

BlinkIt Sales Analytics Dashboard

blinkit

Total_Revenue

18.58M

Average Transaction Value

2.18K

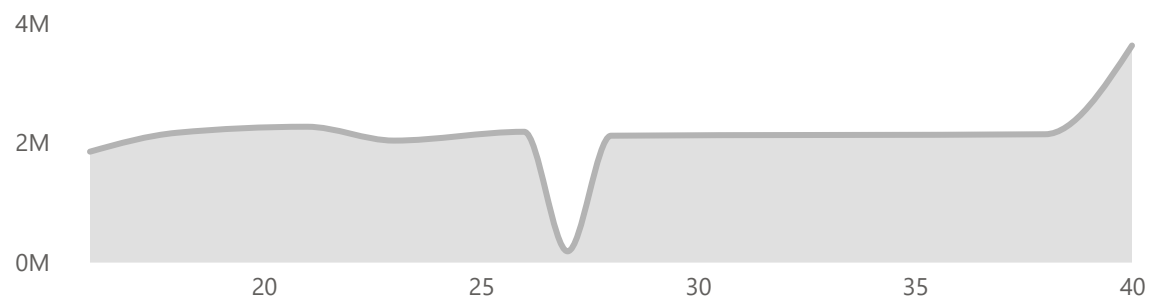
Minimum Sales

33.29

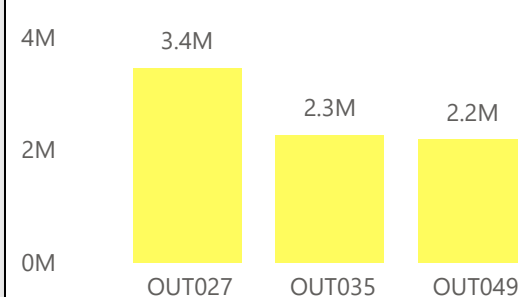
Maximum Sales

13.09K

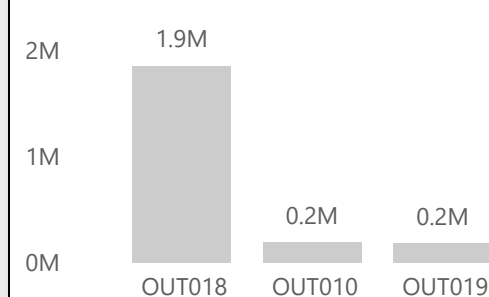
Outlet Age vs Sales performance



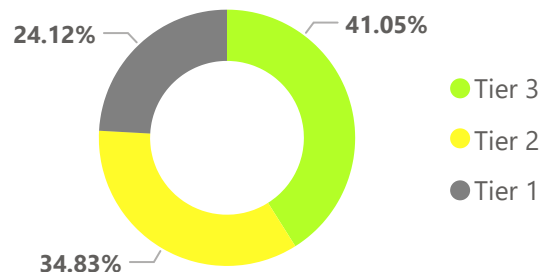
Top 3 Outlets by Sales



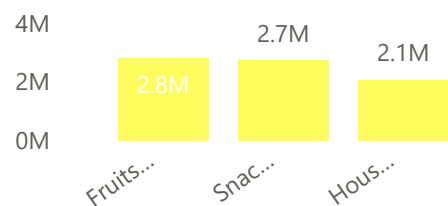
Bottom 3 Outlets by Sales



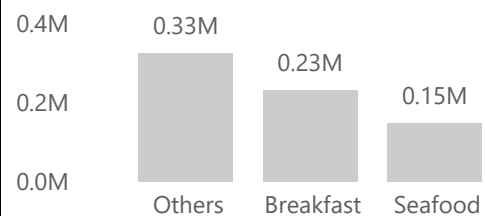
Revenue distribution by Location



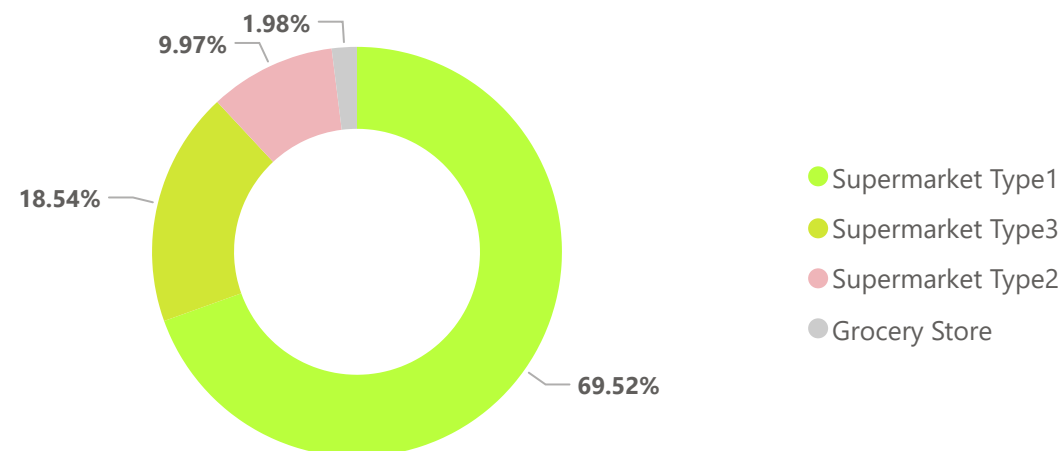
Top 3 Product Categories by Sales



Bottom 3 Product Categories by Sales



Revenue distribution by outlet type



Insights

Item_Type



All



Item_Category

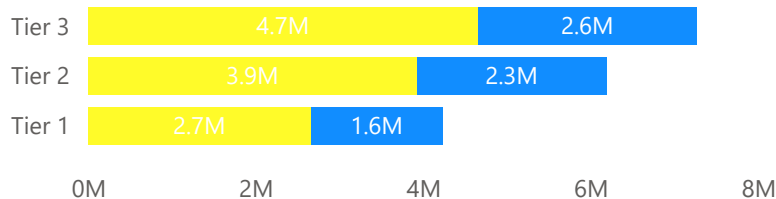


All



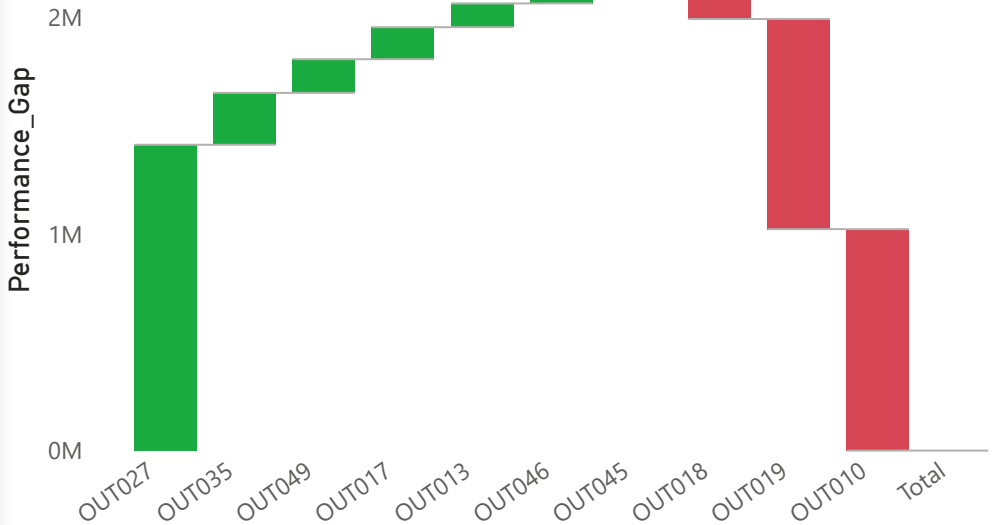
Fat Content Preference by Tier

Low Fat Regular



Item_Type	Total Sales
Fruits and Vegetables	28,20,059.82
Medium	18,45,080.27
Tier 3	8,64,047.94
Tier 2	6,45,918.55
Tier 1	3,35,113.79
Small	6,33,452.77
High	3,41,526.77
Snack Foods	27,28,351.86
Household	20,55,493.71
Frozen Foods	18,24,164.83
Dairy	15,19,140.55
Canned	14,44,151.49
Baking Goods	12,65,404.83
Health and Hygiene	10,45,200.14
Meat	9,17,565.61
Total	1,85,81,547.21

Performance Gap Analysis



Visibility Impact on Sales

