



# Blinkit Sales and Performance Analysis

A comprehensive overview of key metrics and trends for the Blinkit grocery delivery service.



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# Agenda

1

## Key Performance Metrics

A high-level overview of key KPIs

2

## Sales Analysis by Fat Content

Breakdown of sales for regular and low-fat products

3

## Sales Analysis by Item Type

Top performing product categories

4

## Outlet Establishment Trends

Historical sales performance across Blinkit's locations



# Key Performance Metrics

## Total Sales

\$1.20M in total sales

## Average Sales per Outlet

141 units sold per outlet on average

## Total Items Sold

8,523 total items sold

## Average Customer Rating

3.9/5 average customer rating

KPIs	Metrics
<ul style="list-style-type: none"><li>• All KPIs are Metrics</li></ul>	<ul style="list-style-type: none"><li>• All Metrics are not KPIs</li></ul>
<ul style="list-style-type: none"><li>• KPIs give a holistic view of the performance of different functions in your organization</li></ul>	<ul style="list-style-type: none"><li>• Metrics give you a picture of how different individual activities rolled out within the functions are progressing</li></ul>
<ul style="list-style-type: none"><li>• KPIs tell you where exactly your teams stand with respect to the overall business goals</li></ul>	<ul style="list-style-type: none"><li>• Individual Metrics do not give any insights on their own</li></ul>
<ul style="list-style-type: none"><li>• <b>Examples:</b> Pre-sales KPIs, Email Marketing KPIs, Customer Success KPIs</li></ul>	<ul style="list-style-type: none"><li>• <b>Examples:</b> Open Rate, Conversations in the last 2 weeks, Deals lost last quarter</li></ul>

# Sales Analysis by Fat Content

## Regular Fat Sales

\$776.32K in sales, the dominant category

## Low Fat Sales

\$425.36K in sales, a growing segment

## Recommendation

Expand low-fat product range to capture health-conscious consumers

# Sales Analysis by Item Type

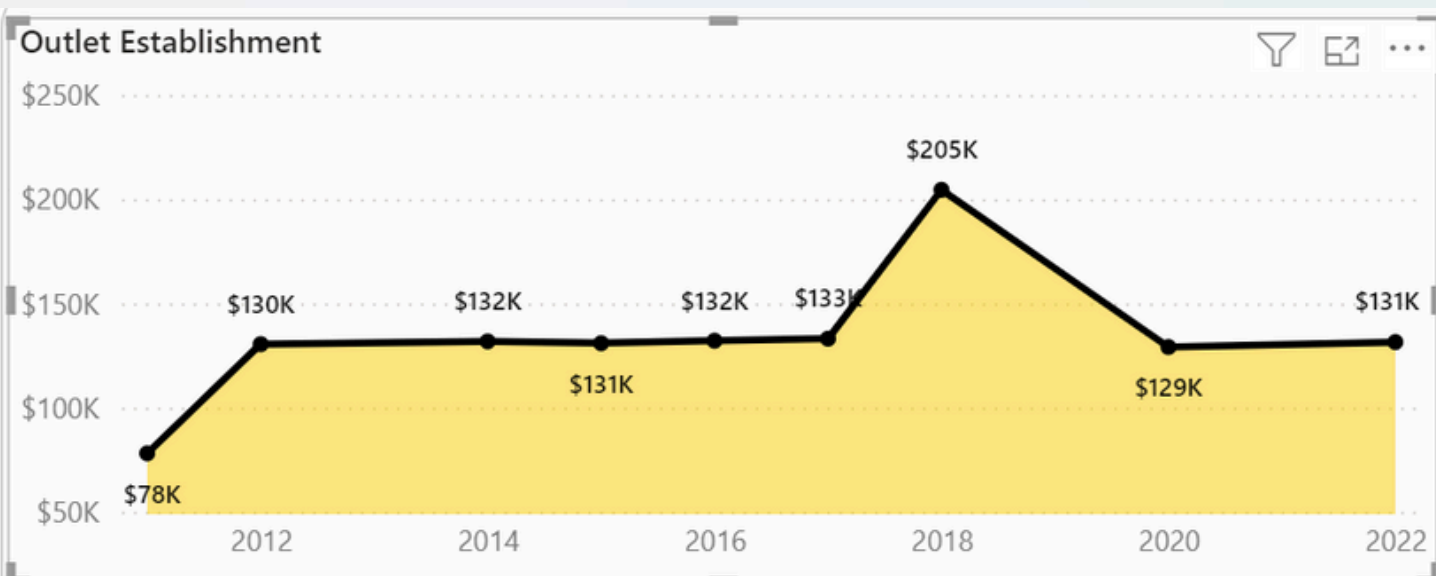
## Top Categories

- Fruits & Vegetables: \$0.18M
- Snacks: \$0.18M
- Household Essentials: \$0.14M

## Recommendation

Maintain focus on high-performing categories while exploring new complementary items

# Outlet Establishment Trends



# Sales Distribution by Outlet Size

Small Outlets

\$248.9K in sales

Medium Outlets

\$444.79K in sales

Large Outlets

\$507.9K in sales

Recommendation

Prioritize investment in medium and large outlets, while optimizing small outlets

# Sales Distribution by Outlet Location

Tier 1 Cities	Tier 2 Cities	Tier 3 Cities	Recommendation
\$336.40K in sales	\$393.15K in sales	\$472.13K in sales	Leverage strong Tier 3 performance, explore growth in Tier 1 and 2 cities



# Outlet Type Performance

## Supermarket Type 1

Dominant in sales (\$787.55K) and item variety

## Supermarket Type 3

Lower sales but strong average per outlet

## Grocery Store

Reliable segment with consistent performance

## Recommendation

Scale Supermarket Type 1, explore ways to enhance Supermarket Type 3





# Key Insights and Recommendations

1

High Performers

Large outlets, regular fat content, Tier 3 locations

3

Strategic Focus

Invest in Supermarket Type 1, explore Tier 3 cities

2

Growth Opportunities

Expand low-fat products, focus on Tier 2 and 3 cities

4

Recommendation

Implement strategies, continuously monitor performance