INTRODUCTION

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TOPIC : BLINKIT DATA ANALYSIS

blinkit

India"s Last Minutes App

$1.20M
TOTAL SALES

$141
AVG SALES

8523
NO. OF ITEMS

4
AVG RATING

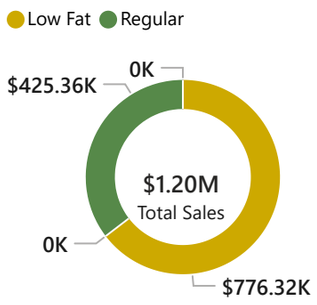
Outlet Location Type: All

Outlet Size: All

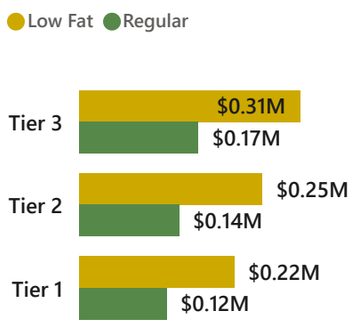
Item Type: All

Total Sales | Avg Sales | No. of Items | Avg Rating

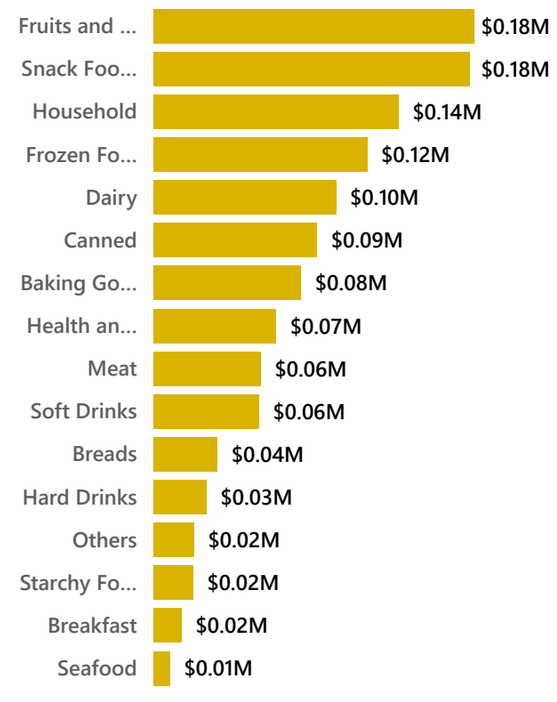
FAT CONTENT



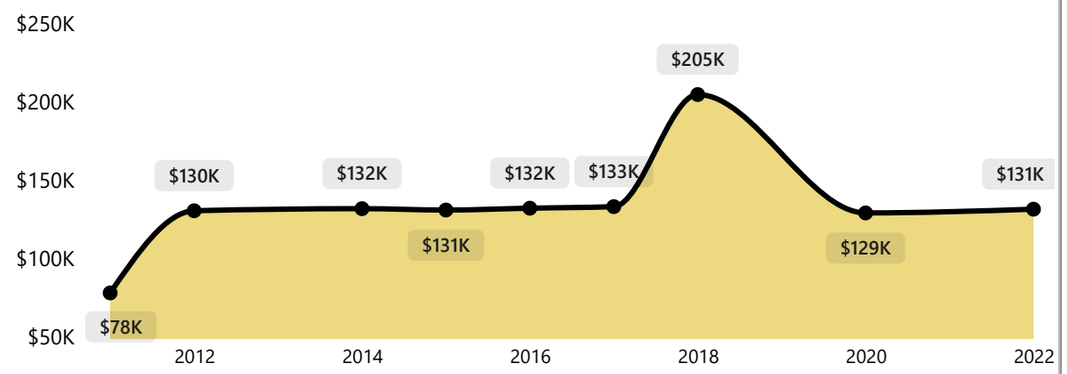
FAT by Outlet



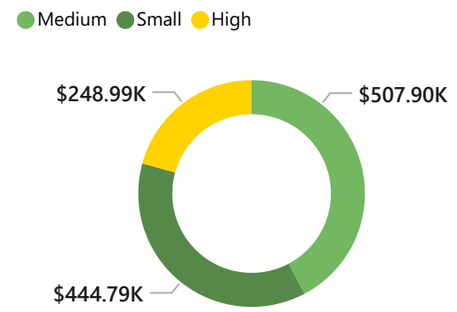
Item Type



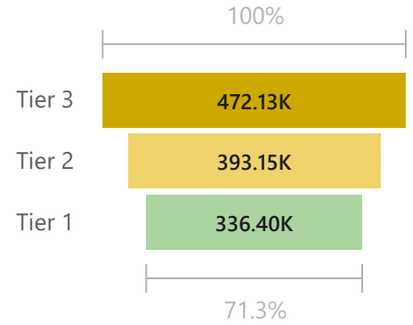
Outlet Establishment Year



OUTLET SIZE



Outlet Location



OUTLET TYPE

Outlet Type	Total Sales	No. of Items	Avg Sales	Avg Rating	Item Visibility
Supermarket Type2	$131.48K	928	$142	4	0.06
Grocery Store	$151.94K	1083	$140	4	0.10
Supermarket Type1	$787.55K	5577	$141	4	0.06
Supermarket Type3	$130.71K	935	$140	4	0.06

Insight from BLINKIT Data Analysis

Total Sales: $1.20M | Avg Sales: $141 | Items Sold: 8,523 | Avg Rating: 4 ⭐

Fat Content: Low Fat ($776K) > Regular ($425K) → Low Fat drives majority sales.

Top Item Categories: Fruits & Vegetables, Snack Foods, Household items, Frozen foods.

Outlet Performance:

Tier 3 outlets highest ($472K), then Tier 2 ($393K), Tier 1 ($336K).

Medium outlets earn the most ($508K), followed by Small ($445K).

Supermarket Type1 dominates ($787K).

Trend: Sales peaked in 2016 ($205K) but have stayed flat since.

👉 Key Takeaway: Blinkit's growth is driven by healthy/low-fat items, Tier 3 cities, medium outlets, and Supermarket Type1. Expansion should focus on these areas while boosting weaker Tier 1 and small outlet sales with promotions