**Blinkit Sales Analysis – Stakeholder Presentation**

We analyzed Blinkit’s sales, outlets, and customer ratings to uncover trends and opportunities for growth.

**1: Key Highlights (Executive Summary)**

* Total Sales: **₹120M+**
* Average Sales per item: **₹141**
* Average Customer Rating: ⭐ **3.9 / 5**
* Medium-sized outlets generate the **highest revenue share (45%)**
* **Supermarket Type 1** is the best performing outlet type.

**2: Sales by Fat Content**

* **Insight:**
  + Regular items slightly outperform Low Fat in total sales.
  + Both categories have **similar customer ratings**.
* **Business Takeaway:**
  + Maintain both product lines, but push **Regular products** more in Tier 3 cities where they dominate.

**3: Sales by Item Type**

* **Insight:**
  + **Top-selling categories:** Fruits & Vegetables, Snacks, Household, Dairy, Beverages.
  + These categories drive majority of sales.
* **Business Takeaway:**
  + Focus promotions, stocking, and bundling strategies on these categories.

**4: Sales by Outlet Location**

* **Insight:**
  + Tier 3 outlets show **strong demand for Regular products**.
  + Tier 1 outlets show a balance between both types.
* **Business Takeaway:**
  + Customize inventory mix by region.

**5: Sales by Outlet Size**

* **Insight:**
  + Medium outlets = **42.27% of total revenue**.
  + Small outlets still contribute ~33%.
* **Business Takeaway:**
  + Expand **medium-sized outlets** in high-performing regions.
  + Upgrade small outlets where possible.

**6: Sales by Outlet Type**

* **Insight:**
  + **Supermarket Type 1** is the top contributor.
  + Grocery stores contribute less but still serve local demand.
* **Business Takeaway:**
  + Invest more in **Supermarket Type 1 expansion**.
  + Use **Grocery Stores** as community touchpoints.

**7: Trends by Establishment Year**

* **Insight:**
  + Recently established outlets show higher performance.
  + Older outlets perform steadily but lag in sales.
* **Business Takeaway:**
  + Consider **modernizing older outlets** to stay competitive.

**8: Recommendations**

1. **Boost top categories** (Fruits, Snacks, Household).
2. **Customize stocking** by city tier demand.
3. **Expand medium outlets** in profitable regions.
4. **Focus on Supermarket Type 1** for expansion.
5. **Improve older outlets** with tech upgrades.
6. **Use customer ratings** to track quality.

**9: Do’s & Don’ts for Stakeholders**

**✅ Do’s:**

* Focus investments on **profitable outlet types and sizes**.
* Promote **top categories** with regional campaigns.
* Use **data insights** to guide stocking and expansion.
* Regularly monitor **customer ratings** as a performance metric.

**❌ Don’ts:**

* Don’t expand **low-performing outlet types** without redesign.
* Don’t treat all cities the same → demand varies by tier.
* Don’t ignore **older outlets**—upgrade them instead of shutting down.
* Don’t rely only on sales volume → also track **customer satisfaction**.

**Slide 11: Closing**

* Our analysis highlights where Blinkit is winning and where we need to focus. With data-driven strategies, we can improve sales, customer satisfaction, and outlet performance.