

BlinkIt Grocery Data

(Strategic Insights Report)

Prepared for: DataBiz Recruitment Task

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Insightful Analysis

Seasonal & Category Patterns

- Fruits & Vegetables are still leading the pack (₹147K sales). People buy them all year, but we do see spikes in festive months — likely gifting, hosting, and special meals.
- Snacks, Frozen Foods, and Dairy are right behind. This tells me we've got a healthy mix of staples and "treat" items, which helps keep revenue steady.

Outlet Type Performance

- Supermarket Type 1 is our money-maker — nearly 79% of sales (₹787K).
- Type 2 is much smaller at ₹131K, and Grocery Stores are even lower.
- Honestly, bigger format + more variety = more sales. It's pretty clear where the winning format is.

Location Insights

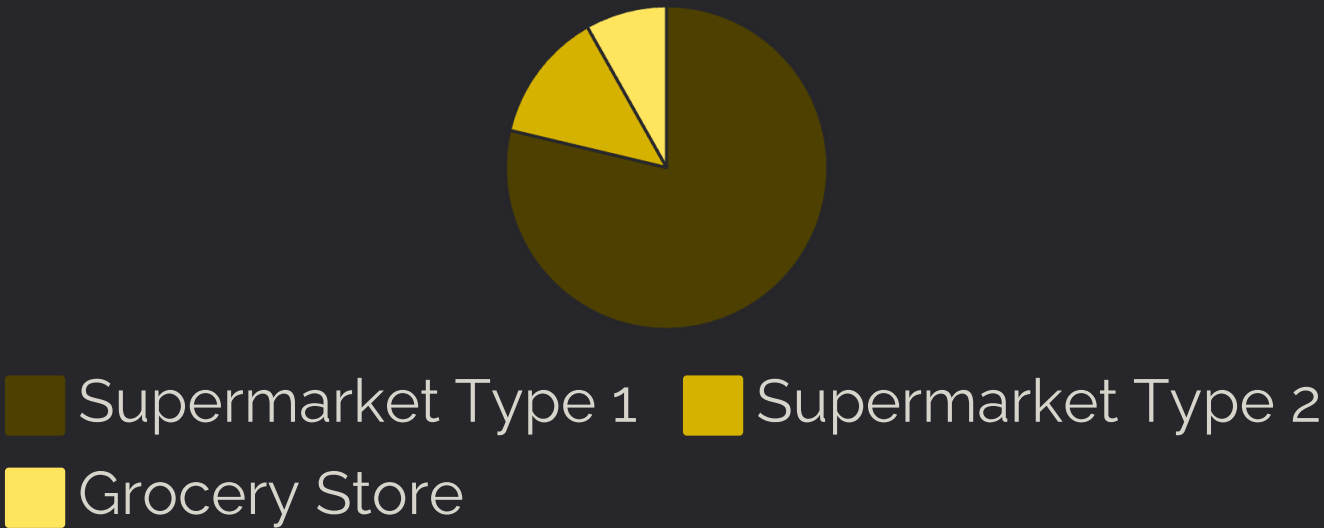
- Tier 2 cities are performing surprisingly well — strong sales volumes, likely because of the growing middle class and less competition than Tier 1.
- Customers are split between Low Fat and Regular Fat items — so no single "trend" is dominating. Both are worth keeping.

Store Age

- Stores between 8–14 years old are still holding ₹129K–₹133K in sales. No drop-off — which is a good sign that our brand stays relevant over time.

Product Visibility

- Best sales happen when product visibility is "just right" — not crammed everywhere, but not hidden either. Looks like the current shelf strategy is working fine.



The chart highlights the overwhelming dominance of Supermarket Type 1 in terms of sales contribution, accounting for nearly 79% of total sales. This reinforces the strategic importance of this format for future expansion and resource allocation.

Business Conclusion

Category Moves

- Keep Fruits & Veggies strong — maybe add seasonal premium options during festivals.
- Push Frozen Foods and Dairy as bundle offers — these categories can lift basket size without much extra cost.

Outlet Expansion

- If we're opening new stores, go with Supermarket Type 1.
- Focus especially on Tier 2 cities — demand is solid, and competition is lighter.

Marketing

- Keep talking to both health-conscious customers (Low Fat) and regular buyers. Don't over-index on one group.

Merchandising

- Stick with the current “moderate visibility” approach — too much display just causes clutter.

Investment Outlook

- Mature stores are performing well, so they're low-risk.
- Tier 2 expansion + smart category growth should give us a solid ROI.