Blinkit Sales and Outlet Analysis - Executive Summary

Overview:

This report provides a visual and quantitative analysis of Blinkit's performance metrics, covering sales, item distribution, outlet characteristics, and fat content breakdowns.

Key Highlights:

- Total Sales: Rs.12,01,681.49

- Average Sales per Item: Rs.140.99

- Total Number of Items: 8,523

- Average Customer Rating: 3.97

Outlet Location Sales Contribution:

- Tier 1: Rs.3,36,397.81

- Tier 2: Rs.3,93,150.65

- Tier 3: Rs.4,72,133.03

Fat Content Distribution:

- Majority of the items are Regular fat.

- Tier 3 contributes the most to both regular and low-fat item sales.

Top-Selling Item Types:

- Snack Foods

- Fruits and Vegetables

- Household Items

- Frozen Foods

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Outlet Growth Over Years:

- Sharp growth observed around 2018-2020, followed by a drop in 2021.