

# BlinkIt - Retail Analytics Dashboard

blinkit

Total\_Revenue

18.58M

Average Transaction Value

2.18K

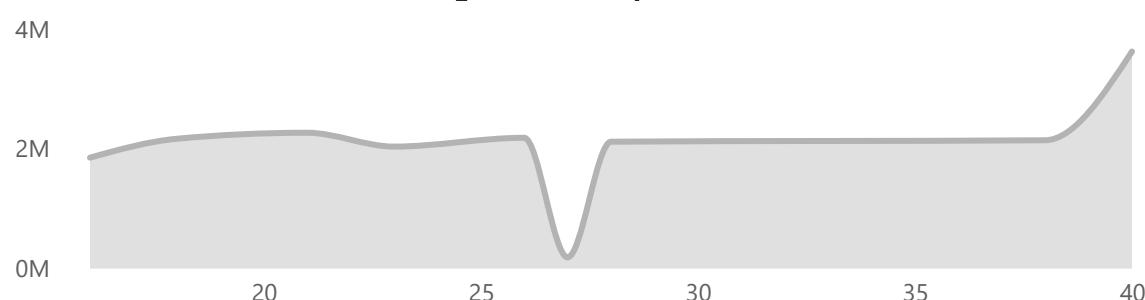
Minimum Sales

33.29

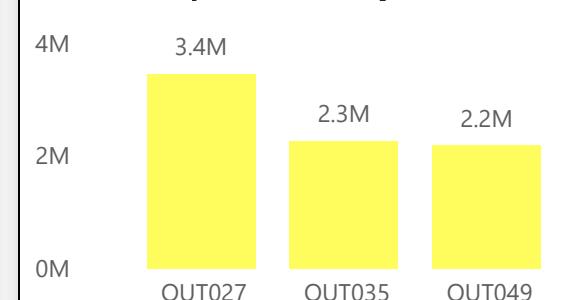
Maximum Sales

13.09K

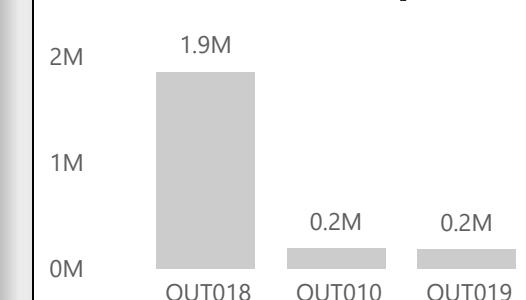
Oulet Age vs Sales performance



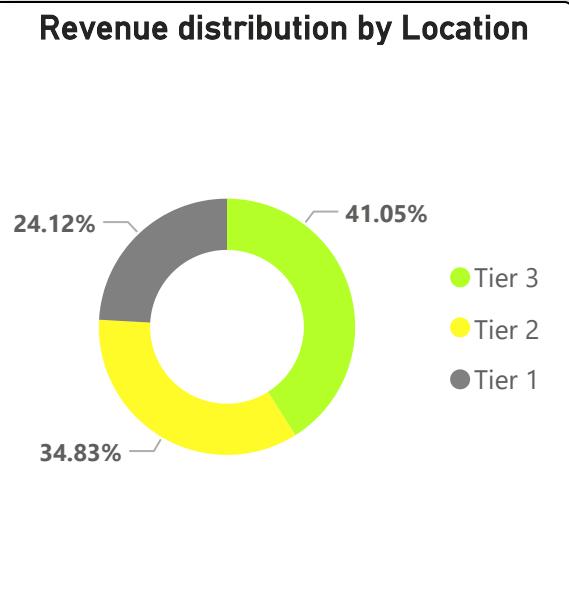
Top 3 Outlets by Sales



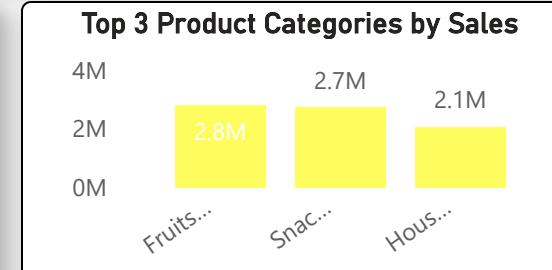
Bottom 3 Outlets by Sales



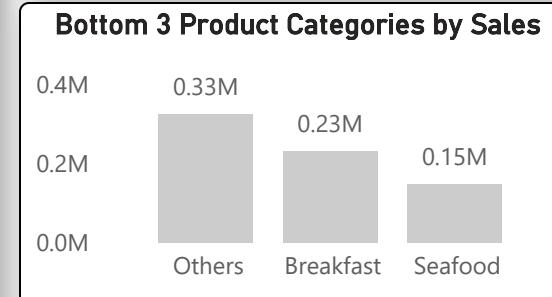
Revenue distribution by Location



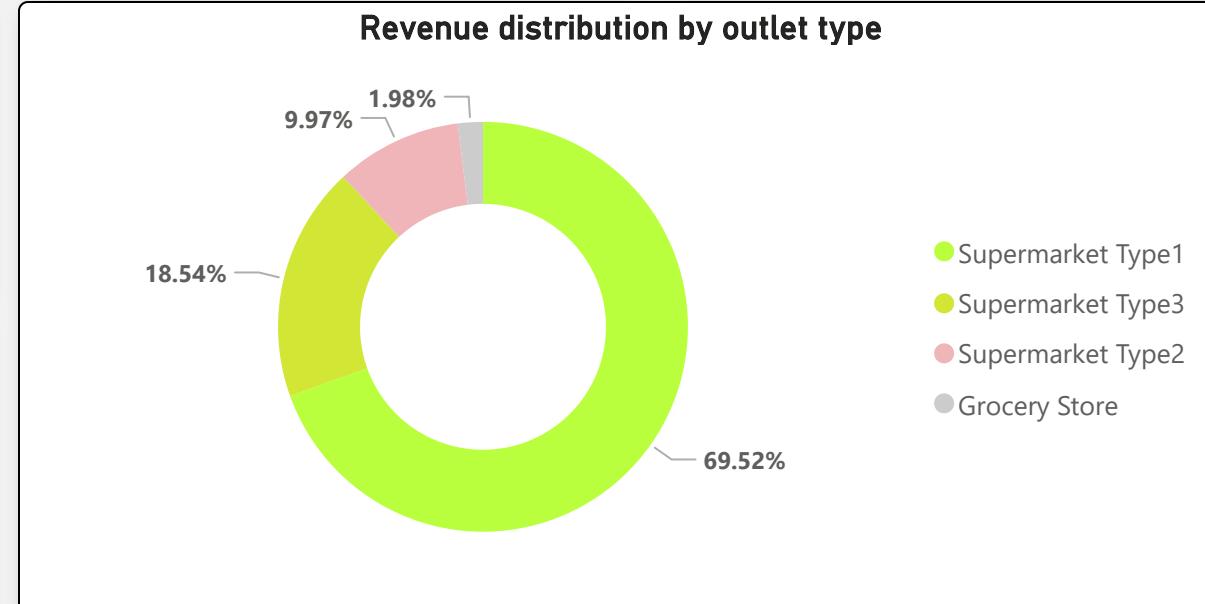
Top 3 Product Categories by Sales



Bottom 3 Product Categories by Sales



Revenue distribution by outlet type



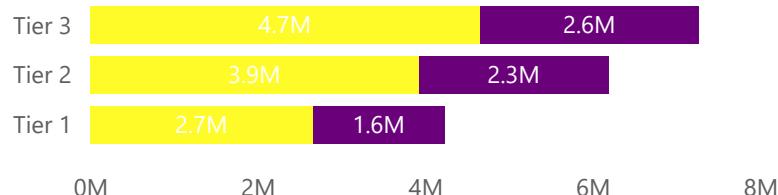
# Insights

Item\_Type

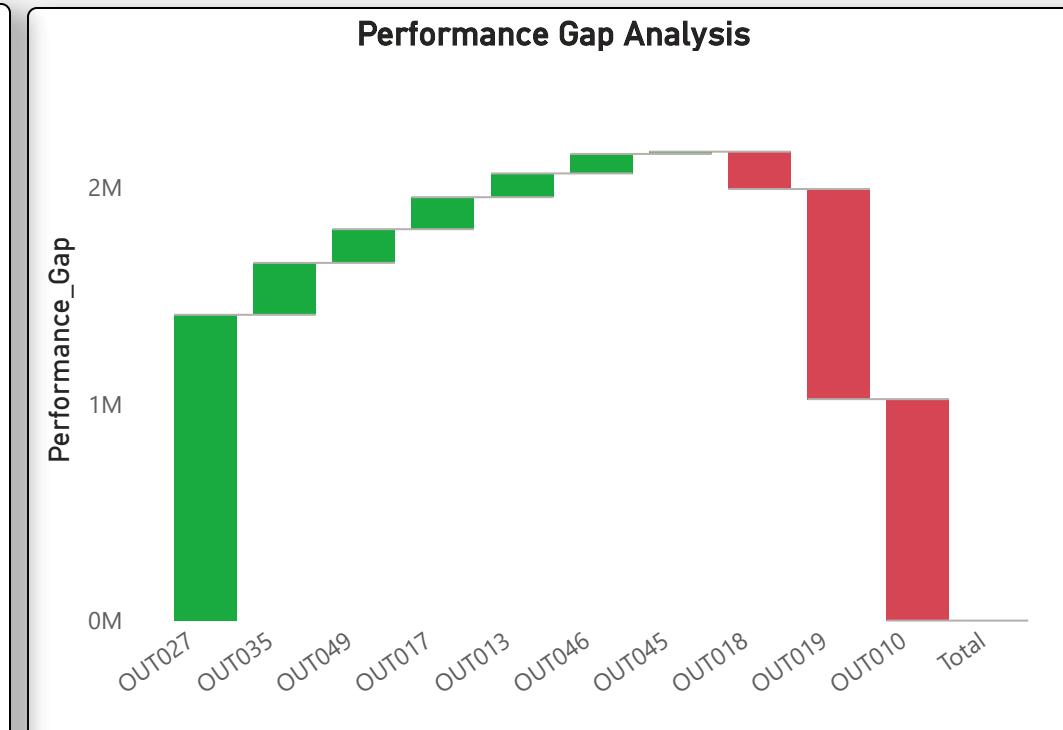
Item\_Category

## Fat Content Preference by Tier

Yellow: Low Fat | Purple: 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
<b>Total</b>	<b>1,85,81,547.21</b>



## Visibility Impact on Sales

