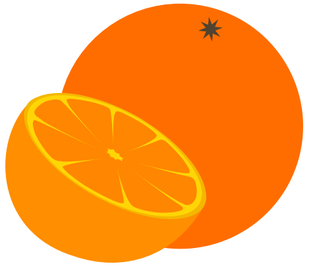
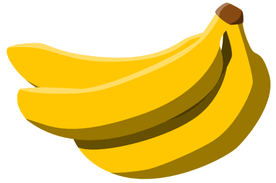
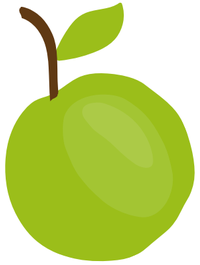




Blinkit

Blinkit Sales Performance Analysis



Report Outline

- Introduction
- Business Requirements
- Analysis Framework
- Dashboard Presentation
- Key Findings
- Conclusion & Recommendations

1

Intoduction

Blink Commerce Private Limited, doing business as **Blinkit** (formerly **Grofers**), is an Indian quick-commerce company owned by Eternal Limited. It was founded in December 2013 and is based in Gurgaon.

Customers of the company use a mobile application to order groceries and essentials online, which are sourced from the company's dark stores and delivered in 10 minutes. Blinkit operates in 153 cities in India as of March 2025.

Business Requirements

The objective of this project is to analyze Blinkit's sales data to evaluate its overall sales performance, understand customer satisfaction patterns, and assess the contributions of products and outlets. The analysis aims to identify meaningful trends and relationships within the data that can support data-driven business decisions and performance optimization.:

Key Analytical Metrics Considered:

- Total Sales: Measures overall revenue contribution across products and outlets.
- Average Sales: Helps assess typical sales performance per item.
- Number of Items: Indicates product distribution and assortment breadth.
- Average Rating: Reflects customer satisfaction and product acceptance.

From Data to Insights: Analytical Framework

To ensure reliable and meaningful insights, the analysis followed a structured approach that moved from data validation to performance interpretation across multiple dimensions, using a combination of spreadsheet analysis, statistical exploration, and interactive dashboards.

Data Readiness:

Ensured data consistency by reviewing missing values and standardizing item and outlet attributes.

Understanding Overall Patterns:

Examined sales and rating distributions to capture overall performance behavior.

4

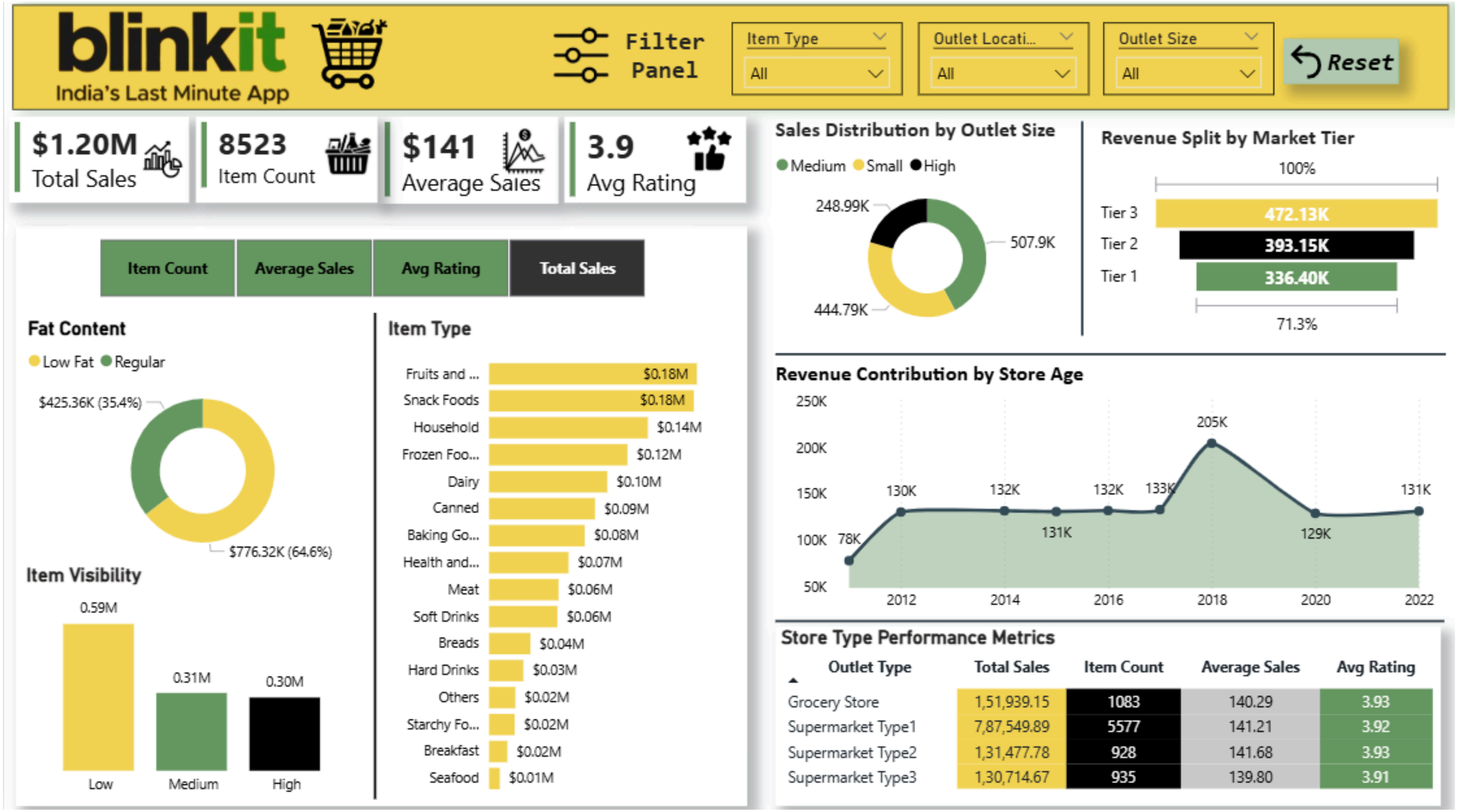
Exploring Key Relationships:

Applied statistical techniques to examine relationships between sales, visibility, ratings, and item characteristics.

Comparative Performance Analysis:

Leveraged interactive dashboards to compare sales performance across product categories, outlet types, sizes, and locations.

DASHBOARD


blinkit
India's Last Minute App
Filter Panel
Item Type
All
Outlet Locati...
All
Outlet Size
All
Reset
$1.20M
Total Sales
8523
Item Count
$141
Average Sales
3.9
Avg Rating
Item Count
Average Sales
Avg Rating
Total Sales
Fat Content
Low Fat
Regular
$425.36K (35.4%)
$776.32K (64.6%)
Item Visibility
0.59M
0.31M
0.30M
Low
Medium
High
Item Type
Fruits and ... $0.18M
Snack Foods $0.18M
Household $0.14M
Frozen Foo... $0.12M
Dairy $0.10M
Canned $0.09M
Baking Go... $0.08M
Health and... $0.07M
Meat $0.06M
Soft Drinks $0.06M
Breads $0.04M
Hard Drinks $0.03M
Others $0.02M
Starchy Fo... $0.02M
Breakfast $0.02M
Seafood $0.01M
Sales Distribution by Outlet Size
Medium
Small
High
248.99K
507.9K
444.79K
Revenue Split by Market Tier
100%
Tier 3
472.13K
Tier 2
393.15K
Tier 1
336.40K
71.3%
Revenue Contribution by Store Age
250K
200K
150K
100K
50K
78K
130K
132K
131K
132K
133K
205K
129K
131K
2012
2014
2016
2018
2020
2022
Store Type Performance Metrics
Outlet Type
Total Sales
Item Count
Average Sales
Avg Rating
Grocery Store 1,51,939.15 1083 140.29 3.93
Supermarket Type1 7,87,549.89 5577 141.21 3.92
Supermarket Type2 1,31,477.78 928 141.68 3.93
Supermarket Type3 1,30,714.67 935 139.80 3.91

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Key FIndings

With
$0.18M
Fruits & Vegetables Is The Top Selling Item Type

- Total Sales: $1.20M
- Average Sales Per Item: $141
- No of Items: 8523
- Average Rating: 3.9 out of 5

With Total Sales of
$776.32K
Low Fat Content Is More Preffered Than Regular

Tier 3 Locations Have The Highest Revenue with the contribution of:
$472.13K

Low-Visibility Products Accounts for ~
45%
of Total Sales

Sales show **no meaningful correlation** with item visibility.

Customer ratings have **minimal impact** on sales performance.

Item weight has a **negligible influence** on sales value.

Sales are driven more by **outlet and category factors** than product attributes.

Conclusion & Recommendations

Conclusion:

- Sales are **highest in Tier-3 locations**, making them the strongest revenue contributors.
- **Fruits & Vegetables and Snack Foods** lead overall category-wise sales performance.
- **Medium-sized outlets** generate the highest total sales, indicating an optimal outlet format.
- Outlets established around **2017–2018** show peak sales performance.
- Sales have **weak correlation** with item visibility, weight, and customer ratings.

Recommendations:

- Focus expansion and operational strategies on **Tier-3 markets** to maximize revenue growth.
- Optimize inventory and promotions around **high-performing product categories**.
- Scale the **medium-sized outlet model** for future store planning.
- Prioritize **outlet and location strategy** over minor product-level adjustments.
- Enhance future analysis using pricing and customer behavior data for deeper insights.

THANK YOU