

# Blinkit Sales Performance Analysis Report



This report presents a comprehensive performance analysis of Blinkit's sales data. It includes key performance indicators such as total sales, average sales per outlet, number of items sold, and customer ratings. The visual dashboard illustrates important insights including outlet establishment trends over time, outlet size performance, and distribution of sales by item type and location tiers.

Key Highlights: - **Total Sales:** \$1.20M across all categories and outlets. - **Average Sales per Outlet:** \$141. - **Number of Items:** 8,523 items sold. - **Average Customer Rating:** 3.9/5. - **Highest Performing Outlet Type:** Supermarket Type1. - **Top Location Tier by Sales:** Tier 3 with \$472.13K.

Overall, the analysis shows strong performance across Tier 3 outlets and larger-sized stores. The report suggests focusing on maintaining outlet consistency and optimizing item visibility to further enhance sales and customer satisfaction.