Blinkit Sales Analysis – Dashboard Report

📜 **Objective:**

To analyze Blinkit's sales data and derive key business insights across various attributes such as item types, fat content, outlet location, outlet size, and establishment year.

🔢 **Overall Performance (KPIs):**

- **Total Sales**: ₹1.20M

- **Average Sales per Item**: ₹141.0

- **Number of Items**: 8,523

- **Average Rating**: 3.97

These metrics highlight a strong sales volume and decent product ratings overall.

📅 **Trend Analysis: Outlet Establishment Year**

- Significant growth in outlets occurred in **2018**, peaking at **204.52K** in sales.

- Sales remained relatively stable between **2014–2017** with a small dip in **2021**.

🔲 **Item Type Analysis:**

Top-performing categories:

- **Fruits and Vegetables** – ₹178.12K

- **Snack Foods** – ₹175.43K

- **Dairy** – ₹135.98K

Lower-performing categories include **Breakfast** and **Hard Drinks**, contributing less than ₹25K.

🥗 **Fat Content Performance:**

- **Low Fat** items dominate sales with ₹776.3K

- **Regular Fat** contributes ₹425.3K
  This insight can be leveraged to focus more on healthy product lines.

🏬 **Outlet Type Performance:**

- **Supermarkets** lead in both **sales volume** and **number of items**.

- **Grocery Stores** have slightly fewer visits but maintain consistent average ratings and sales per item.

🏙 **Outlet Location Insights:**

- **Tier 2 Cities**: ₹393.1K

- **Tier 1 Cities**: ₹336.4K

- **Tier 3 Cities**: ₹472.1K (Top Performer)

This suggests a strong presence and demand in non-metro regions (Tier 3).

🔲 **Outlet Size Insights:**

- **Medium-sized outlets** generated the highest sales (₹507.9K)

- **Small outlets**: ₹248.9K

- **High-sized outlets**: ₹444.7K

Balanced performance across outlet sizes but medium outlets show better efficiency.

🎯 **Business Recommendations:**

- Expand further in **Tier 3 cities** with **medium-sized outlets**.

- Promote **low-fat product lines** to align with customer health preferences.

- Focus on top-performing categories like **Fruits & Vegetables** and **Snacks**.

- Analyze the 2018 success spike to replicate similar expansion strategies.