

# blinkit Analysis

## Analysis Report

**This are the key Insights and Reports on that Perform on Data Analysis On Blinkit Grocery Store Analysis and at the end of this report Final conclusion Given to client to grow up the revenue and as well as sales.**

### Key Insights

#### 1. High Revenue Locations:

- Tier 3 outlets generate the most revenue (\$472.2K).
- Tier 1 outlets have lower revenue (\$336.4K), meaning there's room to grow in these areas.

#### 2. Outlet Size Performance:

- Medium-sized outlets contribute the highest sales (\$508K, 42%).
- Small outlets only contribute 21%, indicating they need better strategies to grow.

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## 3. Top-Selling Categories:

- **Fruits & Vegetables**, **Snack Foods**, and **Household Items** are the highest revenue generators.
- **Seafood**, **Breakfast items**, and **Starchy Foods** have low sales and need promotion.

## 4. Customer Preference:

- Low fat items make up **65%** of total sales, showing customers prefer low- fat products over Regular ones.

## 5. Outlet Type Performance:

- **Supermarket Type 1** is the top performer, bringing in **\$787.5K** in sales.
- Other types like **Grocery Stores** can be improved with better promotions.

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## Recommendations to Improvement's:

### 1. Focus on Tier 3 Markets

- Expand more in **Tier 3 locations** since they bring in the **highest revenue**.

### 2. Boost Small Outlets

- Improve small outlets by increasing product variety and **offering discounts or promotions**.

### 3. Promote Low-Selling Items

- Run promotions on **Seafood, Breakfast items, and Starchy Foods** to increase their sales.

### 4. Stock More of Top-Selling Products

- Ensure adequate stock of **Fruits & Vegetables, Snack Foods, and Household Items** to meet high demand.

### 6. Focus on Low Fat Products

- Since most customers prefer Low fat products, prioritize stocking them over Regular-fat alternatives.

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## FINAL CONCLUSION

To grow sales and improve inventory performance, focus on **expanding in Tier 3 locations**, **boosting small outlets**, and **promoting low-selling items**. Ensuring adequate stock of high-demand products and aligning promotions with customer preferences will drive more revenue. Additionally, revisiting strategies from the peak sales year (**2018**) may provide further insights for future growth.