

blinkit

India's Last Minute App

Outlet Location T...

All

Outlet Size

All

Item Type

All



Developed by
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\$1.20M

TOTAL SALES



\$141

AVG SALES



8523

NO OF ITEMS



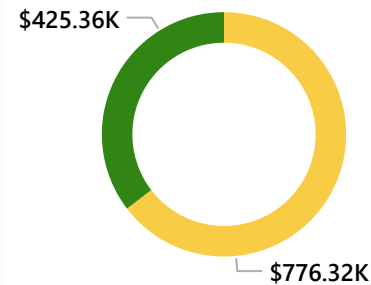
3.9

AVG RATING



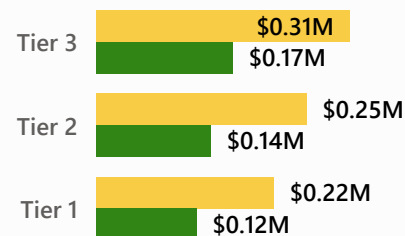
FAT CONTENT

Low Fat Regular

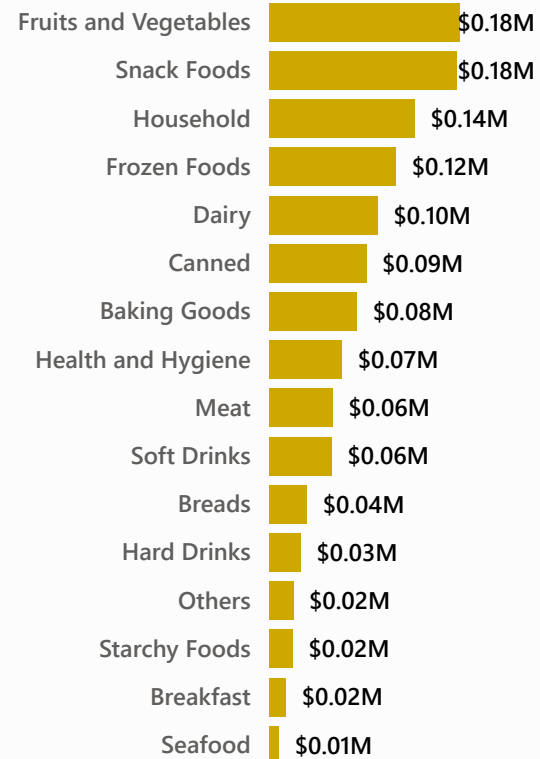


FAT BY OUTLATE

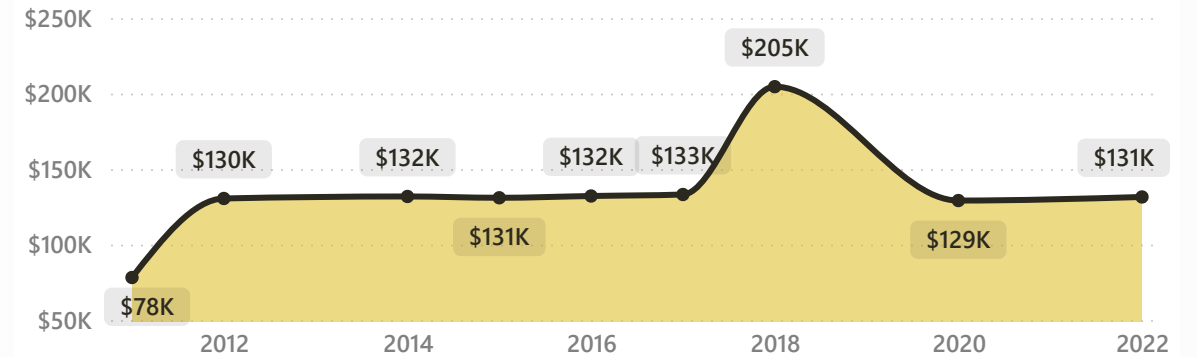
Low Fat Regular



ITEM TYPE

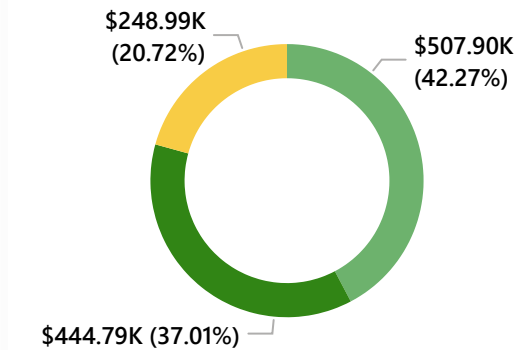


OUTLATE ESTABLISHMENT

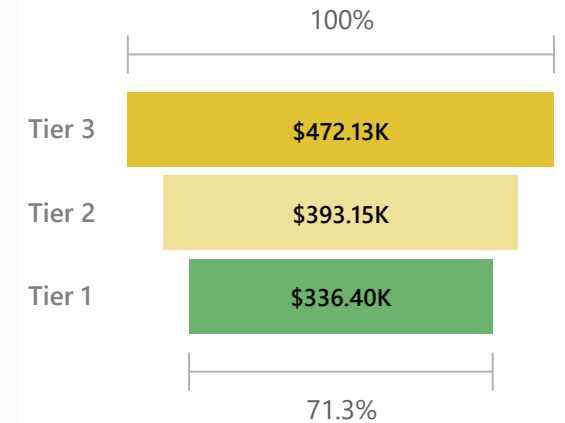


OUTLET SIZE

Medium Small High



OUTLET LOCATION



OUTLET TYPE

Outlet Type	Sales	No of Items	Avg Sales	Rating	Item Visibility
Supermarket Type1	787.55K	5577	\$141	3.92	0.06
Grocery Store	151.94K	1083	\$140	3.93	0.10
Supermarket Type3	130.71K	935	\$140	3.91	0.06
Supermarket Type2	131.48K	928	\$142	3.93	0.06



📌 Key Findings:

1. Top Metrics:

- **Total Sales:** \$1.20 million in total sales generated.
- **Average Sales:** \$141 in average sales value per transaction.
- **Number of Items:** 8523 total items sold.
- **Average Rating:** 3.9 average customer rating.

2.Fat Content Analysis:

- **Regular vs. Low Fat:** Regular fat products dominated sales with \$776.32K, compared to \$425.36K for low fat products. This insight can guide inventory and marketing strategies towards high-demand items.

3.Sales by Outlet:

- **Fat Content by Outlet Tier:** Tier 3 stores led in sales for both regular and low-fat products, possibly due to their strategic location, customer base, or effective promotion strategies.

4.Item Type Sales:

- **Top-Selling Categories:** Fruits and Vegetables, Snack Foods, and Household items each generated \$0.18M in sales. These popular categories can inform stocking and promotional efforts.
- **Growth Opportunities:** Categories like Soft Drinks, Breakfast Foods, and Health and Hygiene items, while essential, show potential for targeted sales growth initiatives.

5.Outlet Establishment Trends:

- **2012-2022 Analysis:** Sales have fluctuated significantly, peaking around 2017-2018 and again in 2022, highlighting key periods of growth and investment.

6.Outlet Size Performance:

- **Sales Distribution:** High-size outlets dominated with \$507.90K in sales, followed by small-size (\$444.79K) and medium-size outlets (\$248.99K). Larger outlets likely offer a wider variety of products and better customer service.

7.Sales by Location:

- **Top Locations:** Tier 3 locations led with \$472.13K in sales, indicating a strong customer base and effective operations. Tier 2 and Tier 1 followed with \$393.15K and \$336.40K, respectively. This insight is crucial for deciding future outlet locations and marketing efforts.

8.Outlet Type Analysis:

Sales and Ratings