

Blinkit Sales Performance Analysis



Objective



- The objective of this report is to analyze Blinkit's grocery sales performance across various outlets and identify trends based on outlet size, location, and item categories. The report also provides insights into customer preferences, sales distribution, and outlet-specific performance to aid decision-making for optimization strategies.

Sales Overview



- Total Sales: **\$1.20M**
- Average Sales per Item: **\$141**
- Number of Items Sold: **8,523**
- Average Customer Rating: **3.9/5**

The data reveals a healthy sales performance with significant revenue generation and a wide range of products sold. However, customer ratings are moderate.

Outlet Establishment Trends



- Sales over time show fluctuations, peaking in 2018 at \$205K and recovering in 2020 at \$131K.
- This suggests operational challenges or market shifts that impacted performance.
- Understanding these trends can help in strategic planning for future growth.

Outlet Size and Location Analysis



- Tier 3 outlets contributed the highest sales: \$472.13K, followed by Tier 2 and Tier 1.
- Medium-sized outlets dominated with \$507.9K in sales, outperforming smaller and larger outlets.
- These insights can help optimize store locations and sizes for better sales performance.

Top-Selling Product Categories



- Top Categories: **Fruits and Snacks** (\$80K+ each)
- **Frozen Foods** also performed well with \$60K in sales.
- Items like **meat** and **bakery** had **lower sales**, revealing customer preferences.
- This **analysis** can guide **inventory management** and **promotions**.

Fat Content and Sales by Outlet



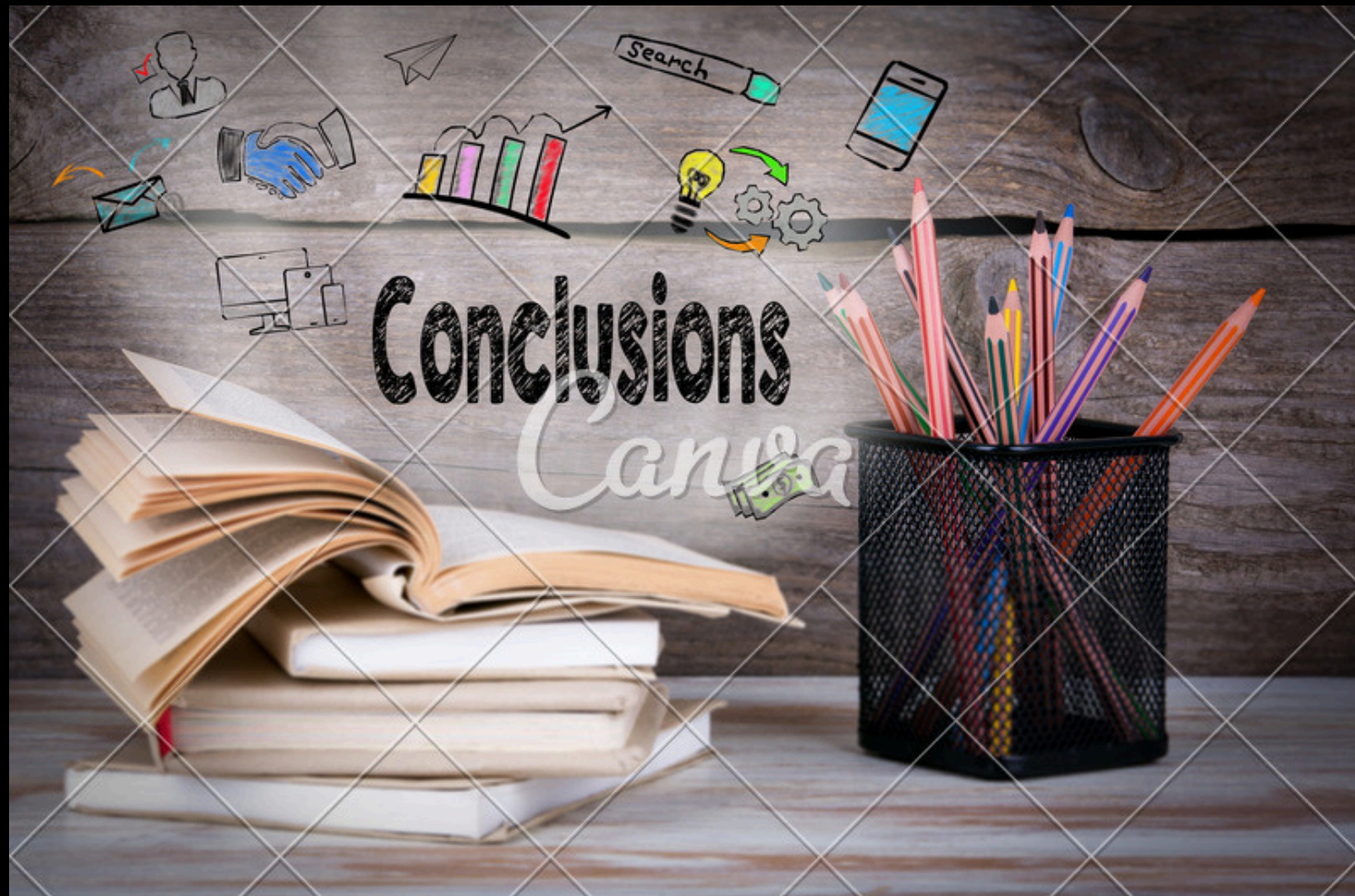
- **Low Fat Items:** Lower sales in all tiers.
- **Regular Fat Items:** Higher sales in all outlet categories, especially in Tier 3 outlets.
- This insight suggests customer preference trends towards regular-fat products.

Customer Ratings and Visibility



- Average Rating: 3.9/5, showing moderate satisfaction.
- Tier 3 outlets have better item visibility (0.10), while Tier 1 and Tier 2 outlets have lower visibility (0.06).
- Improving visibility and customer experience can lead to higher sales and better ratings.

Conclusion and Recommendations



- Tier 3 outlets and medium-sized stores show the best sales performance.
- Regular-fat products are more popular, and fruits/snacks are top-sellers.
- Improving customer satisfaction and item visibility in Tier 1 and Tier 2 outlets can boost sales.
- Strategic focus on outlet size, product mix, and regional preferences will help Blinkit optimize operations.



THANK YOU