blinkit
India's Last Minute App

FILTER PANEL

Outlet Location Type
All

Outlet Size
All

Item Type
All

Developed by
Shubham Jaiswal

$1.20M
TOTAL SALES

$141
AVG SALES

8523
NO OF ITEMS

3.9
AVG RATING

OUTLET ESTABLISHMENT

$250K
$200K
$150K
$100K
$50K

$78K $130K $132K $131K $132K $133K $205K $129K $131K

2012   2014   2016   2018   2020   2022

| Total Sales | Avg Sales | No of Items | Avg Rating |

FAT CONTENT
● Low Fat ● Regular

$425.36K

$1.20M
Total Sales

$776.32K
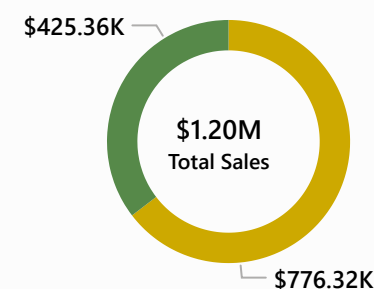
FAT BY OUTLET
● Low Fat ● Regular

Tier 3 $0.31M / $0.17M
Tier 2 $0.25M / $0.14M
Tier 1 $0.22M / $0.12M

ITEM TYPE

Fruits a...	$0.18M
Snack F...	$0.18M
Househ...	$0.14M
Frozen ...	$0.12M
Dairy	$0.10M
Canned	$0.09M
Baking ...	$0.08M
Health ...	$0.07M
Meat	$0.06M
Soft Dri...	$0.06M
Breads	$0.04M
Hard D...	$0.03M
Others	$0.02M
Starchy...	$0.02M
Breakfast	$0.02M
Seafood	$0.01M
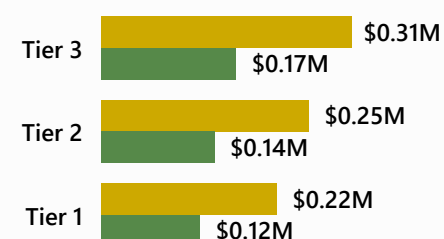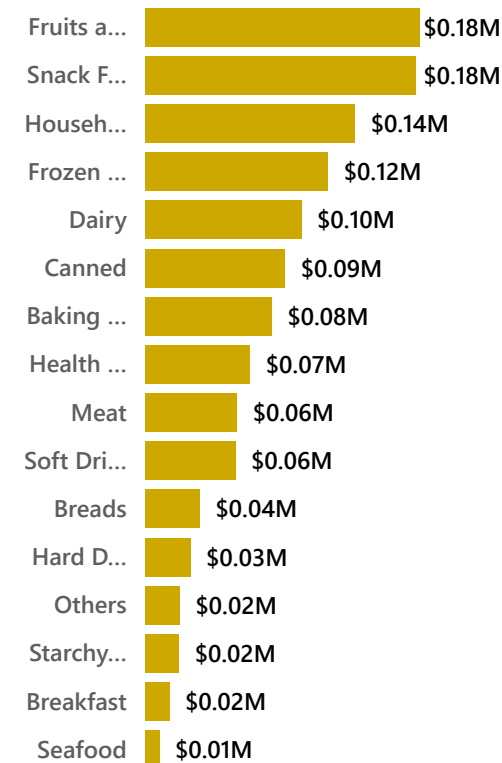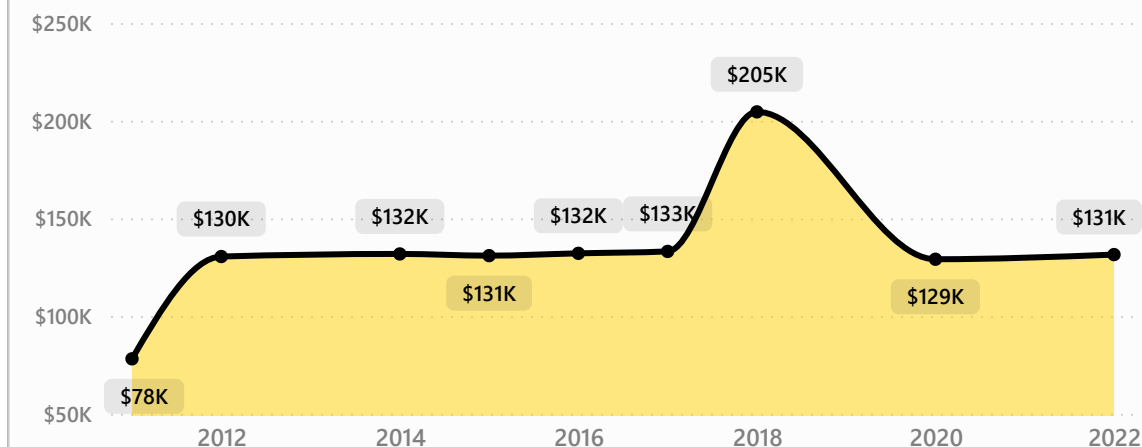
OUTLET SIZE
● Medium ● Small ● High

$248.99K $507.90K

$444.79K

OUTLET LOCATION
100%

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

71.3%
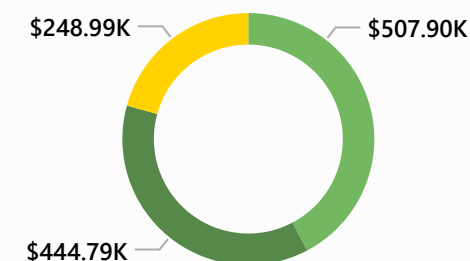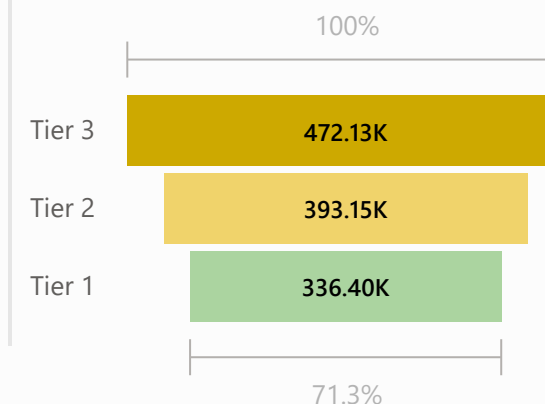
OUTLET TYPE

Outlet Type	Total Sales	No of Items	Avg Sales	Avg Rating	Item Visibility
Supermarket Type2	$131.48K	928	$142	4	0.06
Grocery Store	$151.94K	1083	$140	4	0.10
Supermarket Type1	$787.55K	5577	$141	4	0.06
Supermarket Type3	$130.71K	935	$140	4	0.06