

blinkit

India's Last Minute App

Item Type

All

Year

All

Outlet Location Type

☐ Tier 1

☐ Tier 2

☐ Tier 3

Outlet Size

☐ High

☐ Medium

☐ Small



\$1.20M

Total Sales



\$140.99

Avg Sales



8,523

No. of Items



3.92

Avg Rating



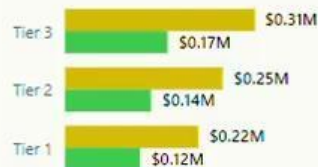
FAT CONTENT

● Low Fat ● Regular



FAT BY OUTLET

● Low Fat ● Regular



SALES BY ITEM TYPE



OUTLET ESTABLISHMENT

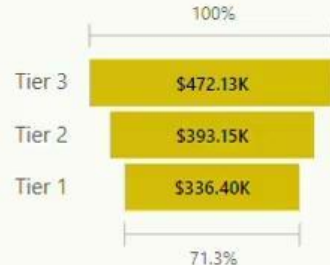


OUTLET SIZE

● Medium ● Small ● High



OUTLET LOCATION



OUTLET TYPE

Outlet Type	Total Sales	No of items	Avg Sales	Avg Rating	Item Visibility
Grocery Store	\$151.94K	1083	140.29	3.9	113.57
Supermarket Type1	\$787.55K	5577	141.21	3.9	338.65
Supermarket Type2	\$131.48K	928	141.68	3.9	56.62
Supermarket Type3	\$130.71K	935	139.80	3.9	54.80

Blinkit Sales Analysis Dashboard

blinkit

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Outlet Location ...

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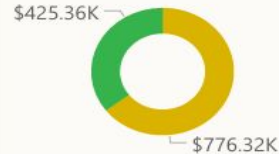
3.92

Avg Rating



FAT CONTENT

● Low Fat ● Regular

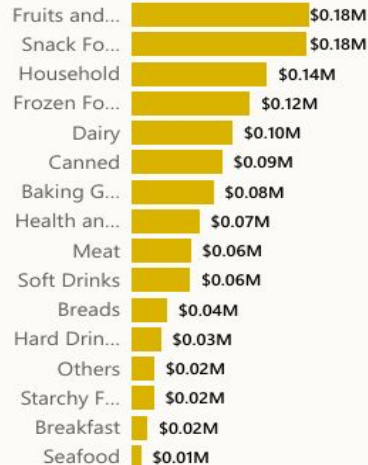


FAT BY OUTLET

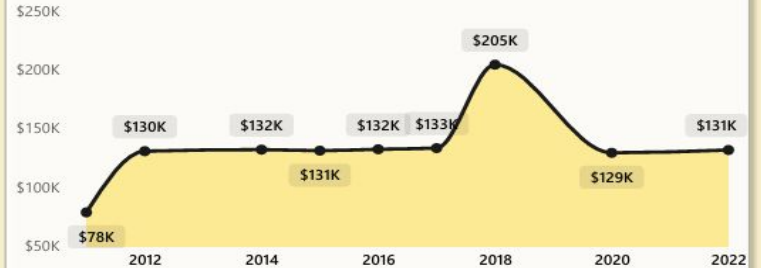
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SALES BY ITEM TYPE



OUTLET ESTABLISHMENT



OUTLET SIZE

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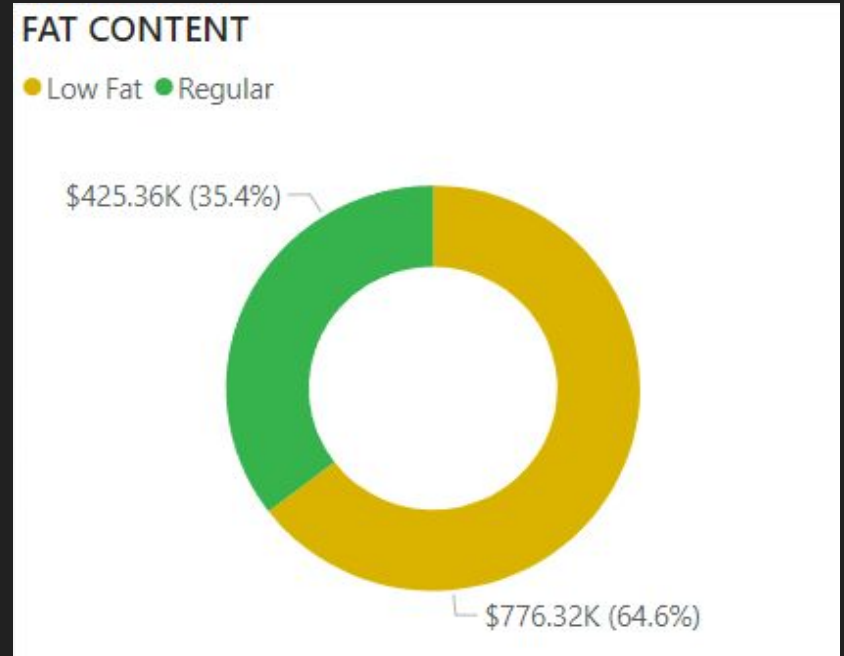
Blinkit Sales Analysis Dashboard - Key Insights

- Overall Revenue Generated: \$1.20
- Average Revenue Per Sale: \$141
- Total Count of Different Items Sold: 8,523
- Average Customer Rating for Items Sold: 3.92
- The majority of revenue comes from Fruits & Vegetables and Snacks.
- Low-fat products generate more revenue than regular ones.
- Tier 3 locations outperform other location types in revenue generation.
- Small and medium outlet sizes generate more revenue compared to High outlets size.



Impact of Sales on Fat Content:

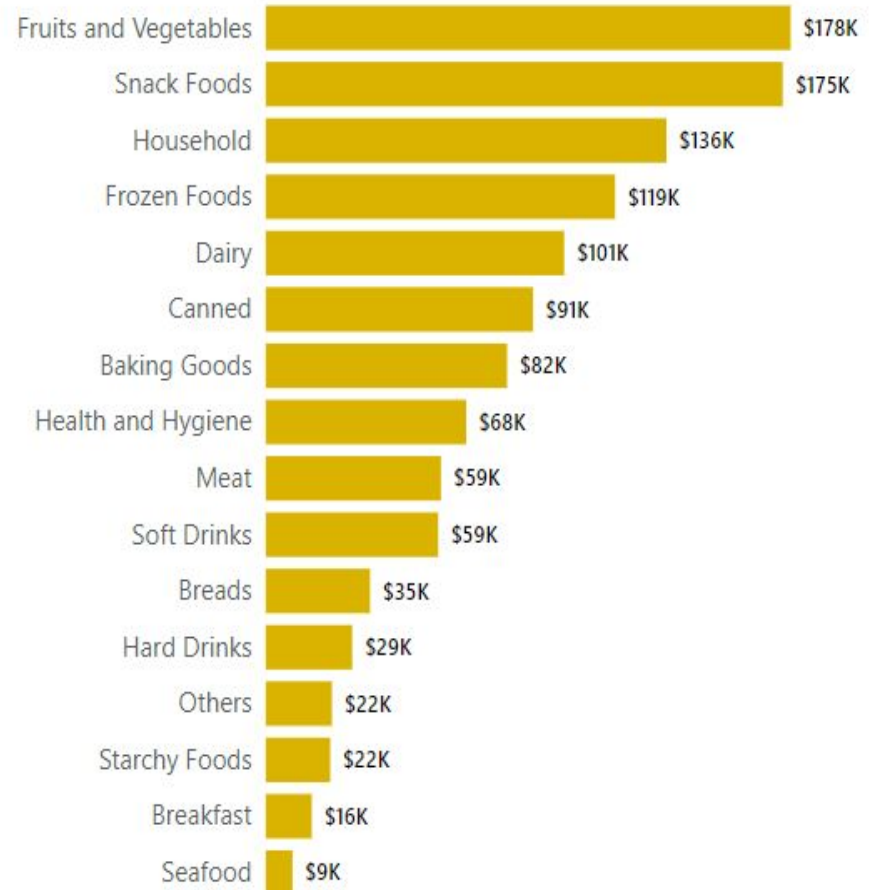
“We can see from the pie chart that almost 65% of sales are attributed to Low-Fat products.”



Most of the revenue is generated from Fruits & Vegetables and Snack Foods.

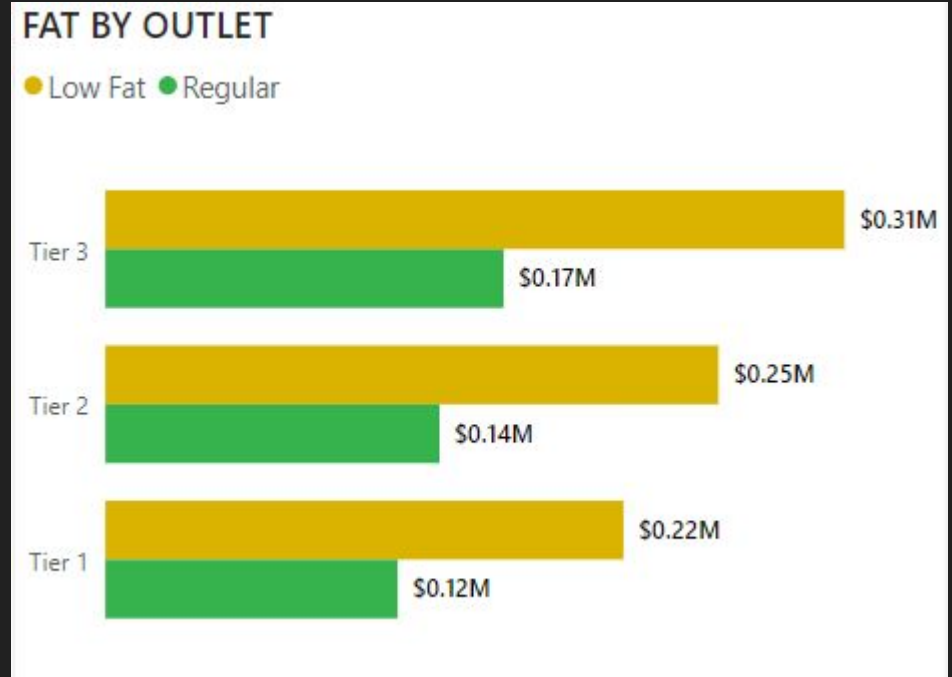
Very little revenue is generated from Seafood.

SALES BY ITEM TYPE



Fat Content By Outlet

From the bar chart, we can clearly see that Tier 3 outlets generate more revenue than others.



Sales By Outlet Size

We can see from the pie chart that high outlet sizes generate very little revenue compared to others.

