**Blinkit Grocery Data - Business Insights Report :-**

# Sales Distribution Insights

- Supermarket Type1 dominates revenue — contributing ~74% more than any other outlet type.

Priority in inventory management and promotions. - Grocery Stores have highest average rating (3.99) despite low sales — scaling opportunity. - Tier 3 cities have the highest sales (~4.72 lakh) — strong demand in semi-urban/rural markets.

# Product Category Trends

- Top-selling: Fruits & Vegetables (1.78 lakh), Snack Foods (1.75 lakh), Household Items (~1.36 lakh). - Low-selling: Seafood (~9K), Breakfast (~15K) — niche demand. - Promotions should focus on high-demand categories and bundle offers for low-demand items.

# Customer Perception & Ratings

- Ratings ~3.95–4.0 across outlets — consistent satisfaction. - High ratings don't always mean high sales (Grocery Stores top rating but low sales). - Market high ratings in advertising to attract buyers.

# Store Size & Sales

- Medium outlets dominate (42%) but sales not significantly higher than small outlets. - Foot traffic matters more than size — prioritize local marketing over expansion.

# Product Visibility vs Sales

- High-sales items often have low visibility — missed promotion potential. - Low-sales items with high visibility waste shelf space. - Reallocate shelf space for maximum ROI.

# Missing Data Alert

- Item Weight missing for ~17% of products — affects logistics and trust. - Fill missing info for better inventory and online experience.

# Summary of Key Metrics :-

|  |  |  |
| --- | --- | --- |
| **Metric** | **Top Category/Outlet** | **Value** |
| Highest Sales Outlet Type | Supermarket Type1 | 787,549.89 |
| Highest Sales Location | Tier 3 | 472,133.03 |
| Top Product Category | Fruits & Vegetables | 178,124.08 |
| Highest Avg. Rating | Grocery Store | 3.99 |