

blinkit

India's Last Minute App

Outlet Location

Outlet Size

Item Type

[Clear all slicers](#)

[Summary](#)

Dashboard by Rahul
| Power BI | 2025

1.20M



TOTAL_SALES

141



Avg_Sales

8523



No_of_Items

3.9



Avg_Rating

10



Total_Outlets

120K



Sales_Per_Outlet

Total_Sales

Avg_Sales

No_of_Items

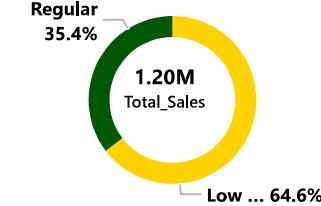
Avg_Rating

Fat Content

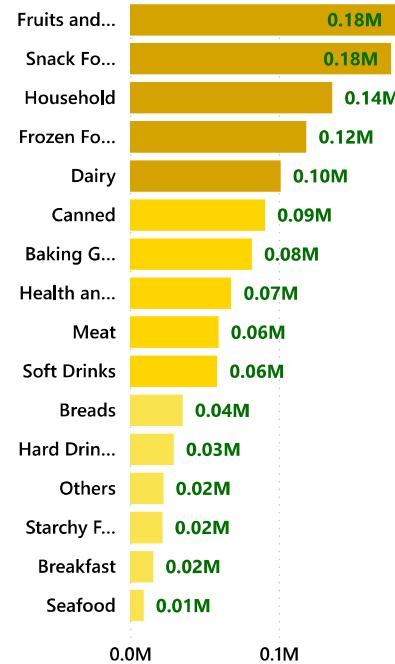
Low Fat ● Regular

Regular

35.4%



Item_Type



Fat_by_Outlet

Item... ● Low Fat ○ Regular

Tier 3

0.31M

0.17M

Tier 2

0.25M

0.14M

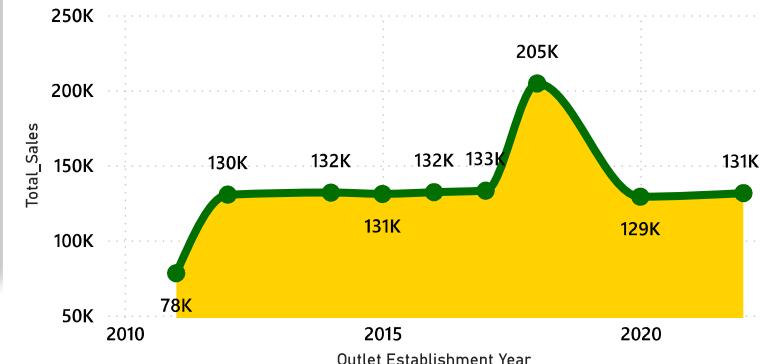
Tier 1

0.22M

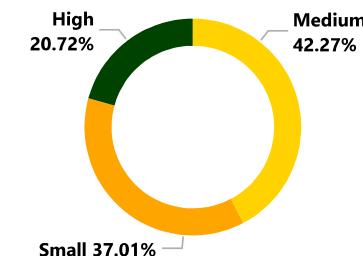
0.12M

0.0M 0.2M 0.4M
Total_Sales

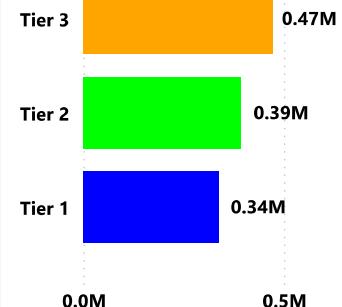
Outlet Establishment



Outlet_Size



Outlet_Location



Outlet Type	Total_Sales	No of Items	Avg_Sales	Avg_Rating
Grocery Store	151.94K	1083	140	3.9
Supermarket Type1	787.55K	5577	141	3.9
Supermarket Type2	131.48K	928	142	3.9
Supermarket Type3	130.71K	935	140	3.9

Dashboard

Dashboard by Rahul
| Power BI | 2025

Overall Performance Metrics

Total Sales: 1.20M
Avg Sales Per Outlet: 120K
Total Outlets Analyzed: 10
Overall Avg Rating: 3.9

Customer Rating Insights

- Overall rating across all outlets → 3.9
- Very consistent across outlet types
- No outlet type drops below 3.8
- Suggests stable customer satisfaction

blinkit Grocery Sales Summary

High-Level Business Takeaways

Blinkit's medium-sized outlets drive the majority of business.
Tier 3 locations hold the strongest market presence & customer reach.
Sales are dominated by Fruits, Snacks & Household categories.
Customer satisfaction is consistent with a 3.9 average rating.
Low-fat products dominate, indicating health-focused buying patterns.

Recommendations

- 1 – Expand Medium Outlets
Because they generate maximum sales.
- 2 – Invest more in Tier 3 regions
These regions drive highest revenue.
- 3 – Stock more low-fat products
Demand is already high.
- 4 – Improve breakfast & seafood categories
Sales are weakest here — improve placement or promo.
- 5 – Improve visibility (marketing display) for low performers
Items like Hard Drinks, Starchy Foods, Seafood can benefit from better visibility.

Product Category Insights

Top-Selling Categories:
1 Fruits & Snacks – highest
2 Household items
3 Frozen Foods
4 Dairy & Canned products

Moderate Sellers:

- Health foods
- Meat
- Soft drinks

Lowest Sellers:

- Breakfast items
- Seafood
- Starchy Foods
- Hard drinks

Outlet Level Insights

Medium outlet size contributes the highest share — 42.27%
High outlet size contributes 20.27%
Small outlet size contributes 37.01%
Tier 3 outlet locations generate the highest revenue (0.47M)

Tier 2 contributes 0.39M, second highest
Tier 1 contributes 0.34M, lowest among the three

Outlet-type comparison:

- Grocery Store performs the best (151.94K sales)
 - Supermarket Type 3 = 130.71K
 - Supermarket Type 2 = 131.48K
 - Supermarket Type 1 = 130.55K
- (All supermarkets have almost equal performance)

Fat Content Insights

Low Fat products dominate: 64.67%
Regular Fat: 35.32%
Low Fat items contribute majority of sales
Consumer preference is clearly toward healthier items.