blinkit

Home Page

Dashboard

This interactive dashboard helps stakeholders gain insights into the sales performance of grocery products across various categories and identify key trends, top-performing products, and uncover areas of improvement.

blinkit
India's Last Minute App

Outlet Location
All

Outlet Size
All

Item Type
All

Home Page
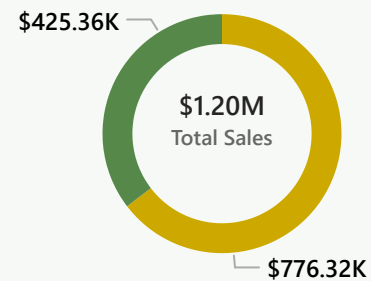
Dashboard

$1.20M
TOTAL SALES

$141
AVG SALES

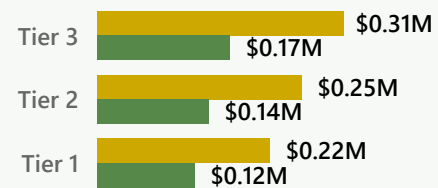## 8523
NO OF ITEMS

3.9
AVG RATING

| Total Sales | Avg Sales | No of Items | Avg Rating |

Fat Content
● Low Fat ● Regular

$425.36K

$1.20M
Total Sales

$776.32K

FAT BY OUTLET
● Low Fat ● Regular

Tier 3 — $0.31M / $0.17M
Tier 2 — $0.25M / $0.14M
Tier 1 — $0.22M / $0.12M

ITEM TYPE

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

OUTLET ESTABLISHMENT

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

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

2012 2014 2016 2018 2020 2022
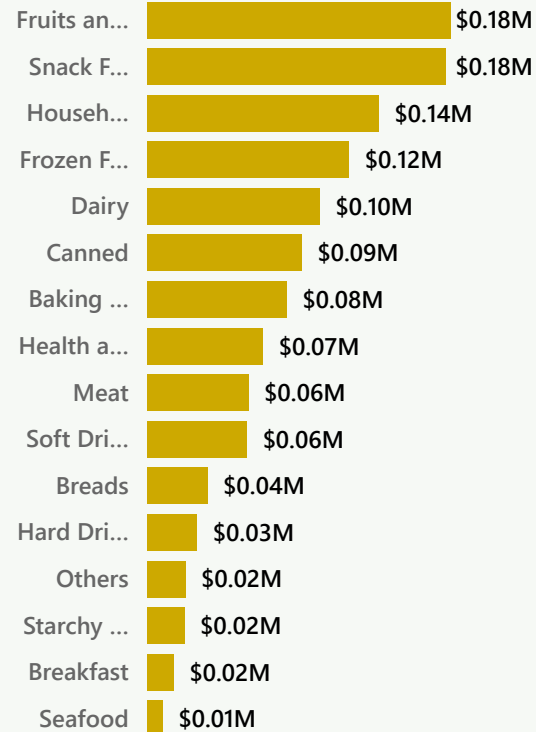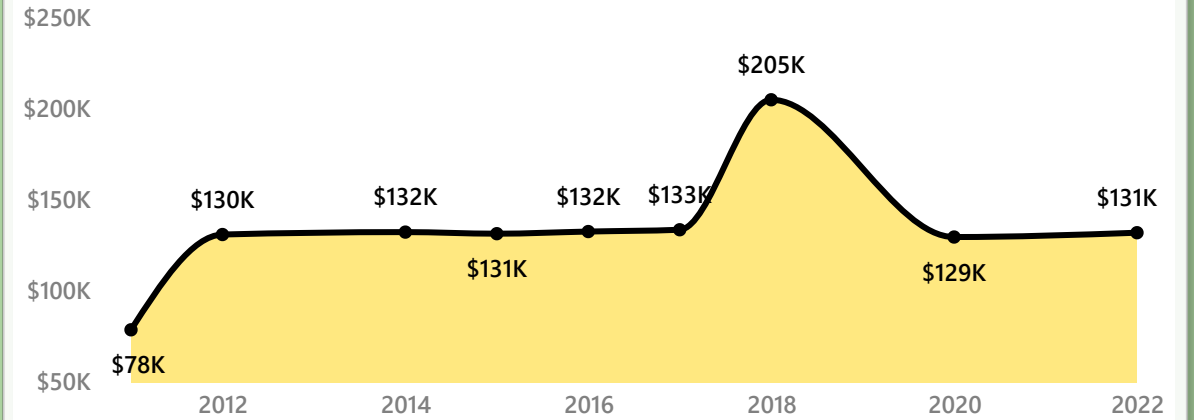
OUTLET SIZE
● Medium ● Small ● High

$248.99K
$507.90K
$444.79K

OUTLET LOCATION

100%

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

71.3%
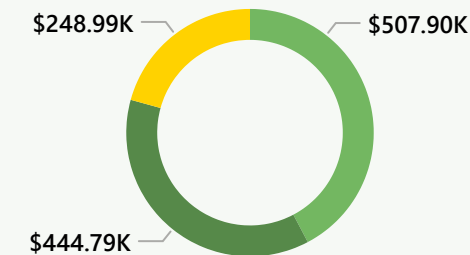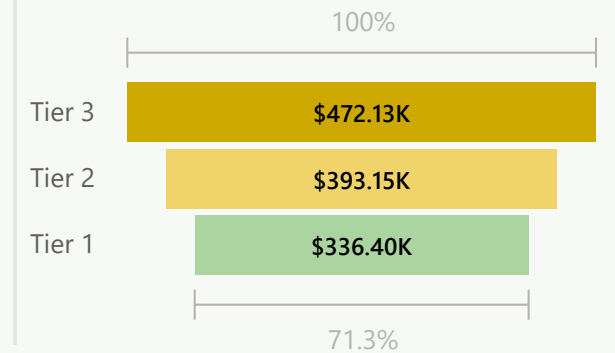
OUTLET TYPE

Outlet Type	Total Sales	No of Items	Avg Rating	Avg Sales	Item Visibility
Grocery Store	$151.94K	1083	3.93	$140	0.10
Supermarket Type1	$787.55K	5577	3.92	$141	0.06
Supermarket Type2	$131.48K	928	3.93	$142	0.06
Supermarket Type3	$130.71K	935	3.91	$140	0.06