Blinkit
India's Last Minute App

Filters

Outlet Location
All

Outlet Size
All

Item Type
All

KPI Summary

Metric	Value
$1.20M	TOTAL SALES
$141	AVG SALES
8523	NO OF ITEMS
3.9	AVG RATING

OUTLET ESTABLISHMENT

Year	Value
2010	$78K
	$130K
	$132K
	$131K
	$133K
2015	
	$205K
	$129K
2020	$131K

Tabs
Total Sales | Avg Sales | No of Items | Avg Rating

Fat Content

low fat | regular

$1.20M Total Sales
$425K
$776K

ITEMS TYPE

Item	Value
Fruits and Vegetables	$178K
Snack Foods	$175K
Household	$136K
Frozen Foods	$119K
Dairy	$101K
Canned	$91K
Baking Goods	$82K
Health and Hygiene	$68K
Meat	$59K
Soft Drinks	$59K
Breads	$35K
Hard Drinks	$29K
Others	$22K
Starchy Foods	$22K
Breakfast	$16K
Seafood	$9K
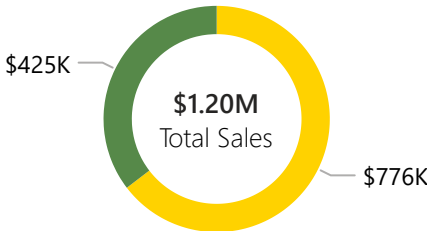
ITEMS BY OUTLET LOCATION

low fat | regular

Tier	low fat	regular
Tier 3	$307K	$165K
Tier 2	$254K	$139K
Tier 1	$215K	$121K
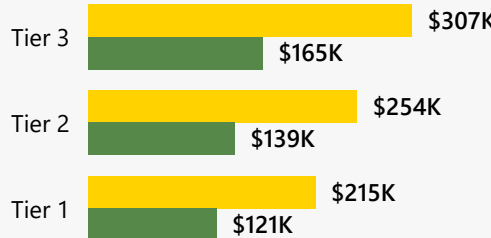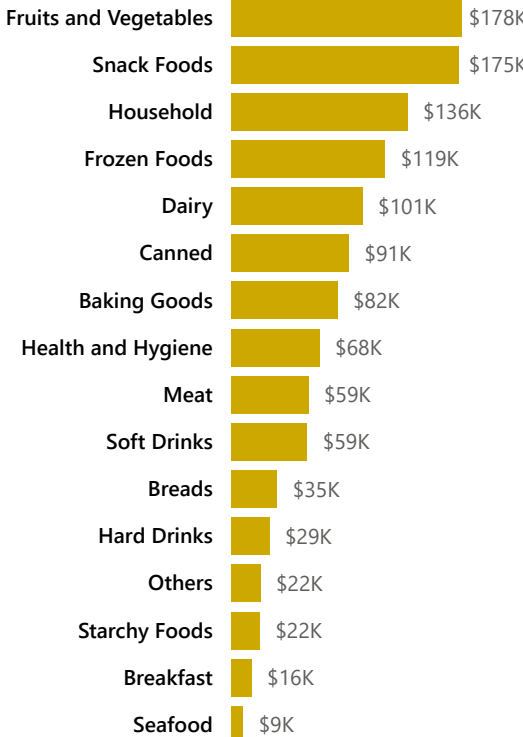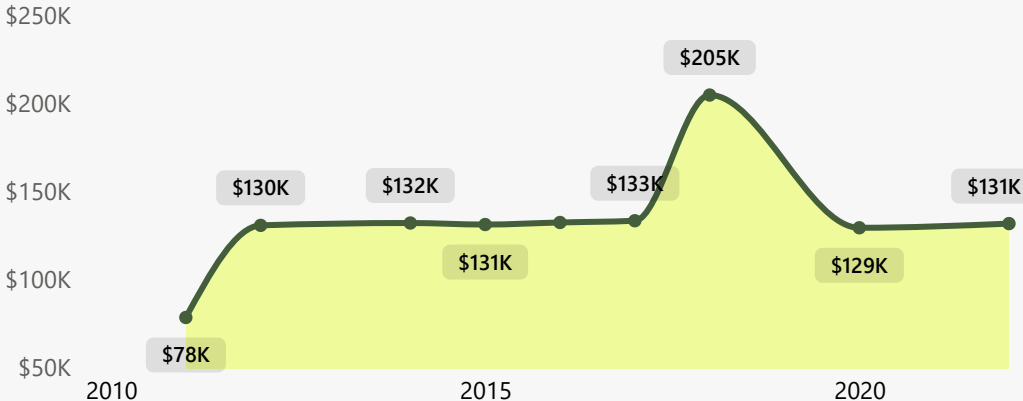
OUTLET SIZE

Medium | Small | High

$249K
$508K
$445K

SALES BY LOCATION

100%

Tier	Value
Tier 3	$472K
Tier 2	$393K
Tier 1	$336K

71.3%
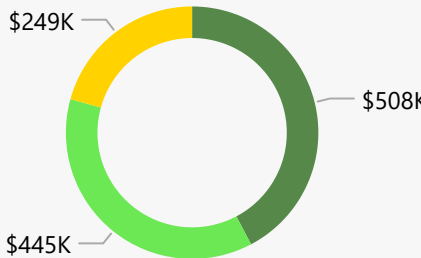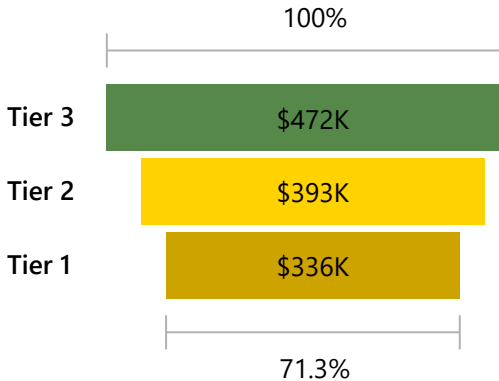
OUTLET TYPE

Outlet Type	Total Sales	Avg Sales	No of Items	Avg Rating	Item Visibility
Grocery Store	$152K	$140	1083	4	0.10
Supermarket Type1	$788K	$141	5577	4	0.06
Supermarket Type2	$131K	$142	928	4	0.06
Supermarket Type3	$131K	$140	935	4	0.06