

# BlinkIt - Retail Analytics Dashboard

**blinkit**

Total\_Revenue

18.58M

Average Transaction Value

2.18K

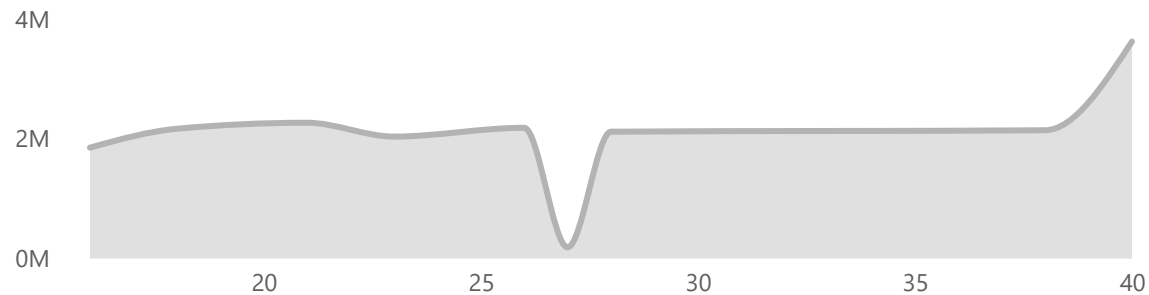
Minimum Sales

33.29

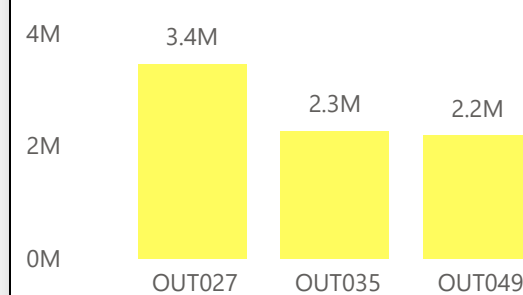
Maximum Sales

13.09K

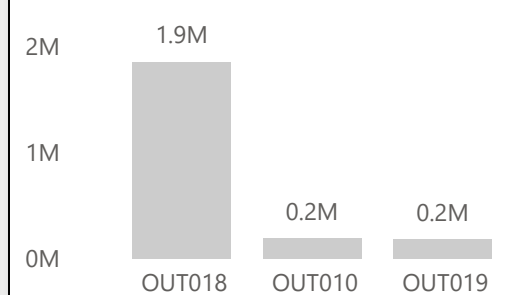
Outlet Age vs Sales performance



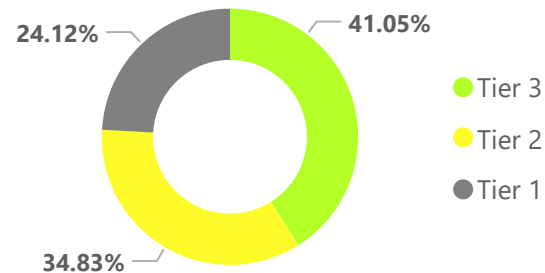
Top 3 Outlets by Sales



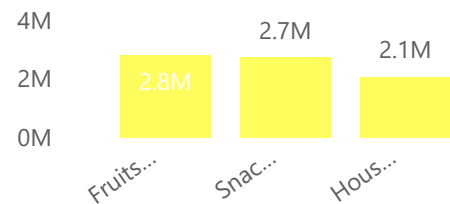
Bottom 3 Outlets by Sales



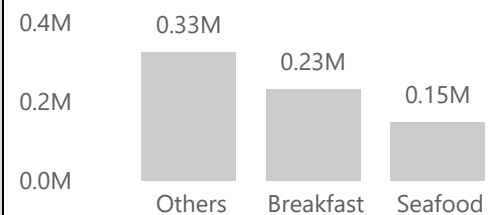
Revenue distribution by Location



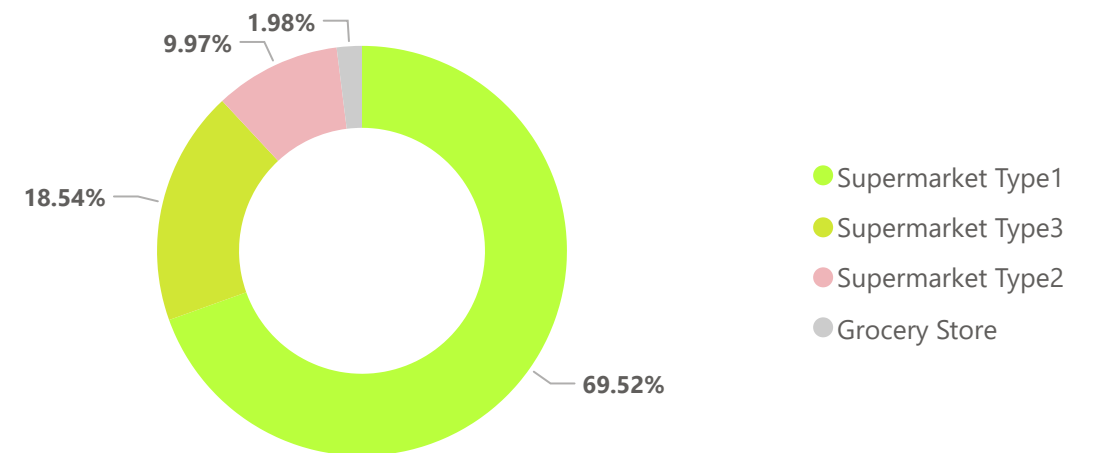
Top 3 Product Categories by Sales



Bottom 3 Product Categories by Sales



Revenue distribution by outlet type



# Insights

Item\_Type



All



Item\_Category

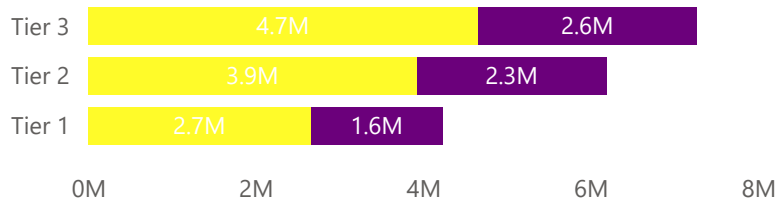


All



## Fat Content Preference by Tier

Low Fat Regular

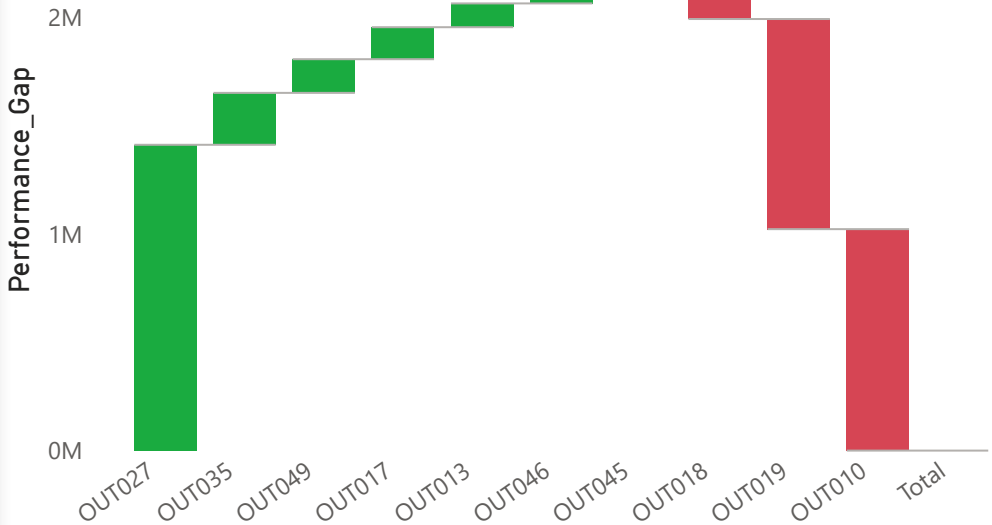


Item\_Type

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

