

# Blinkit Sales Report - Business Analysis

**Title:** Blinkit Sales Report - Key Business Insights

**Subtitle:** Data-Driven Analysis for Strategic Growth

## Overview

### Objective:

To analyse key sales metrics, identify performance drivers, and uncover opportunities for improving revenue and customer satisfaction.

- **Total Sales Overview**

**Question:** What is the total sales value across all outlets?

**Answer:** \$1.20 Million

**Insight:** Strong overall revenue indicating significant market activity.

- **Top-Performing Item Type**

**Question:** Which item type generated the highest sales?

**Answer:** Fruits and Vegetables - \$178,124.1

**Insight:** High demand for perishable, everyday items.

- **Best Outlet Type by Sales**

**Question:** Which outlet type has the highest sales?

**Answer:** Supermarket Type1 - \$787.55K

**Insight:** Larger, established formats drive majority of revenue.

- **Sales by Outlet Size**

**Question:** Which outlet size contributed the most to total sales?

**Answer:** High Outlet Size - \$507,895.7

**Insight:** Bigger stores = higher product variety and customer footfall.

- **Average Rating**

**Question:** What is the average rating across all outlet types?

**Answer:** 3.9

**Insight:** Customer satisfaction is steady; opportunity to improve service.

- **Fat Content Impact**

**Question:** How does fat content impact sales?

**Answer:**

- Low Fat: \$425,320
- Regular: \$776,319.7

**Insight:** Regular items sell more, possibly due to wider variety or preferences.

- **Yearly Outlet Sales Trends**

**Question:** In which year was the peak sales performance?

**Answer:** 2018 - \$205K

**Insight:** Sales peaked in 2018; need to analyse what drove this boost.

- **Sales by Location Tier**

**Question:** Which tier performed best in sales?

**Answer:** Tier 3 - \$472.13K

**Insight:** Non-metro markets showing strong growth potential.

- **Lowest Performing Item Type**

**Question:** Which item type has the lowest sales?

**Answer:** Frozen Breakfast - \$9,077.9

**Insight:** Niche category; may require promotional push.

- **Item Visibility**

**Question:** Which outlet type has the highest item visibility?

**Answer:** Supermarket Type1 - 338.65

**Insight:** Visibility correlates with high sales; key metric to track.

- **Conclusion & Recommendations**

- Focus marketing on high-selling categories (e.g. fruits, snacks).
- Improve low-rated outlet experiences to boost ratings.
- Expand in Tier 3 locations and high-performing outlet sizes.
- Analyse 2018's peak to replicate strategies.