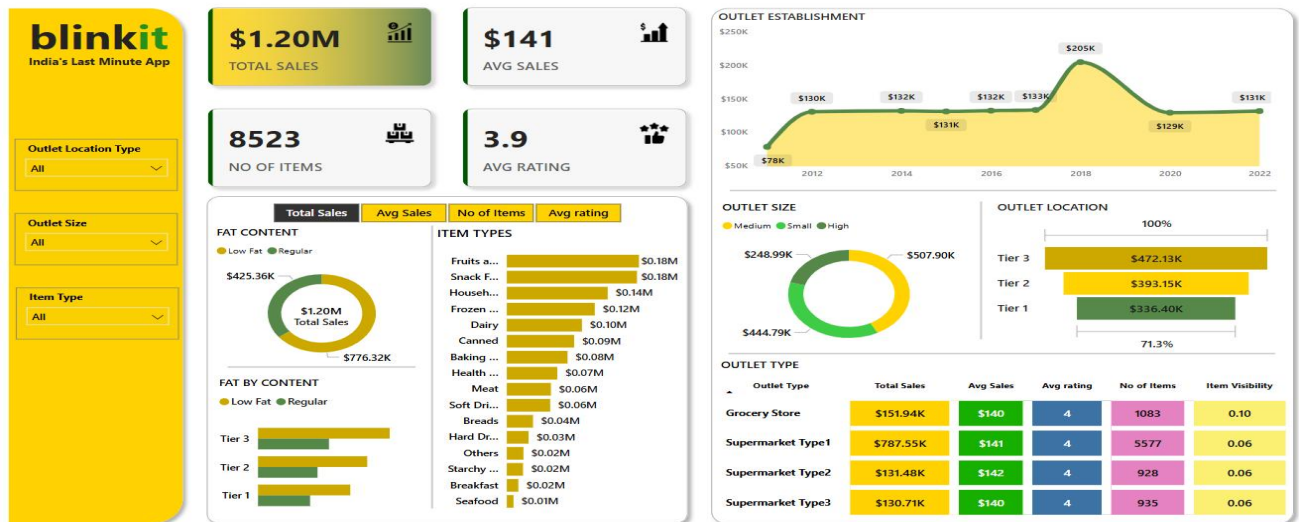


Data Story: Sales Analysis for BlinkIt Outlets

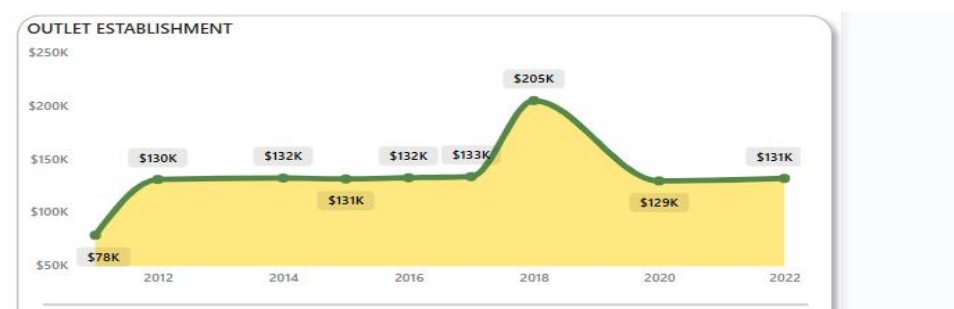


1. Overall Performance Snapshot

- Total Sales: \$1.20M
- Average Sales per Outlet: \$141
- Total Items Sold: 8,523
- Average Rating: 3.9/5

This indicates a moderately successful performance, with good sales spread across outlets but some potential for improvement in average ratings.

2. Sales Trends Over Time



- Peak Sales Year: 2018 with \$205K
- Sales have fluctuated since 2014, peaking in 2018, but slightly declining afterward.
- Latest year (2022) saw a rebound to \$131K, on par with early years.

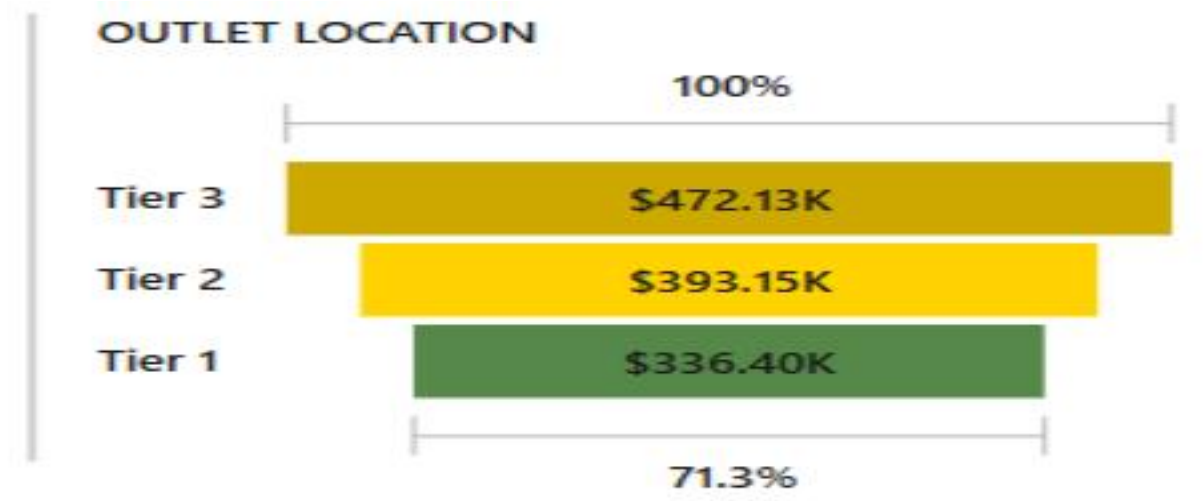
Consider exploring what led to the 2018 spike (e.g., promotions, new product lines) and replicating that strategy.

3. Outlet Type Breakdown

71.3%					
OUTLET TYPE					
Outlet Type	Total Sales	Avg Sales	Avg rating	No of Items	Item Visibility
Grocery Store	\$151.94K	\$140	4	1083	0.10
Supermarket Type1	\$787.55K	\$141	4	5577	0.06
Supermarket Type2	\$131.48K	\$142	4	928	0.06
Supermarket Type3	\$130.71K	\$140	4	935	0.06

Supermarket Type 1 is clearly the top performer. It might be your "hero" format—investing more here may yield even better returns.

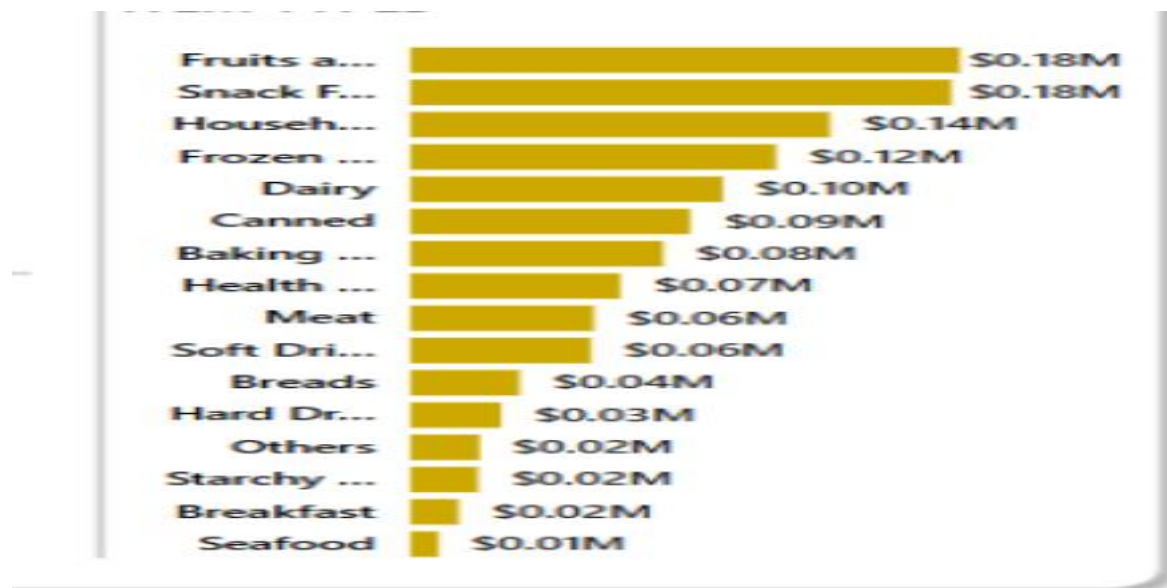
4. Outlet Location Tier



- Tier 3 Cities: \$472.13K (highest sales)
- Tier 2 Cities: \$393.15K
- Tier 1 Cities: \$336.40K

Tier 3 cities are leading in sales—a bit surprising! There's untapped potential here—consider increasing marketing and infrastructure in these areas.

5. Top Performing Product Categories



- Fruits & Vegetables, Snack Foods: ~\$180K each
- Household, Frozen, Dairy: Next in line

Fresh and essential items are driving sales. Highlighting these more (e.g., bundle offers or featured deals) could increase customer basket size.

6. Fat Content Impact



- Regular Fat Products: \$776.32K
- Low Fat Products: \$425.36K

Customers prefer regular fat content, but low-fat still has significant demand. Consider separate marketing strategies for both groups.

7. Outlet Size



- High-size outlets: \$507.90K (42%)
- Medium-size: \$444.79K
- Small-size: \$248.99K

Larger outlets drive the most revenue. If you expand, prioritize opening high-capacity outlets in Tier 3 and Tier 2 cities.

Actionable Recommendations

- Double down on **Supermarket Type 1** outlets.
- **Reinvest in Tier 3 cities**—they outperform higher-tier locations.
- Push **fresh produce and snack foods** as your flagship categories.
- Analyze what worked in **2018** to boost sales again.
- Run **targeted marketing for low-fat options**—a growing niche.