

A stylized illustration of a delivery person wearing a helmet and glasses, riding a green scooter. A large brown paper bag is attached to the back of the scooter, overflowing with various grocery items including a loaf of bread, a carton of milk, a bottle of juice, a carrot, and some leafy greens. The background is a solid dark blue-grey color.

Blinkit: India's Last-Minute App - Insights Report

An overview of key sales and operational metrics

Blinkit's Sales Performance: Strategic Summary



\$1.2M

Total Sales



\$141

Avg. Transaction

Performance Highlights



Low Fat Items Preferred



Medium & High Outlets Top Contributors



Outlet Dominance

Supermarket Type 1 leads in performance, indicating strong market presence and efficiency.



Consumer Focus

Deepen understanding of low-fat item demand to optimize product assortment



Strategic Deployment

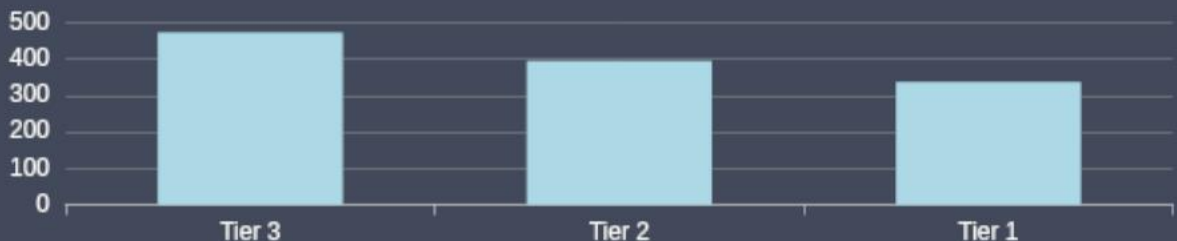
Prioritize resource allocation to high-performing medium and high-sized outlets



Geographic Growth

Leverage success in Tier 3 locations to identify similar high-potential areas

Sales by Location Tier



Sales by Outlet Type



Overall Performance Metrics



\$1.2M

Total Sales Revenue



\$141

Avg. Transaction Value



8,523

Units Sold



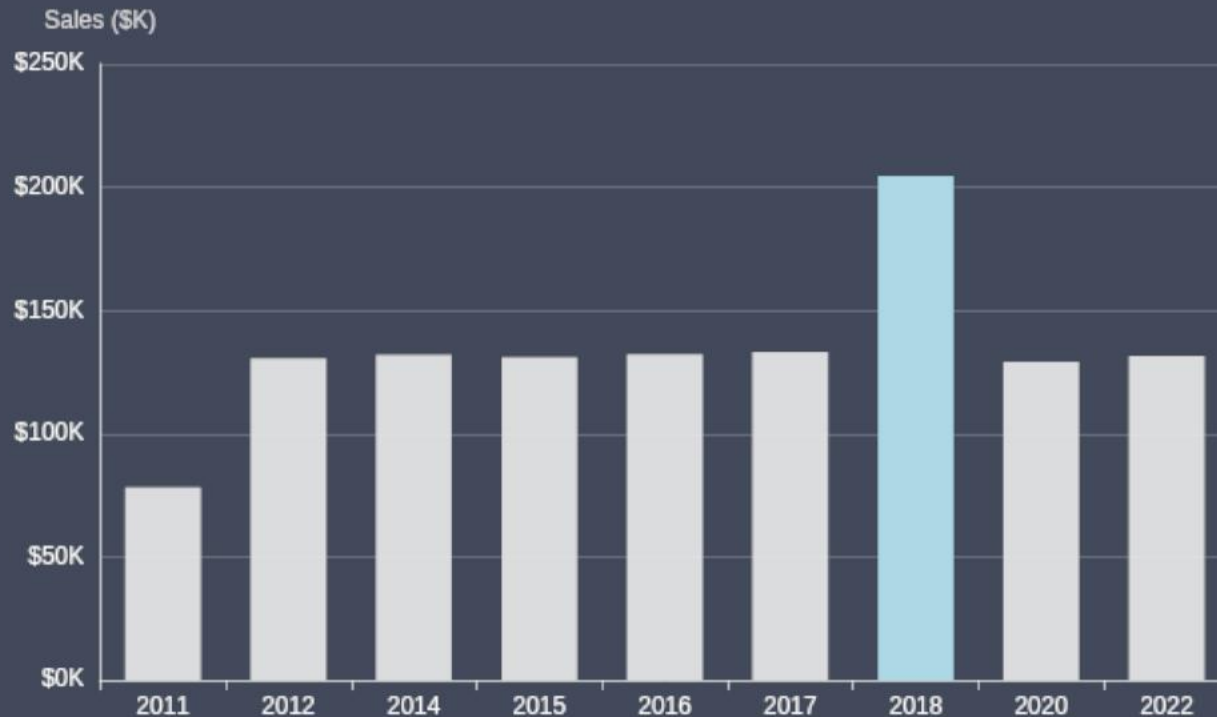
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Customer Satisfaction

Outlet Establishment Year vs. Sales

04

▮ Sales Performance by Establishment Year



Growth Catalyst: 2018 Outlets

Outlets from **2018** show exceptional sales.

Achieved **\$204.5K**, leading all cohorts.

Indicates successful market entry and scaling.

Sales Distribution by Fat Content

Sales Mix by Fat Content



\$1.20B

Total Sales

Low Fat Items
\$776,320K

65% of Total Sales

Regular Fat Items
\$425,362K

35% of Total Sales

Key Consumer Preferences

- Strong Consumer Preference for Low Fat

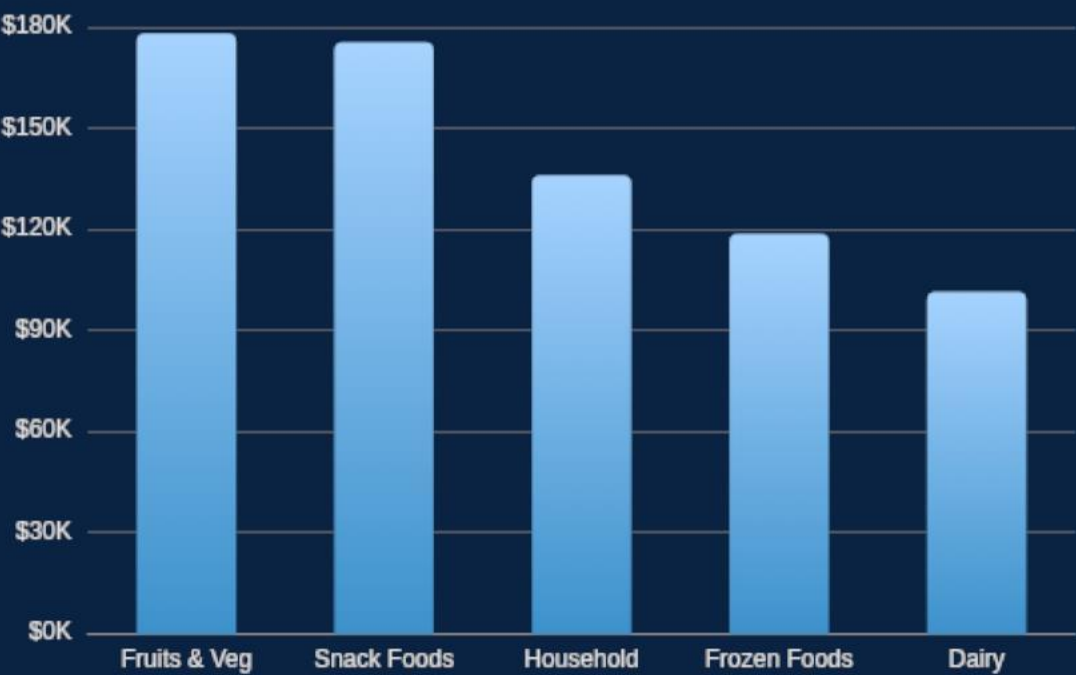
This distribution clearly indicates a significant market inclination towards low-fat options, shaping purchase behaviors.

Strategic Implications

- ✓ Prioritize low-fat product development & inventory.
- ✓ Tailor marketing to health-conscious segments.
- ✓ Identify growth opportunities in high-demand categories.

Top Performing Item Types by Sales

Sales Contribution by Item Type



Consumables Lead Market Share



Fruits & Vegetables: \$178.1K

Snack Foods: \$175.4K

Household: \$136.0K

Frozen Foods: \$118.6K

Dairy: \$101.3K



Fresh & Healthy Growth

Consistent demand for fresh produce drives top-



Snack & Convenience Power

Snack foods highlight the strong impact of



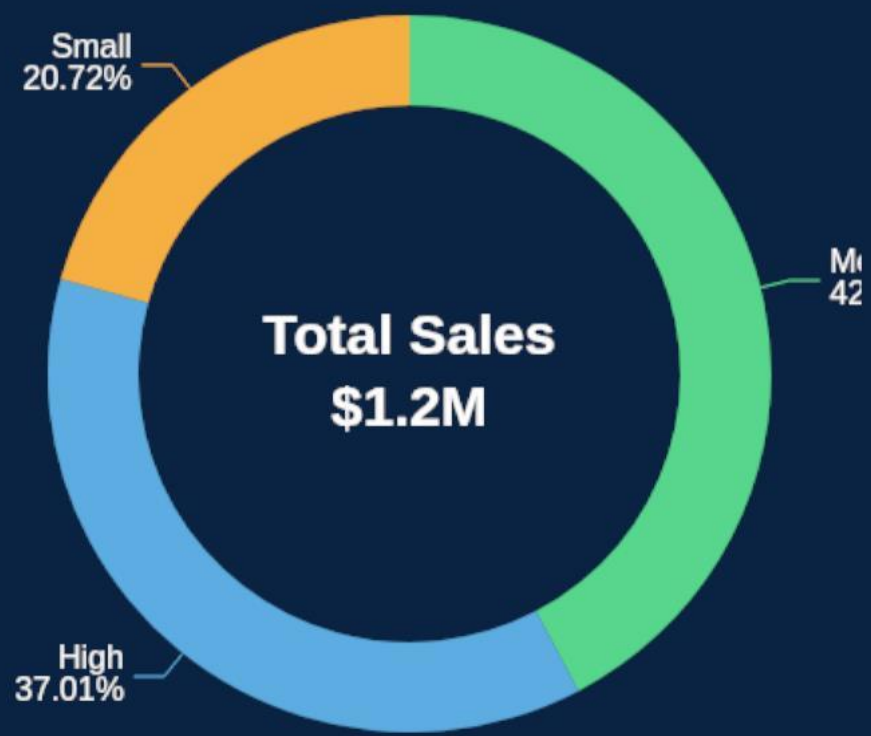
Stable Household Demand

Household items provide a robust baseline,



Sales Performance by Outlet Size

Sales Contribution



Medium Outlets

\$507.9K

42% of Total Sales

● Revenue Leader



High Outlets

\$444.8K

37% of Total Sales

● Key Contributor



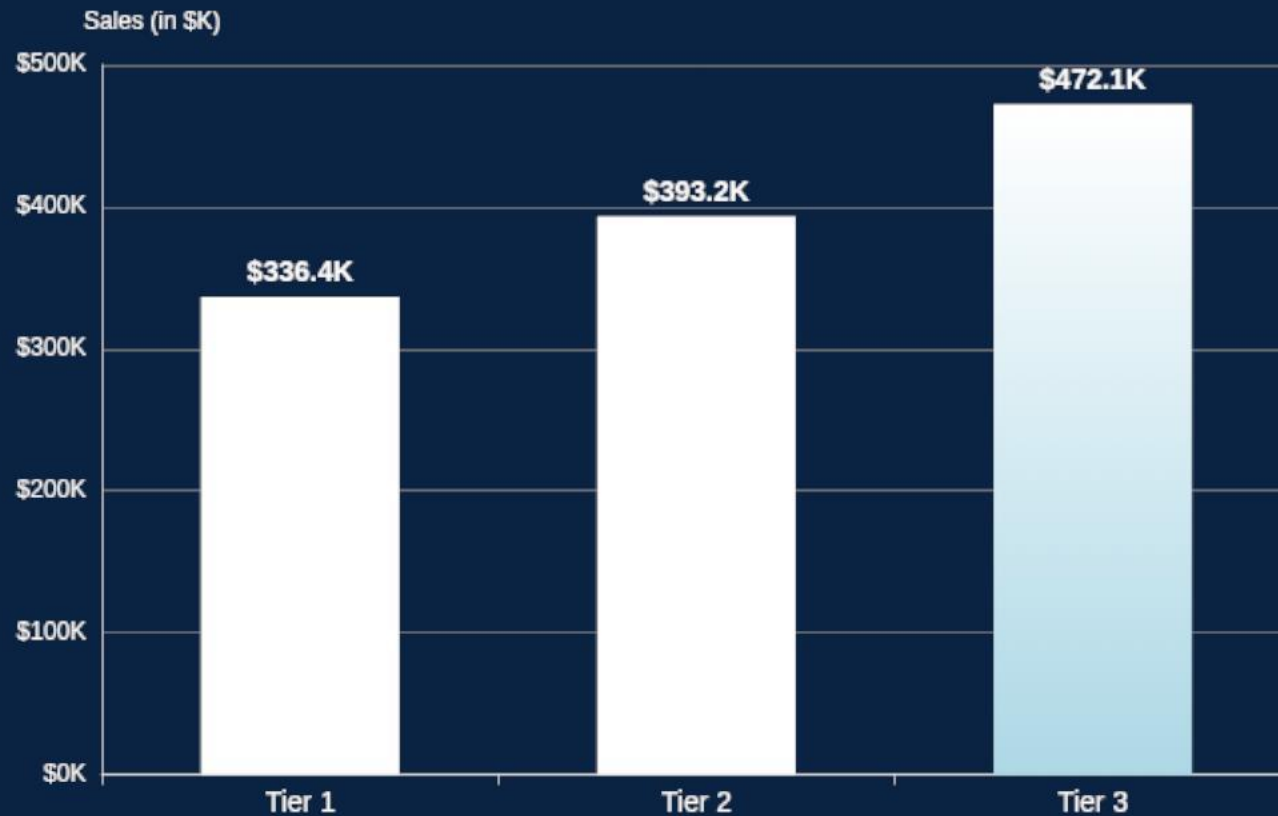
Small Outlets

\$249.0K

21% of Total Sales

Sales Performance by Outlet Location Type

Total Sales by City Tier



Tier 3: \$472.1K
Leading Performance



Tier 2: \$393.2K
Strong Regional Presence



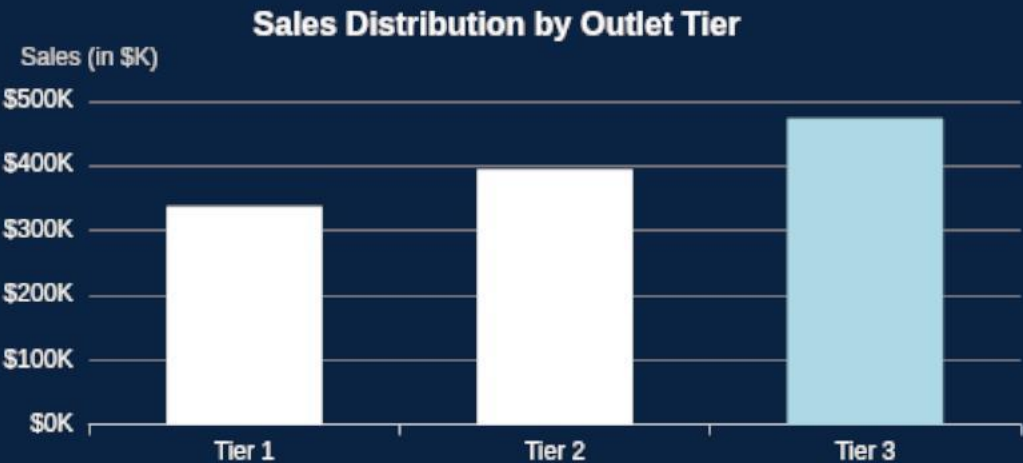
Tier 1: \$336.4K
Strategic Footprint for Growth

Fat Content Sales by Outlet Location



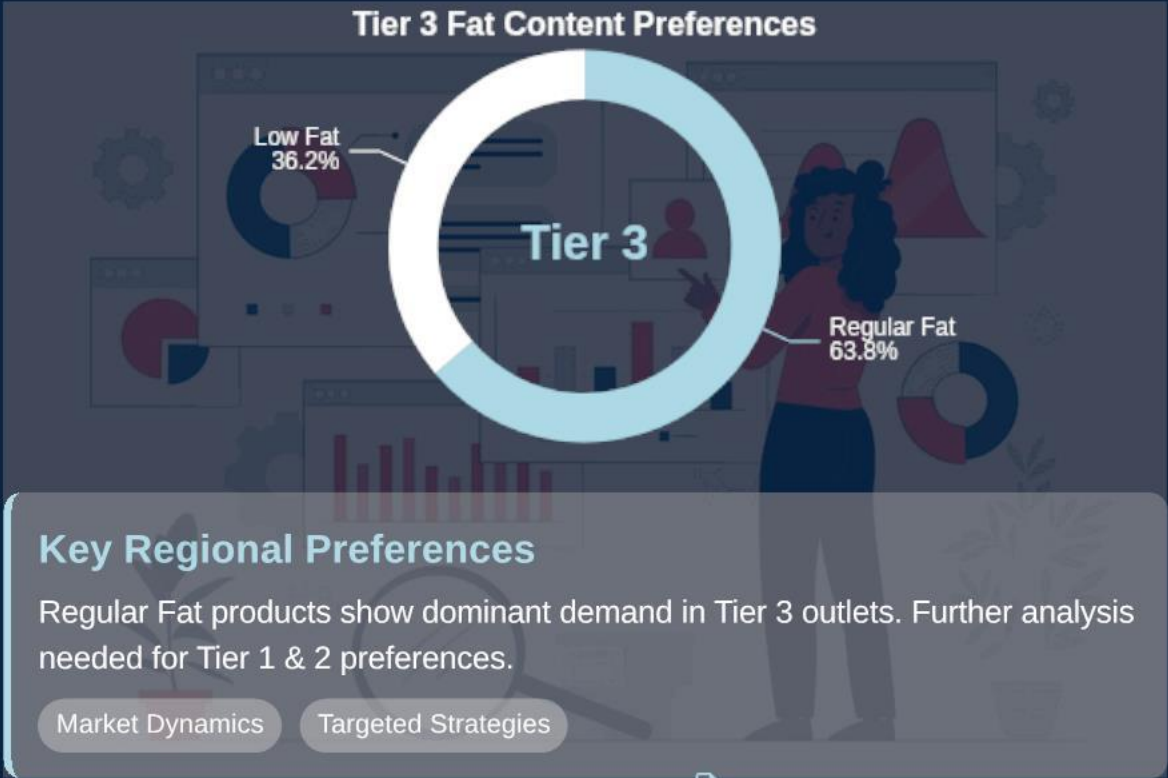
\$322.1M

Total Fat Content Sales Across All Locations



Tier 3 leads in overall sales contribution.

Key locations drive distinct sales patterns.



Outlet Type Performance Analysis



Supermarket Type 1 Leads

- Total Sales: **\$787.5K**
- Strong Average Sales

Top Performer

Revenue Driver

Total Sales (\$K)



Grocery Stores

- Significant Contribution

Supermarket Type 3

- Emerging Volume



Strategic Imperative:

Understanding performance across different outlet types is crucial for optimizing future strategies and resource allocation.

Strategic Recommendations

Actionable insights to drive Blinkit's continued growth and optimize market presence.



Prioritize Low-Fat Products

Leverage significant sales contribution from low-fat items by boosting inventory and promotional efforts.

- Accounts for 65% of total sales



Maximize Tier 3 Market

Capitalize on leading sales from Tier 3 outlets through targeted marketing campaigns and enhanced logistics.

- Leads with \$472.1K Total Sales



Boost Core Categories

Increase inventory and focused promotions for high-performing categories to meet demand.

Fruits & Vegetables

Snack Foods

Household Items



Expand High-Yield Outlets

Explore expansion into medium and high-size outlet formats, aligning with their higher sales generation.

- Medium/High formats generate 79% of sales

Further Recommendations & Next Steps



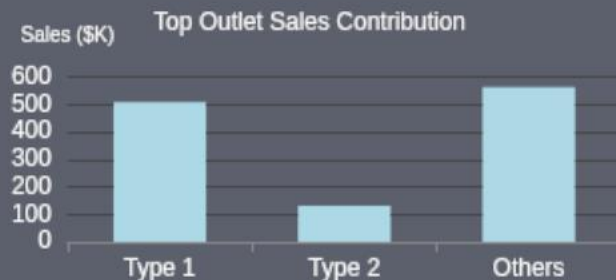
Outlet Establishment Strategy

Analyze factors contributing to the 2018 sales surge to replicate success.

- Strategic Growth
- Market Expansion



- Identify high-performing outlet models.
- Evaluate locational success factors.
- Replicate proven strategies effectively.



Customer Behavior Insights

Investigate purchasing patterns in different outlet sizes and locations to tailor offerings.

- Consumer Insights
- Personalized Offerings



- Segment customers by location & size.
- Identify product preferences per segment.
- Customize inventory and promotions.



Optimized Supplier Partnerships

Work with suppliers to ensure consistent availability of high-demand and low-fat products.

- Supply Chain
- Product Availability



- Optimize inventory for popular items.
- Secure stable supply of low-fat products.
- Foster stronger supplier relationships.

Action Plan

- ✓ Regular stock audits.
- ✓ Negotiate favorable terms.
- ✓ Expand supplier network.

The Road Ahead: Sustaining Leadership

Strategic Imperatives for Blinkit's Continued Success



Blinkit achieved a milestone day by surpassing Amazon in sales.



Sustained Performance & Growth

- Strong metrics demonstrated
- Leverage opportunities for expansion



Targeted Strategic Focus

- High-performing product categories
- Optimize outlet types and locations



Dynamic Adaptation & Analytics

- Continuous data analysis
- Adaptation for market leadership