**BlinkIt**

The dashboard provides a comprehensive analysis of sales data for a platform called **blinkIt**, described as "India's Last-Minute App." Below are the key insights extracted from the visual:

**High-Level Metrics:**

* **Total Sales:** $1.20M
* **Number of Items Sold:** 8,523
* **Average Sales per Item:** $141
* **Average Rating:** 3.9 (out of 5)

**Filter Options:**

* The dashboard allows filtering by:
  + **Outlet Location Type**
  + **Outlet Size**
  + **Item Type**

**Fat Content Contribution to Total Sales:**

* **Low Fat Products:** $425.36K
* **Regular Products:** $776.32K
* This indicates that regular fat content products make up a larger share of sales compared to low-fat items.

**Sales by Item Type:**

The following are the top-performing product categories based on total sales:

1. **Fruits and Vegetables:** $0.18M
2. **Snack Foods:** $0.18M
3. **Household Items:** $0.14M
4. **Frozen Foods:** $0.12M
5. **Dairy Products:** $0.10M

Lower-performing categories include:

* **Seafood:** $0.01M
* **Breakfast Items:** $0.02M

**Outlet Establishment Timeline (2010–2020):**

* Sales trends peaked around **2017** at $205K, followed by a decline to **$131K** in **2021**.
* Steady growth was observed from **2010 to 2016**, with a sharp rise between **2016 and 2017**, then a gradual decline thereafter.

**Sales by Outlet Size:**

* **High-size outlets:** Contributed $507.90K
* **Medium-size outlets:** $248.99K
* **Small-size outlets:** Lower contribution, showing disparity in sales between outlet sizes.

**Sales by Outlet Location:**

* **Tier 3 locations:** Contributed the highest sales, accounting for **$472.13K**.
* **Tier 2 locations:** Contributed **$393.15K**.
* **Tier 1 locations:** The lowest at **$336.40K**.
* Tier 3 locations are the dominant contributors, covering **71.3%** of sales.

**Outlet Type Breakdown:**

* **Grocery Stores:**
  + Sales: $0.15M
  + Number of Items Sold: 1,083
  + Average Sales per Item: $140
  + Average Rating: 4
* **Supermarkets:**
  + Sales: $0.79M
  + Number of Items Sold: 5,577
  + Average Sales per Item: $141
  + Average Rating: 4
* **Supermarket Type 1 and Type 2:**
  + Similar contributions, but slightly lower sales compared to large supermarkets.

**Outlet Visibility:**

* **Supermarkets** have the highest visibility (338.65), while smaller outlets like **Supermarket Type 3** have lower visibility (54.80). This implies that larger stores have a wider audience reach or product availability.

**Conclusions:**

* The company sees higher sales in regular fat content products and tier 3 locations.
* Supermarkets dominate sales and visibility, while smaller outlets contribute less.
* There's a noticeable drop in sales after 2017, despite a growth trend from 2010 to 2016.