**Keys Takeaway After Analysis**

**Key Takeaways from Blinkit Supermarket Sales Analysis**

1. **Total Sales Performance:**
   * The total revenue generated is approximately **1.2 million**.
   * The highest contributing product category is **Fruits and Vegetables**, followed by **Snack Foods** and **Household items**.
   * **Low Fat products** generate higher sales (**776,319.68**) compared to **Regular products** (**425,361.80**).
2. **Average Sales & Customer Rating:**
   * The **average sales per transaction** is **140**, indicating a decent basket size per customer.
   * The **average customer rating** is **4.0**, suggesting generally positive customer feedback.
3. **Sales Distribution Across Outlet Types:**
   * **Tier 3 locations** generate the highest sales (**472,133.03**), followed by **Tier 2** and **Tier 1**.
   * **Medium-sized outlets** have the highest sales contribution (**42.27%** of total sales), while **small outlets contribute 37.01%**, and **large outlets contribute 20.72%**.
4. **Outlet Establishment Year Impact:**
   * The **oldest outlets (established in 1998 and 2000)** generate the highest sales, indicating that longer-established outlets may have more loyal customer bases.
   * Outlets established in **2011 and 2020** have the lowest sales, which could be due to lower footfall or market penetration.
5. **Impact of Fat Content on Sales:**
   * Sales of **Low Fat items** are nearly **double** that of **Regular fat items**.
   * This trend suggests that customers are leaning towards healthier options.
6. **Sales by Outlet Location:**
   * **Geographically, Tier 3 locations lead in total sales**, indicating a high demand in less urbanized areas.
   * **Tier 1 locations have the lowest sales**, possibly due to higher competition or smaller store footprints.