



# Blinkit Sales Performance Analysis

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# Introduction

Blinkit is a quick-commerce platform that delivers groceries and other essentials within minutes. The company operates in major cities across India and leverages technology to optimize its delivery network and ensure fast and reliable service.

This analysis is crucial to understand the current state of Blinkit's sales performance and identify areas for improvement. It will provide insights into key metrics like overall sales, item visibility, and customer satisfaction. By understanding these aspects, Blinkit can make data-driven decisions to optimize its operations and drive business growth.

The analysis will offer valuable insights to guide Blinkit in areas like product assortment, pricing strategies, marketing campaigns, and delivery efficiency. Ultimately, this analysis will help Blinkit enhance its customer experience, improve operational efficiency, and achieve sustainable growth in the competitive quick-commerce market.

# Objective

1

## Blinkit's Growth Trajectory

Blinkit, a leading hyperlocal delivery platform, has experienced rapid growth in recent years.

2

## Comprehensive Analysis

We aim to provide a thorough understanding of Blinkit's sales performance through data-driven insights.

3

## Key Areas of Focus

Our analysis delves into various aspects, including overall sales, outlet distribution, and customer satisfaction.



# Overall Sales Performance

## Total Sales

\$1.20M in total sales across all outlet types and locations.

## Average Sales

\$141 average sale per transaction, indicating moderate purchase values.

## Number of Items

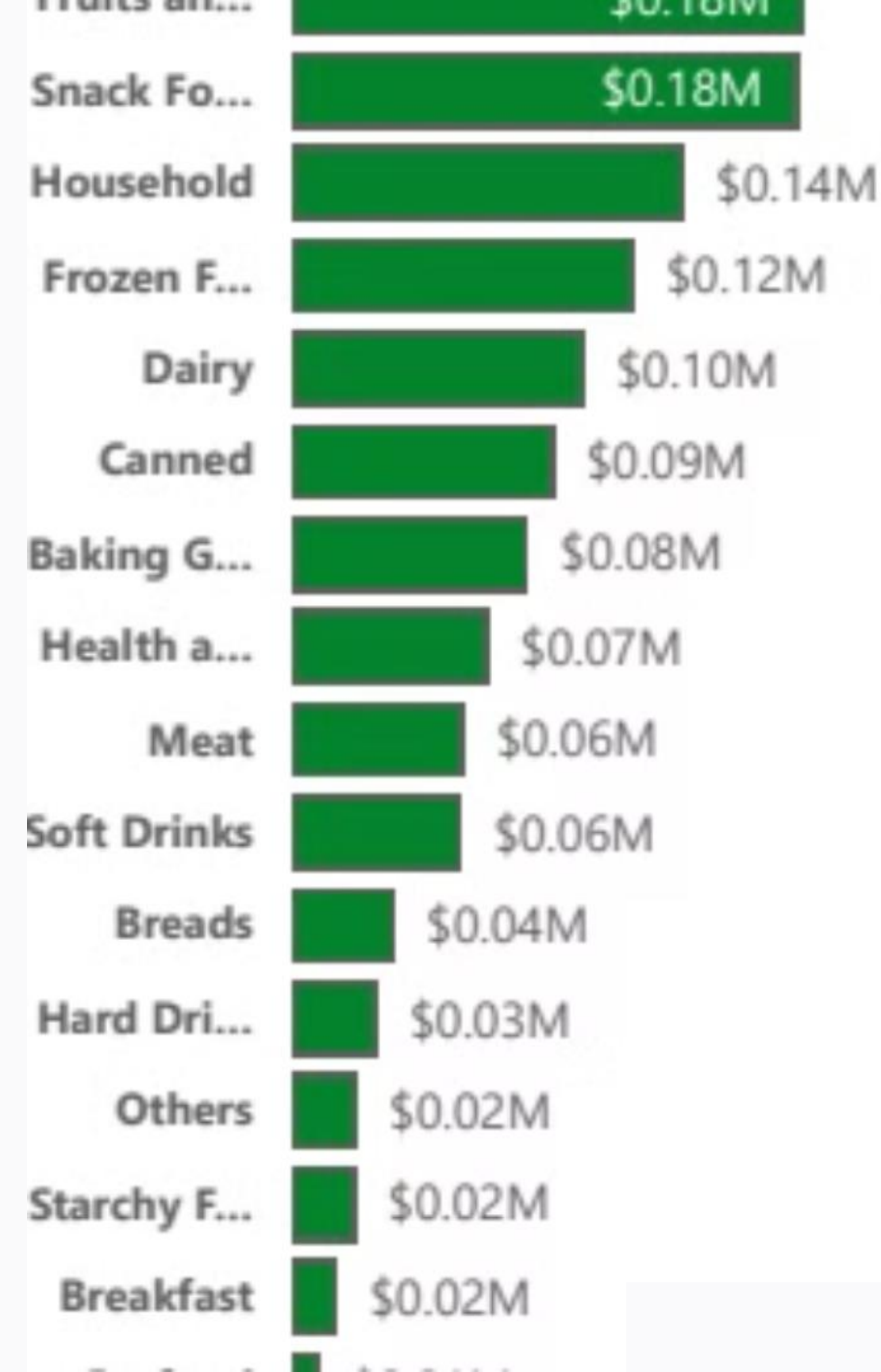
8,523 unique items sold, showcasing a diverse product range.

## Average Rating

3.9 out of 5, suggesting generally positive customer satisfaction.

# Fat Content Distribution

- 1 Low Fat Dominance  
Low fat products constitute the majority of sales across all outlet types.
- 2 Health Consciousness  
This trend suggests a growing consumer preference for healthier food options.
- 3 Marketing Opportunity  
Potential to further promote and expand the low-fat product range.







# Item Visibility Analysis

1

## Grocery Store

Highest item visibility at 0.10, potentially due to smaller store size.

2

## Supermarket Types

Consistent item visibility of 0.06 across all supermarket types.

3

## Optimization Opportunity

Room for improvement in product placement and visibility in larger store formats.

# Dashboard



# Tools and Features

**Outlet Location Type**  

All

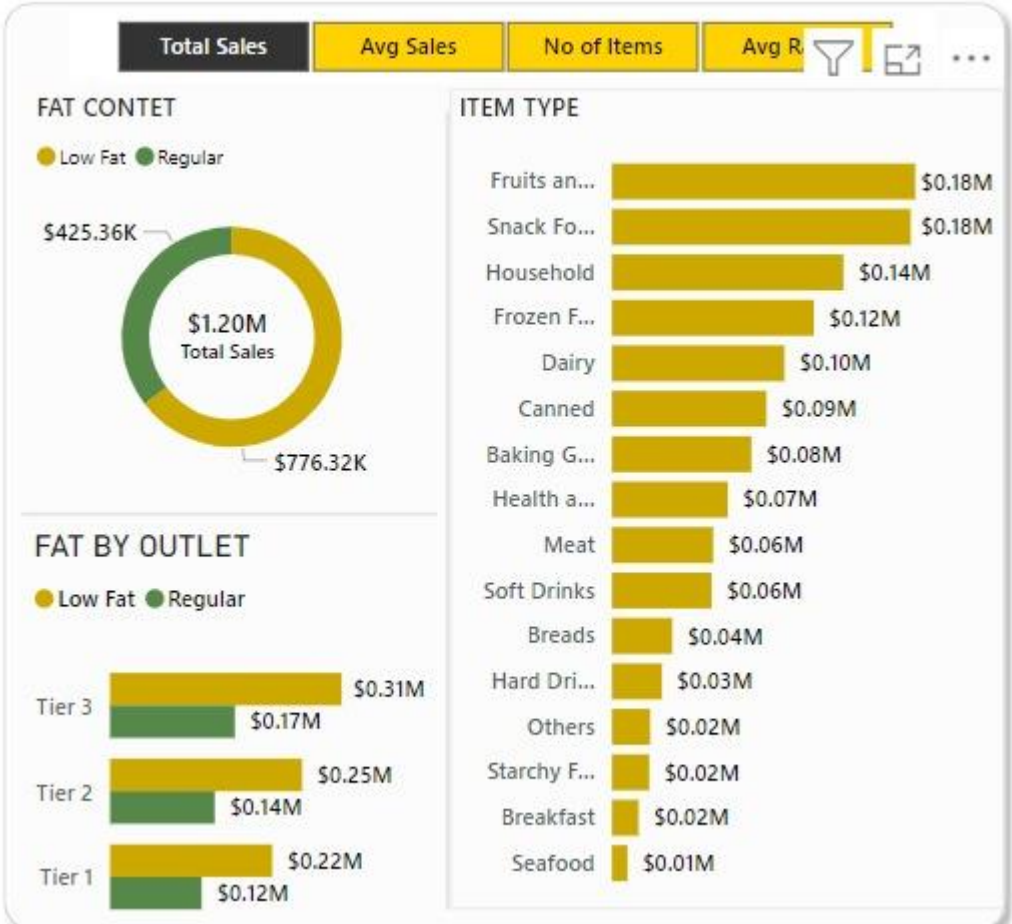
**Outlet Size**  

All

**Item Type**  

All

Global filters to easily view customized data factors



Slicers for viewing categorized sales statistics based on fat content



# Customer Satisfaction Insights



## Consistent Ratings

Average rating of 3.9 across all outlet types indicates uniform customer satisfaction.



## Room for Improvement

Opportunity to enhance customer experience to achieve higher ratings.



## Targeted Strategies

Implement focused improvements to push ratings above 4.0 across all outlets.

# Key Takeaways and Recommendations

1

Focus on Supermarket Type1

Highest total sales and item count. Optimize this format for maximum growth.

2

Enhance Item Visibility

Improve product placement strategies, especially in larger store formats.

3

Expand Low-Fat Options

Capitalize on the trend towards healthier choices by increasing low-fat product offerings.

4

Improve Customer Experience

Implement targeted strategies to boost average ratings above 4.0 across all outlets.

# Conclusion

The analysis of Blinkit's sales performance reveals key opportunities for growth and improvement. To maximize operational efficiency and customer satisfaction, Blinkit should focus on optimizing Supermarket Type 1 outlets, which have demonstrated the highest sales potential, while enhancing the visibility of underperforming categories like Seafood and Breakfast items. Expanding the range of low-fat products, which are already popular, can cater to the increasing demand from health-conscious consumers. Additionally, improving the overall customer experience, with a focus on elevating the average rating from 3.9 to 4.5, will help drive customer loyalty and long-term business success.



THANK YOU

