# Blinkit — Product & Outlet Performance Insights

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## Executive Summary

Total sales remain stable with strong performance in Tier 1 outlets and top categories like Fruits & Vegetables, Snack Foods, and Household items. However, underperforming categories, outlet-level inconsistencies, and limited sales from smaller outlet types are reducing profitability. Optimizing product mix, outlet formats, and customer satisfaction initiatives can unlock growth.

## Key Findings

### 1. Top Categories

- Strongest Performers: Fruits & Vegetables, Snack Foods, Household items.  
- Weakest Performers: Seafood, Breakfast items, Starchy Foods (high visibility but underperforming).

### 2. Fat Content Impact

- Regular fat items contribute higher sales volume.  
- Low fat items yield better profit margins but are underpromoted.

### 3. Underperforming High-Visibility Items

- Breakfast and Starchy Foods occupy premium shelf space but drive low sales per kg, reducing efficiency.  
- Items with low CSAT (<3.5) also show weak repeat purchases.

### 4. Outlet Performance by Tier/Type

- Supermarket Type 3 leads in sales and basket size.  
- Tier 1 outlets are most profitable.  
- Grocery Stores and Tier 3 outlets contribute minimally → require reevaluation or upgrades.

### 5. Customer Satisfaction (CSAT)

- Higher-rated items (≥4.0) show strong sales correlation.  
- Outlets with poor CSAT lag behind in customer retention.

### 6. Sales per Kg / Efficiency

- Top 10 SKUs deliver strong sales per kg and positive margins.  
- Several low-visibility items take up shelf space with weak efficiency.

## Recommendations (Actionable & Prioritized)

### Quick Wins (30–60 days)

1. Promote underperforming high-visibility items (e.g., Breakfast, Starchy Foods).  
2. Inventory rebalancing by Tier – shift excess stock from Tier 3 to Tier 1/2 outlets.  
3. CSAT Improvement Program – targeted discounts, loyalty rewards, and better feedback capture.  
4. Monitor high-impact SKUs to maximize margins.  
 - Remove/replace Top 5 underperformers from premium shelves.  
 - Pilot Tier 2 targeted discounts for 4 weeks to boost demand.

### Longer-Term (3–6 months)

1. Dynamic shelf allocation – adjust based on weekly sales-per-kg and visibility.  
2. Upgrade smaller Grocery Stores into mini-supermarkets for higher sales potential.  
3. Integrate cost & margin data → optimize profitability beyond sales volume.  
4. Expand Tier 1 & 2 presence with larger outlet formats.  
5. Health-focused campaigns for Low Fat SKUs to capture the growing health-conscious market.

## Appendices

### A. Top 10 Items by Sales & Rating

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Rank | Item Category | Avg Rating | Sales Volume | Sales per Kg | Tier Strength |
| 1 | Fruits & Vegetables | 4.5 | High | Strong | Tier 1, 2 |
| 2 | Snack Foods | 4.2 | High | Strong | Tier 1, 2 |
| 3 | Household Items | 4.1 | High | Moderate | Tier 1 |
| 4 | Dairy | 4.0 | Medium | Moderate | Tier 1, 3 |
| 5 | Frozen Foods | 3.9 | Medium | Low | Tier 2 |
| 6 | Beverages | 4.3 | Medium | Moderate | Tier 1 |
| 7 | Breakfast Items | 3.6 | Low | Low | Tier 2 |
| 8 | Starchy Foods | 3.5 | Low | Low | Tier 3 |
| 9 | Seafood | 3.7 | Low | Low | Tier 2 |
| 10 | Confectionery | 4.0 | Medium | Moderate | Tier 1, 2 |

### B. Definitions of Key Metrics

- Sales per Kg → Revenue generated per kilogram of product sold.  
- Years of Operation → Outlet age since establishment (proxy for maturity).  
- Visibility → Shelf positioning (premium, standard, low).  
- CSAT (Customer Satisfaction Score) → Aver