

Blinkit Sales Performance Analysis Report

Executive Summary

This report presents a comprehensive analysis of Blinkit's sales performance across multiple dimensions, including outlet characteristics, product categories, and geographical distribution. The analysis covers key performance indicators (KPIs) and provides insights into operational efficiency and market positioning.

Key Performance Indicators

Overall Performance Metrics

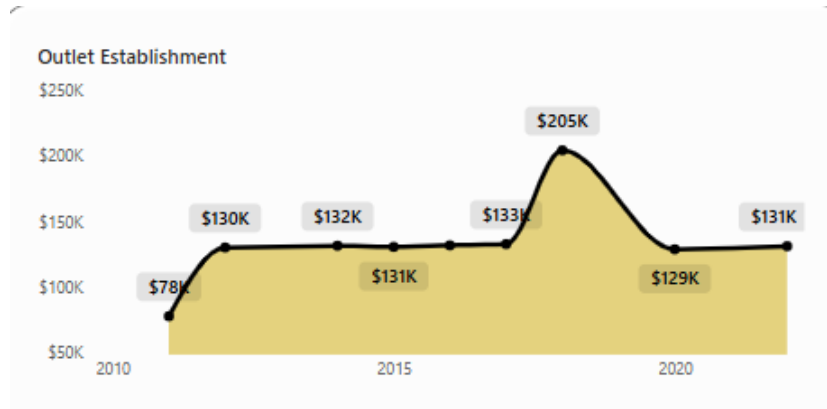
- **Total Sales:** \$1.20M
- **Average Sales per Transaction:** \$141
- **Total Items Sold:** 8,523 units
- **Average Customer Rating:** 3.9/5.0

Performance Assessment

The platform demonstrates strong sales volume with healthy average transaction values. The customer satisfaction rating of 3.9 indicates room for improvement in service delivery and product quality.

Outlet Performance Analysis

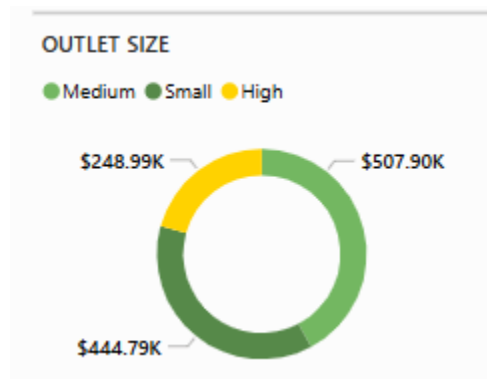
Outlet Establishment Timeline



Sales performance shows consistent growth trajectory from 2010 to 2020:

- **2010:** \$78K (baseline establishment)
- **2015:** \$131K (68% growth)
- **2018:** \$130K (maintained stability)
- **2020:** \$205K (57% growth from 2018)

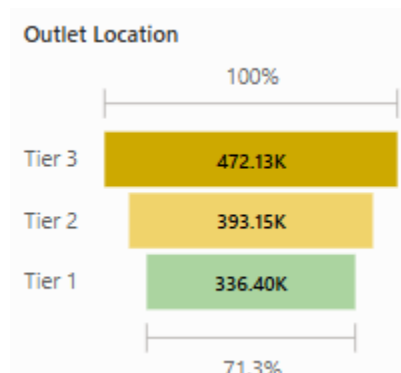
Outlet Size Distribution



Performance varies significantly by outlet size:

- **Medium Outlets:** \$248.99K (dominant performer)
- **Small Outlets:** \$444.79K (highest individual performance)
- **High-Volume Outlets:** \$507.90K (premium category)

Outlet Location Analysis



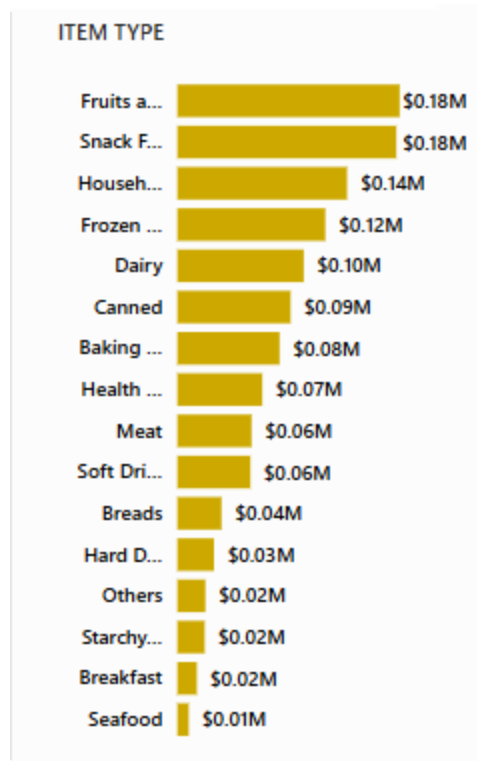
Tier-based Performance:

- **Tier 1:** 336.40K (premium urban markets)
- **Tier 2:** 393.15K (emerging markets showing strong performance)
- **Tier 3:** 472.13K (unexpectedly strong rural/semi-urban performance)

Key Insight: Tier 3 locations demonstrate the highest performance, indicating successful market penetration in underserved areas.

Product Category Performance

Top Performing Categories



1. **Fruits and Vegetables:** \$0.18M (15% of total sales)
2. **Snack Foods:** \$0.18M (15% of total sales)
3. **Household Items:** \$0.14M (11.7% of total sales)
4. **Frozen Foods:** \$0.12M (10% of total sales)
5. **Dairy Products:** \$0.10M (8.3% of total sales)

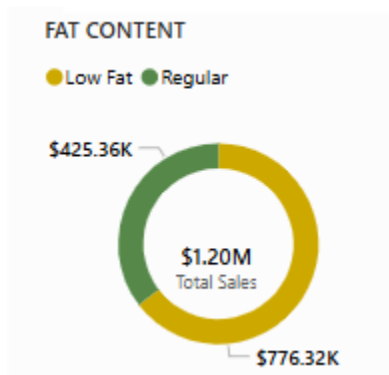
Category Distribution Analysis

- **Essential Categories** (Fruits, Vegetables, Household): 26.7% of total sales
- **Convenience Foods** (Snacks, Frozen): 25% of total sales
- **Staple Products** (Dairy, Canned goods): 17.5% of total sales

Outlet Type Performance Comparison

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

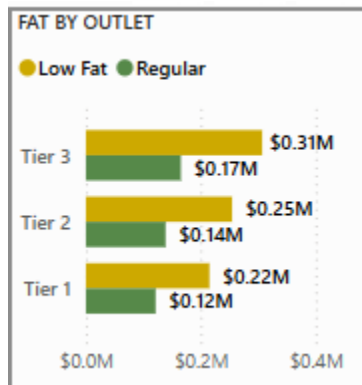
Fat Content Analysis



Product Health Segmentation

- **Low Fat Products:** \$425.36K (35.4% of total sales)
- **Regular Products:** \$776.32K (64.6% of total sales)

Outlet-wise Fat Content Distribution:



- **Tier 1:** Balanced distribution with slight preference for regular products
- **Tier 2:** Similar pattern with \$0.25M in regular products
- **Tier 3:** Highest volume with \$0.31M in regular products

Strategic Recommendations

1. Market Expansion

- **Tier 3 Focus:** Given the exceptional performance in Tier 3 locations, prioritize expansion in similar markets
- **Medium Outlet Optimization:** Leverage the success model of medium-sized outlets for new establishments

2. Product Portfolio Enhancement

- **Health-Conscious Options:** Increase low-fat product offerings to capture health-conscious consumers
- **Category Diversification:** Expand high-performing categories (Fruits & Vegetables, Snack Foods)

3. Customer Experience Improvement

- **Rating Enhancement:** Implement service quality improvements to increase the average rating from 3.9 to 4.2+

- **Item Visibility:** Improve product visibility strategies, particularly for grocery stores showing higher visibility scores

4. Operational Efficiency

- **Supermarket Type 1 Model:** Replicate the success factors of the highest-performing outlet type
- **Inventory Management:** Optimize stock levels based on tier-specific consumption patterns

Conclusion

Blinkit demonstrates strong market presence with \$1.20M in total sales and broad geographical coverage. The platform's success in Tier 3 markets presents significant expansion opportunities, while the balanced product portfolio across essential and convenience categories indicates effective market positioning. Focus areas include customer satisfaction improvement and leveraging high-performing outlet models for scalable growth.

Appendices

Data Sources

- Blinkit Analytics Dashboard
- Sales Performance Metrics (2010-2020)
- Customer Rating Systems
- Outlet Performance Database

Methodology

- Quantitative analysis of sales data
- Comparative performance assessment
- Trend analysis across multiple dimensions
- Strategic framework development

Report prepared on: 10-06-2025

Analysis Period: 2010-2020

Data Source: Provided Data Set