

Blinkit

India's Last Minute App

Outlet Location Type

All

Outlet Size

All

Item Type

All

\$1.20M

TOTAL SALES



3.9

AVG RATING



8523

NO OF ITEMS



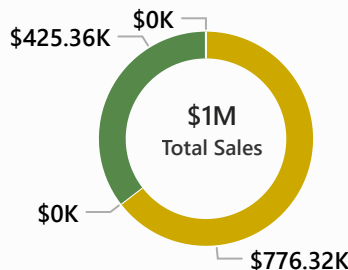
\$141

AVG SALES



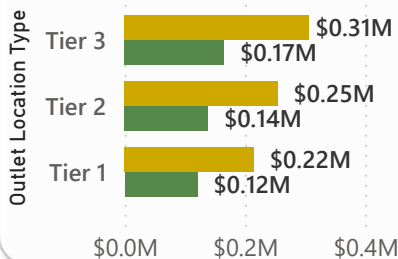
FAT CONTENT

Low Fat Regular

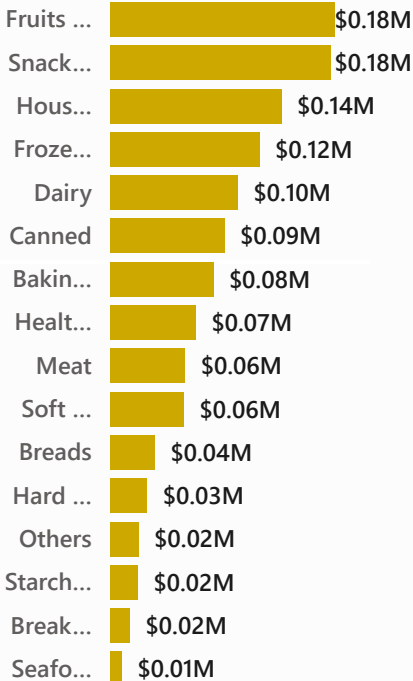


FAT BY OUTLET

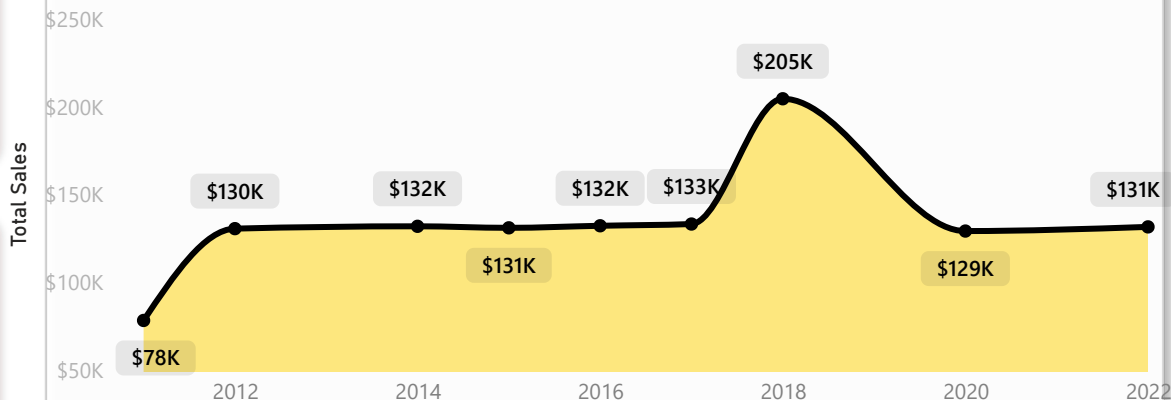
Low Fat Regular



ITEM TYPE

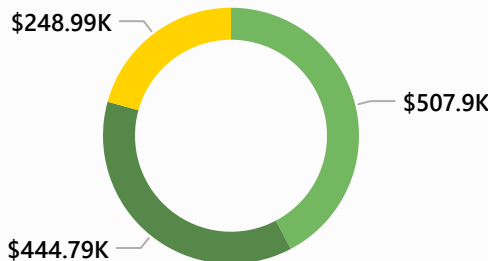


OUTLET ESTABLISHMENT

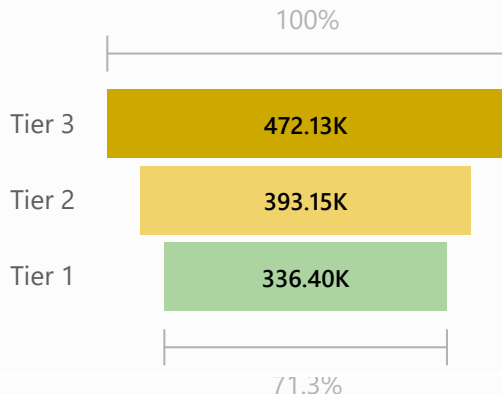


OUTLET SIZE

Medium Small High



OUTLET LOCATION



OUTLET TYPE

Outlet Type	Total Sales	No of Items	Avg Sales	Avg Rating	Item Visibility
Supermarket Type1	\$787.5498928K	5577	\$141	4	0.06
Grocery Store	\$151.939149K	1083	\$140	4	0.10
Supermarket Type3	\$130.7146746K	935	\$140	4	0.06
Supermarket Type2	\$131.4777764K	928	\$142	4	0.06

Recommendations:

Categories with the most fat account for the majority of sales, indicating that these items will always be an integral piece of the puzzle. However, promoting low fat products with promotion and health programs can help increase market share. Product type or category is also important, and food categories consistently double the CI of other categories; while brands' sales rank indicates the need to add more dimension to the high performer product categories and destroy low performer product categories. Outlets characteristics impact sales: larger outlets perform better than smaller outlets while modern outlets consistently make more revenue compared to older outlets. Investing money in upgrading existing outlets is likely to have a positive influence on customer spending, given that high/low performance outlets are a constant trend over time. Sales seem to be concentrated in certain regions or geographic areas; that may indicate that under-performing regions could yield new opportunities after marketing and supply chain improvements. Lastly, outlet type is emerging as the most influential performance indicator; consistent top performance across metrics are supermarkets and similar outlet types - indicated that we should strengthen partnerships and product availability with these outlets while elevating attention on outlets that do not perform as well. Ultimately, the configuration of Blinkit's product mix, outlets strategy, and distribution components highlighted in the dashboard reinforces the need for Blinkit to have a product mix that is modern, accessible, and cost effective.