blinkit
India's Last Minute App

Filter Panel.

Outlet Location Type
All

Outlet Size
All

Item Type
All

$1.20M	$141
TOTAL SALES	AVERAGE SALES
8.52K	3.9
NO OF ITEMS	RATINGS

OUTLET ESTABLISHMENT

Total Sales

- $250K
- $200K
- $150K
- $100K
- $50K

$78K · $130K · $132K · $131K · $132K · $133K · $205K · $129K · $131K

Total Sales	Average Sales	No of Items	Average Ratings

Fat Content
● Low Fat ● Regular

$425.36K

$1.20M
Total Sales

$776.32K

FAT BY OUTLET
● Low Fat ● Regular

Tier	Low Fat	Regular
Tier 1	$0.78M	$0.43M
Tier 2	$0.78M	$0.43M
Tier 3	$0.78M	$0.43M

ITEM TYPE

Item	Sales
Fruits a...	$0.18M
Snack F...	$0.18M
House...	$0.14M
Frozen ...	$0.12M
Dairy	$0.10M
Canned	$0.09M
Baking ...	$0.08M
Health ...	$0.07M
Meat	$0.06M
Soft Dr...	$0.06M
Breads	$0.04M
Hard D...	$0.03M
Others	$0.02M
Starchy...	$0.02M
Breakfast	$0.02M
Seafood	$0.01M

$0.0M $0.1M $0.2M
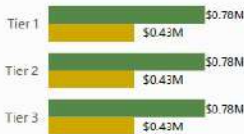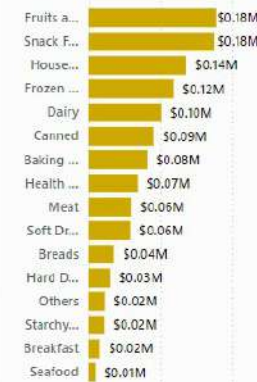
OUTLET SIZE
● High ● Medium ● Small

$1.20M ──── $1.20M

$1.20M

OUTLET LOCATION

100%

Tier	Value
Tier 3	472.13K
Tier 2	393.15K
Tier 1	336.40K

71.3%
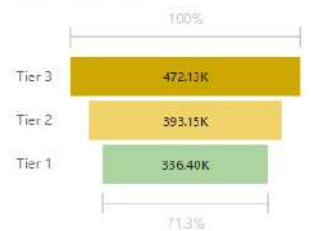
OUTLET TYPE

Outlet Type	Total Sales	No of Items	Average Sales	Average Ratings	Item Visibility
Grocery Store	$1,201.68K	8523.00	$141	3.9	0.07
Supermarket Type1	$1,201.68K	8523.00	$141	3.9	0.07
Supermarket Type2	$1,201.68K	8523.00	$141	3.9	0.07
Supermarket Type3	$1,201.68K	8523.00	$141	3.9	0.07

blinkit analysis.

Conducted comprehensive analysis of blinkit sales performance, customer satisfaction and inventory distribution to identify key insights and opportunities for optimization using various KPI's and Visualizations in Powerbi.