Blinkit Insights

1. **Fat Content Sales**:
   ○ **Low Fat products** generated higher sales ($776K) compared to **Regular Fat products** ($425K).
   ○ Customers seem to prefer healthier options.
2. **Sales by Outlet Type**:
   ○ **Supermarket Type 1** dominates in total sales with $787,550, hosting the highest number of items sold (5,577 items).
   ○ **Grocery Stores** have the lowest total sales ($151,939) but maintain a consistent average sales figure of $140.
3. **Sales by Outlet Size**:
   ○ Medium-sized outlets perform the best, contributing 42.27% ($445K) of total sales.
   ○ Large outlets follow at 37.01% ($508K), while small outlets contribute only 20.72% ($249K).
4. **Tier-Wise Analysis**:
   ○ **Tier 3 cities** lead in total sales ($472.13K), followed by **Tier 2** ($393.15K) and **Tier 1** ($336.40K).
   ○ Lower-tier cities may be driving the grocery market.
5. **Item Categories**:
   ○ **Fruits and Snack Foods** are top-performing categories, each contributing $180K in sales.
   ○ Categories like **Seafood**, **Breakfast**, and **Starchy Foods** show the lowest contributions, below $20K.
6. **Yearly Trends**:
   ○ Sales peaked at $205K around 2016 and gradually declined after 2018, stabilizing at around $132K from 2020 onward.

Recommendations for Improvement:

1. **Marketing Low-Performing Categories**:
   ○ Invest in promotions for underperforming categories (e.g., **Seafood** and **Breakfast**) through discounts or visibility in Tier 3 markets.
2. **Focus on Tier 1 Cities**:
   ○ While Tier 3 leads, Tier 1 cities offer potential for premium products. Introduce high-margin items tailored to this market.
3. **Expand Medium-Sized Outlets**:
   ○ Medium-sized outlets are efficient contributors. Expanding these can balance operational costs and sales performance.
4. **Encourage Supermarket Expansion**:
   ○ **Supermarket Type 1** shows the best sales performance. Replicate its model in other tiers to maximize sales.
5. **Healthier Product Focus**:
   ○ With **Low Fat products** significantly outperforming Regular ones, expand this category and emphasize health-conscious options.