Executive Summary: Blinkit Sales Performance Analysis

Project Name : Blinkit Data Analysis
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Overview

Blinkit, India's last-minute delivery app, recorded a **total sales of $1.20M**, with an **average sales per transaction of $141**. The total number of items sold stands at **8,523**, and the **average customer rating is 3.9**.

Sales Breakdown

- **Fat Content Analysis**: Low-fat products dominated sales with **$776K**, while regular-fat products contributed **$425K**.
- **Sales by Outlet Type**:
    - **Supermarket Type 1** had the highest sales at **$787K**, followed by **Grocery Stores ($151K)** and **Supermarket Type 2 & 3 (~$130K each)**.
    - The number of items sold follows a similar pattern, with **Supermarket Type 1 leading**.
- **Sales by Outlet Size & Location**:
    - **Tier 1 outlets** contributed **$472K**, followed by **Tier 2 ($393K)** and **Tier 3 ($336K)**.
    - Larger outlets performed better in terms of sales volume.

Sales Trends & Insights

- **Outlet Establishment Year**: Newer outlets (2018–2022) have recorded **steady sales growth**, with **2018 establishments leading in revenue**.
- **Product Category Sales**:
    - High revenue was generated from **fruits, snacks, frozen food, and dairy**.
    - Lower sales were observed in **breakfast, seafood, and hard drinks**.

Conclusion & Recommendations

- **Supermarkets drive the highest revenue**, suggesting expansion in this category could yield strong returns.
- **Low-fat products** are the most preferred, and **Tier 1 locations generate the highest revenue**.
- **Outlets established in recent years** show strong sales potential, indicating Blinkit's market presence is growing.
- **Optimizing visibility for lower-performing categories** (like breakfast & seafood) may improve overall revenue.

This analysis provides a data-backed understanding of Blinkit's sales trends, helping refine future business strategies.