



INTRODUCTION

- **Dataset:** Blinkit Grocery Sales Data
- **Objective:** Analyze sales, customer behavior, and outlet performance
- **Goal:** Provide insights for business growth & optimization

KEY METRICS

- **Total Sales:** \$1.2M
- **Average Sales per Transaction:** \$141
- **Total Transactions:** 8,523
- **Average Rating:** 4.0

DASHBOARD OVERVIEW

blinkit

India's Last Minute

FILTER PANEL

Outlet Size

High

Medium

Small

Outlet Location...

Tier 1

Tier 2

Tier 3

Item Type

Baking Goods

Breads

Breakfast

Canned

Dairy

Frozen Foods



\$1.2M

TOTAL SALES



\$141

AVERAGE SALES



8523

NUMBER OF

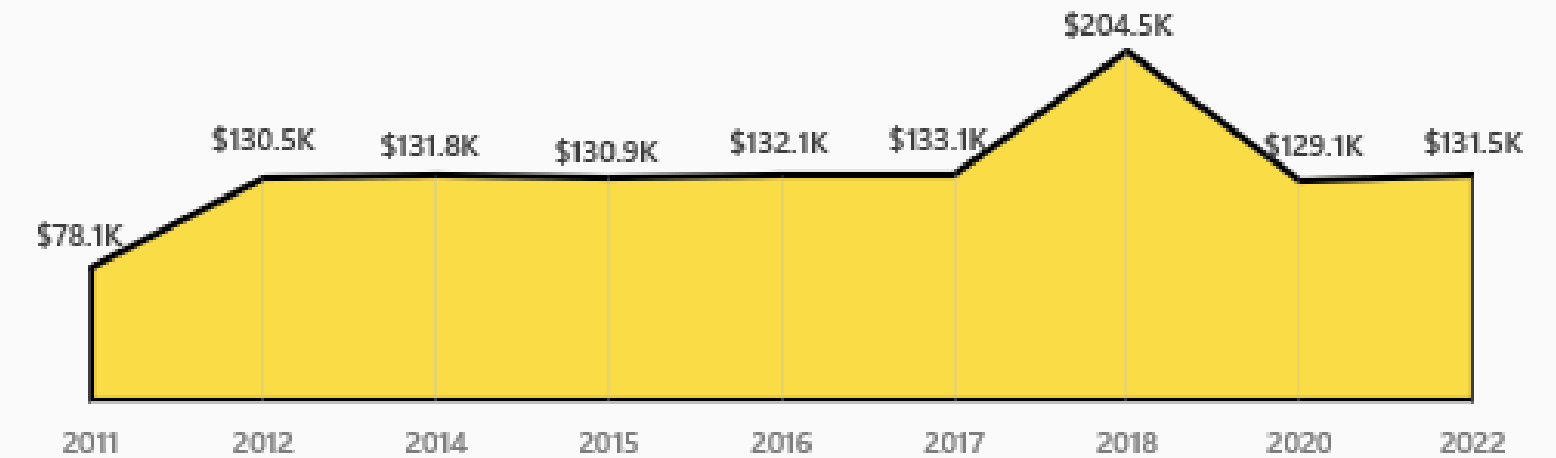


4.0

AVERAGE RATING

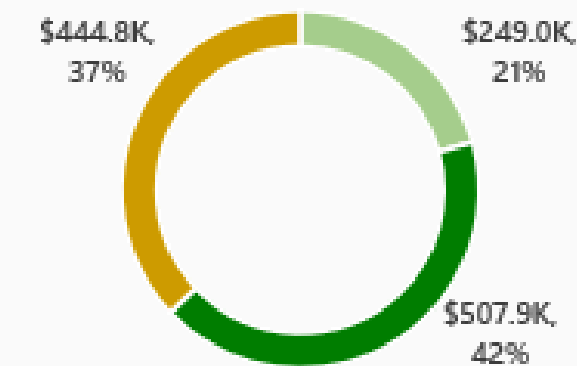


OUTLET ESTBLISHMENT

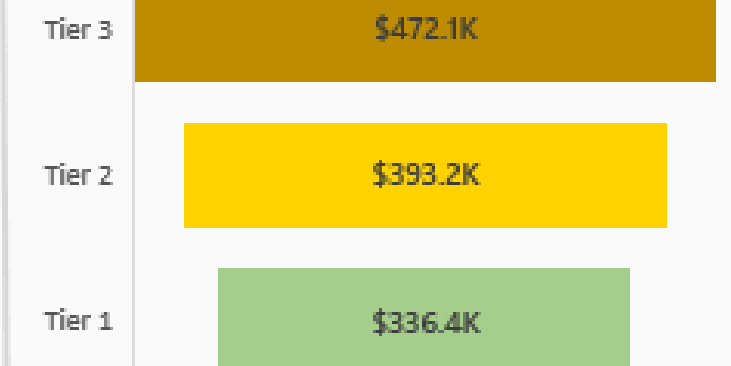


OUTLET SIZE

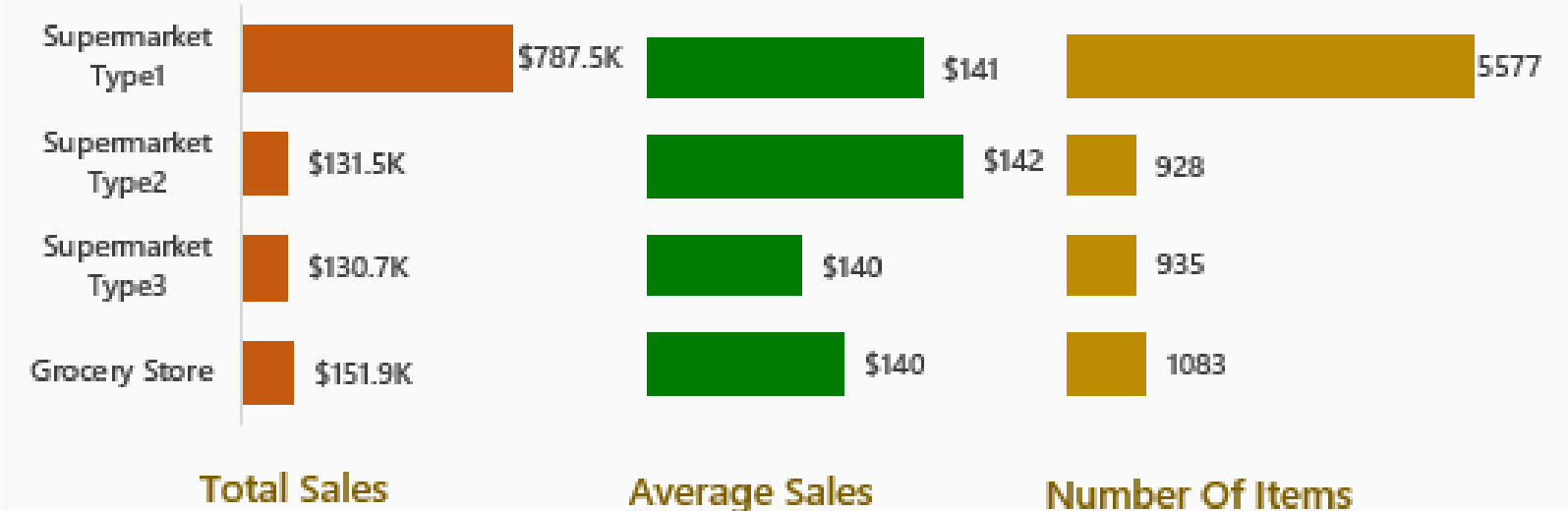
High Medium Small



OUTLET LOCATION



OUTLET TYPE



KEY INSIGHTS

- **Total Sales:** \$1.2M – indicating strong overall performance.
- **Average Sales per transaction:** \$141 – showing stable purchasing behavior.
- **Number of Transactions:** 8,523 – significant customer engagement.
- **Average Rating:** 4.0 – reflects good customer satisfaction.
- **Fat Content Sales:** Regular products (65%) dominate compared to Low Fat (35%).
- **Top Categories:** Fruits & Vegetables, Snack Foods, and Household items lead in revenue.
- **Outlet Size:** Medium outlets contribute the highest sales (\$507.9K, 42%).
- **Outlet Location:** Tier 3 outlets perform best with \$472.1K sales.
- **Outlet Type:** Supermarket Type1 leads with \$787.5K sales.
- **Sales Trend:** Steady growth from 2011 to peak in 2018, followed by slight decline.

BUSINESS RECOMMENDATION

- Expand medium-sized outlets
- Promote Low-Fat & Health products
- Improve Supermarket Type 2 & 3 sales strategies
- Seasonal campaigns to boost sales post-2018 decline

CONCLUSION

- Blinkit achieved \$1.2M total sales with strong outlet performance
- Medium outlets and Tier 3 locations drive the highest growth
- Opportunities exist in promoting healthier products and improving weaker outlet types

ThankYou