Blinkit Sales & Customer Insights

Executive Summary

This report presents a comprehensive analysis of Blinkit's grocery sales data. It explores sales trends, product and outlet performance, and customer behavior through multiple KPIs and charts. The objective is to identify key drivers of sales, highlight underperforming areas, and suggest actionable business strategies.

Dataset Description

Primary Sheet Used: BlinkIT Grocery Data

Rows: 8523, Columns: 13

Columns available: Item Fat Content, Sr No, Item Identifier, Item Type, Outlet Establishment Year, Outlet Identifier, Outlet Location Type, Outlet Size, Outlet Type, Item Visibility, Item Weight, Total Sales, Rating
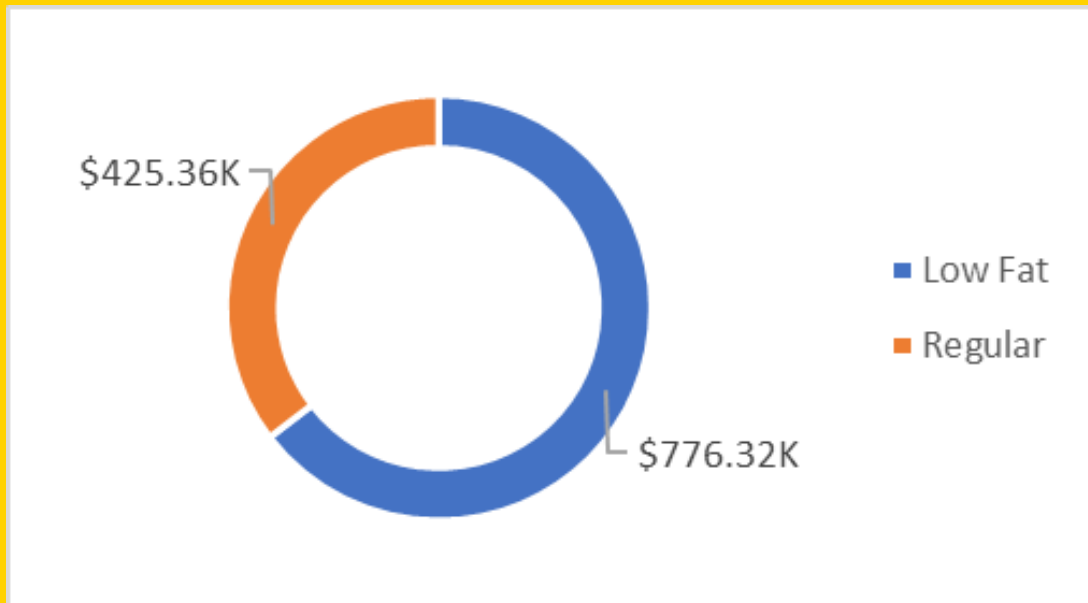
Key Performance Indicators (KPIs)

Total Sales: 1,201,681.49
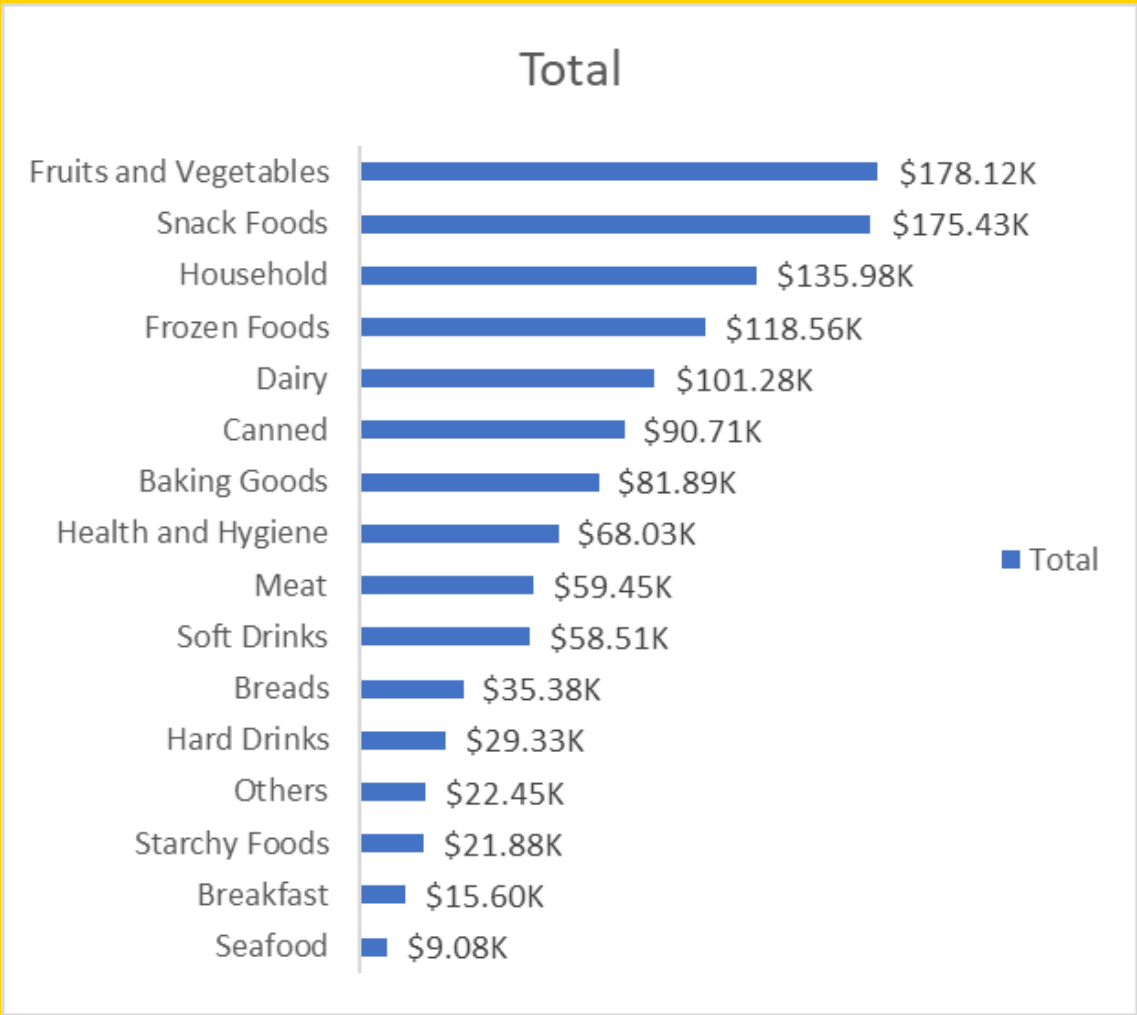
Average Sales: 140.99

Number of Unique Items: 3

Average Rating: 3.97

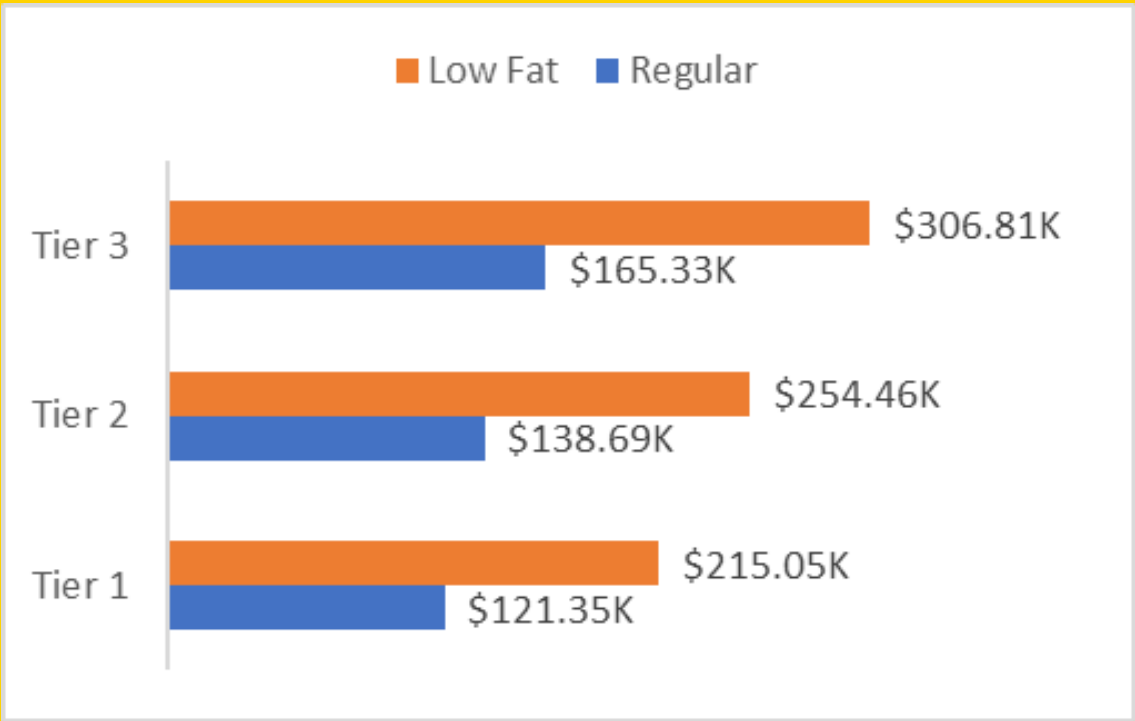## Total Sales by Fat Content

$425.36K

$776.32K

Low Fat
Regular

This chart illustrates how fat content influences sales. High-fat and low-fat categories contribute differently, suggesting customer preference patterns and potential for targeted promotions.

Total Sales by Item Type

Total

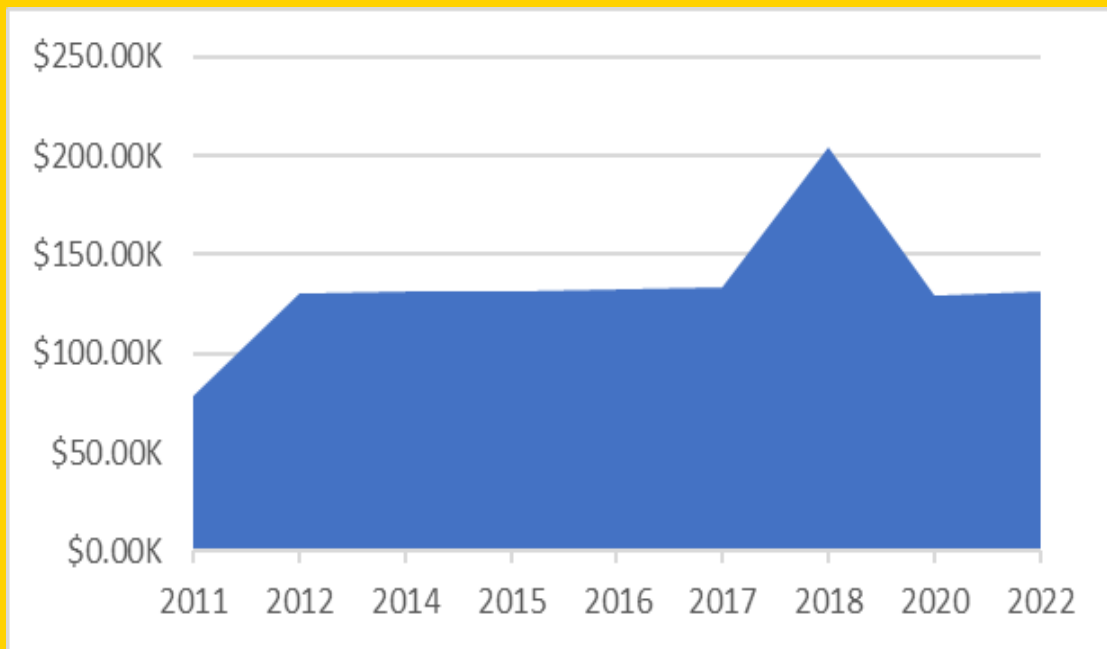| Item Type	Total
Fruits and Vegetables	$178.12K
Snack Foods	$175.43K
Household	$135.98K
Frozen Foods	$118.56K
Dairy	$101.28K
Canned	$90.71K
Baking Goods	$81.89K
Health and Hygiene	$68.03K
Meat	$59.45K
Soft Drinks	$58.51K
Breads	$35.38K
Hard Drinks	$29.33K
Others	$22.45K
Starchy Foods	$21.88K
Breakfast	$15.60K
Seafood	$9.08K

■ Total

This bar chart shows sales distribution across item categories. Top-selling categories dominate revenue contribution, while low-performing ones may need reevaluation or promotional support.

Fat Content by Outlet for Total Sales

Low Fat **Regular**

| Tier 3 | $306.81K |
| | $165.33K |

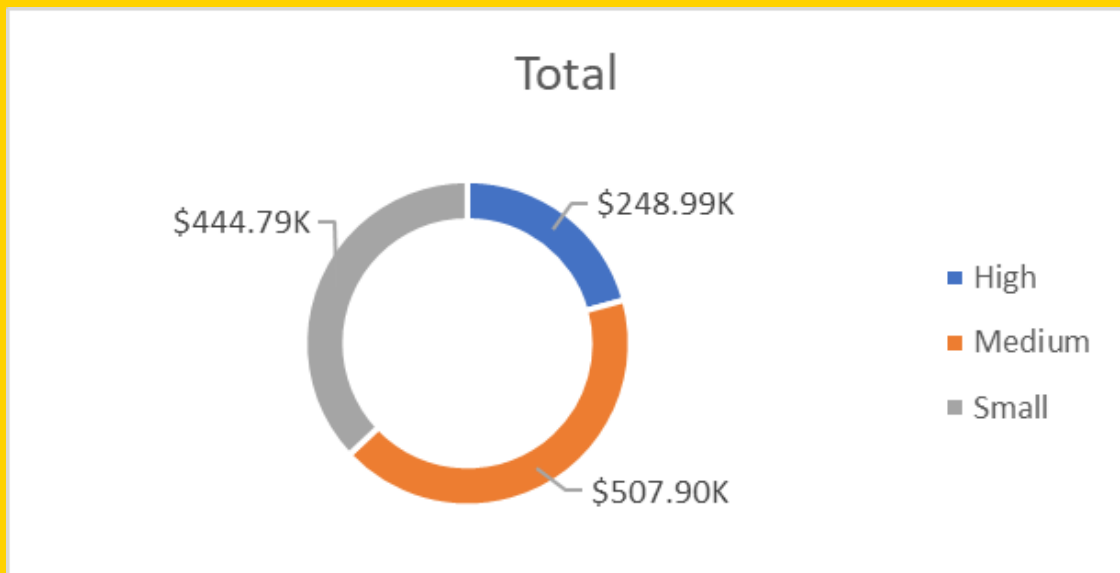| Tier 2 | $254.46K |
| | $138.69K |

| Tier 1 | $215.05K |
| | $121.35K |

This stacked chart compares sales across outlets segmented by fat content. It highlights which outlets sell more high-fat vs low-fat items, helping tailor inventory strategies.

Total Sales by Outlet Establishment

This line chart shows how outlet establishment year or type influences sales. Older or more established outlets may generate higher revenue, reflecting brand trust and customer loyalty.

Sales by Outlet Size

This pie chart shows sales distribution by outlet size. Larger outlets usually contribute more sales, but smaller outlets can be more efficient in certain locations.

Sales by Outlet Location

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

This chart compares sales across different locations. High-performing regions could be prioritized for expansion, while low-performing ones may require local marketing.

All Metrics by Outlet Type

The following table summarizes all key metrics by outlet type:

Outlet Establishment Year	Total Sales sum	Total Sales mean	Item Fat Content count	Rating mean
2011.0	78131.5666	140.7775974774774	555.0	3.977117117117117
2012.0	130476.859	140.2976987096774	930.0	3.985483870967742
2014.0	131809.015	141.4259824034335	932.0	3.949570815450644
2015.0	130942.780	140.9502477933261	929.0	3.959956942949408
2016.0	132113.369	142.0573868817204	930.0	3.958387096774193
2017.0	133103.907	143.1224806451613	930.0	3.944516129032258

2018.0	204522.257	139.7964846206425	1463.0	3.968147641831852
2020.0	129103.960	139.4211235421166	926.0	3.9816414686825055
2022.0	131477.776	141.67863836206897	928.0	3.971228448275862

This table consolidates sales, average sales, number of items, and average rating by outlet type, helping management compare performance comprehensively.

Key Findings

- Sales are influenced by product fat content and item category.

- Outlet characteristics (size, establishment year, type, location) significantly affect performance.

- Larger and older outlets generate more consistent revenue.

- Customer ratings provide useful feedback for improving item performance.

Recommendations

- Increase focus on top-selling categories while promoting underperformers.

- Optimize inventory by aligning fat content supply with outlet-level demand.

- Prioritize expansion in high-performing locations and large outlets.

- Conduct customer rating analysis to improve weaker product categories.

Conclusion

This report consolidates Blinkit's sales performance analysis across multiple dimensions. By leveraging insights from products, outlets, and customer preferences, Blinkit can drive sustainable growth, enhance customer satisfaction, and strengthen its competitive position.