BlinkIT

Outlet Sales Dashboard

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Introduction

This report provides a data-driven analysis of item sales across different outlet locations and outlet types for Blinkit, based on internal sales and item rating data. The purpose of this report is to identify key performance metrics such as total sales, item category performance, outlet performance by size and location, and most importantly, the top-selling items by region (tier). The analysis uses Excel-based dashboards and pivot tables to derive actionable insights that can help optimize product offerings and outlet strategies.

1

Objective

To identify top-selling item categories across outlet tiers, analyze outlet performance based on location and size, and evaluate customer ratings and item visibility to make better stocking and marketing decisions.

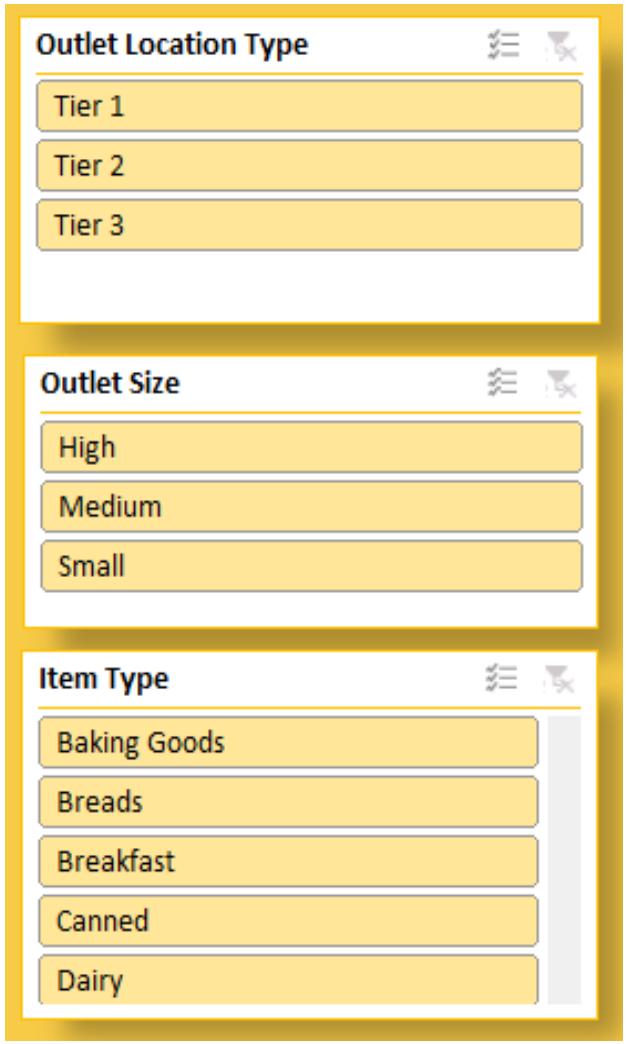
2

Dataset Summary

- Item Type, Fat Content, Sales, Ratings, Outlet Type, Outlet Location Type (Tier), Size
- Over 8,500+ items sold across multiple tiers and outlet formats

Dashboard Components

- Filter By Outlet Location Type
- Filter By Outlet Size
- Filter By Item Type



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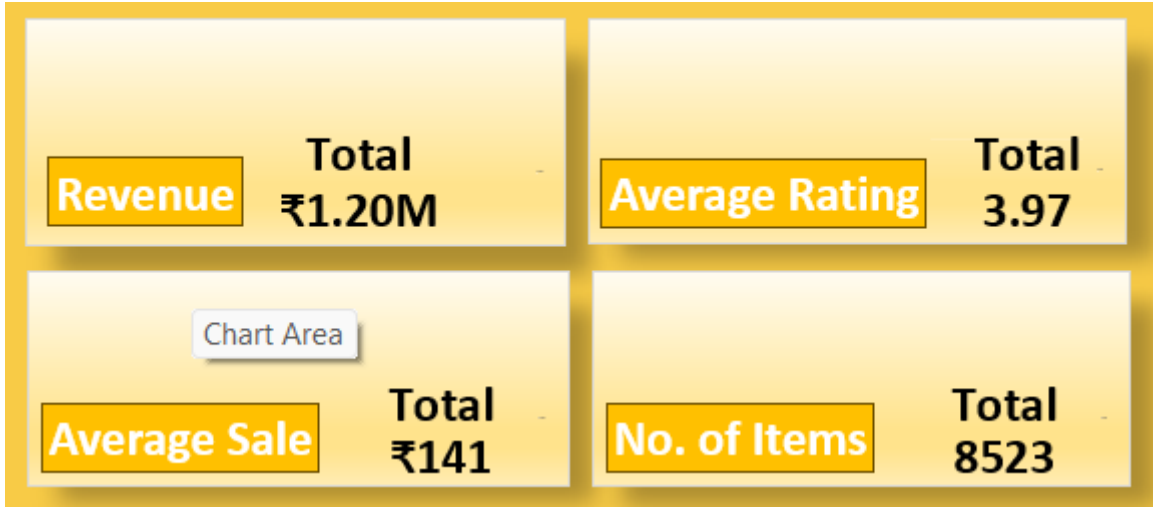
Key Insights

From here, we can review the Total Revenue, Average Sale, Average Rating & No. of Items



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This section allows us to analyze sales distribution based on **fat content**, **fat content by outlet**, and **item type**. These views collectively highlight which categories generate the highest to lowest sales, providing a clear understanding of product performance across segments.

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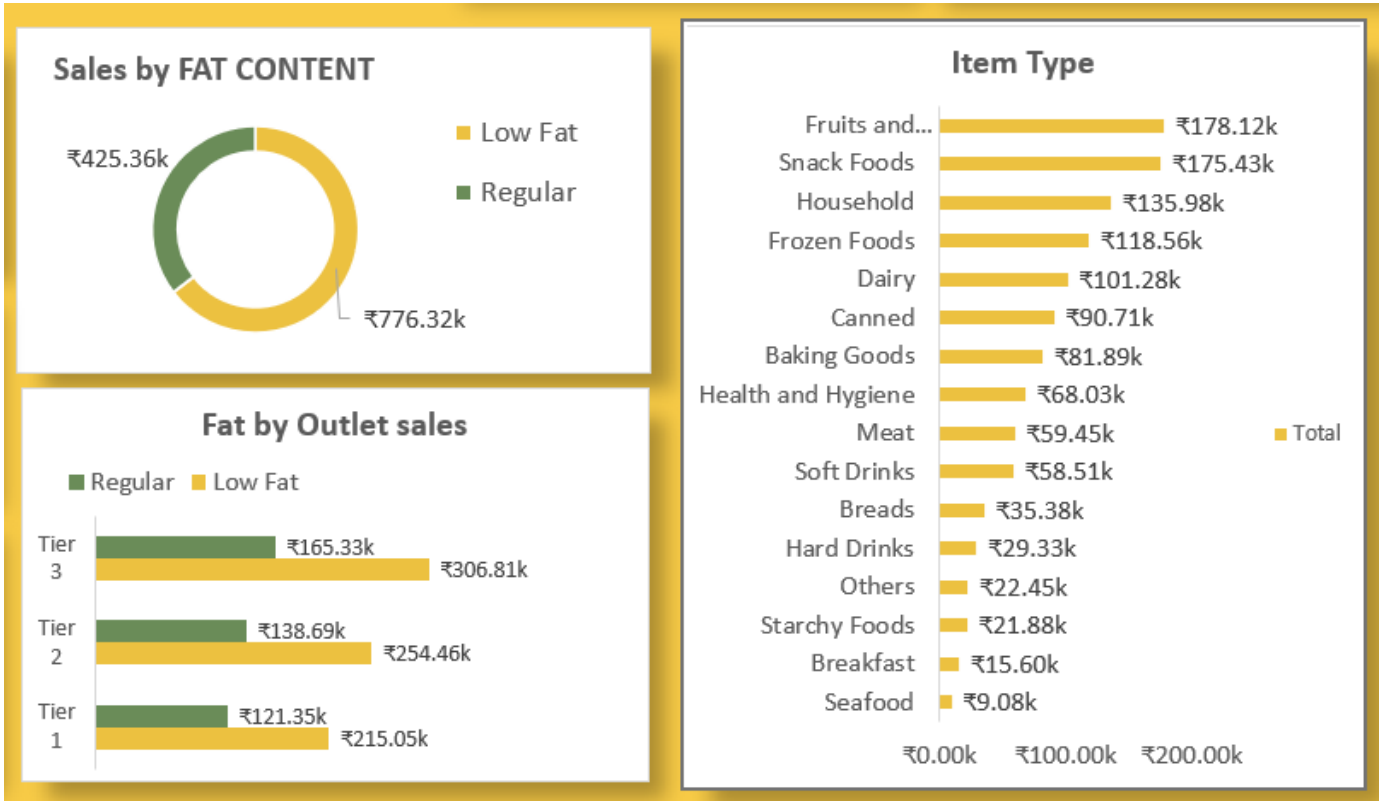

This analysis allows us to evaluate the top-performing product categories in each outlet location type (tier) and compare their total sales across different tiers. It provides valuable insights into regional product preferences and sales distribution.

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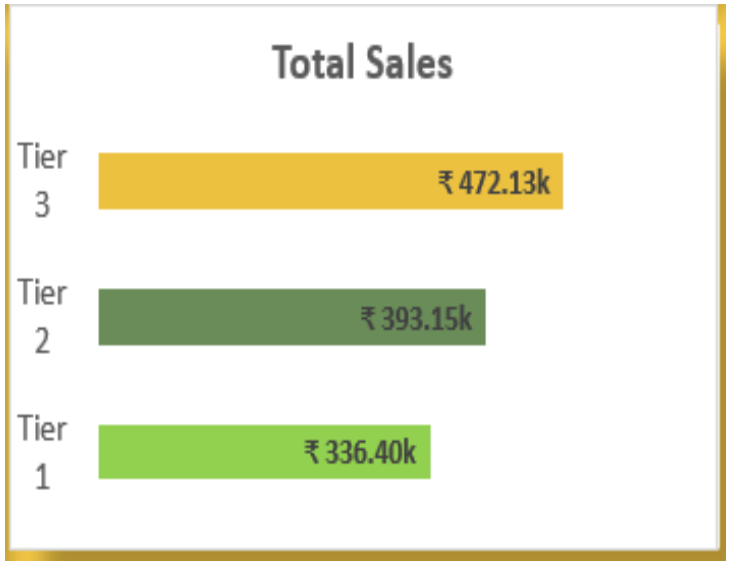

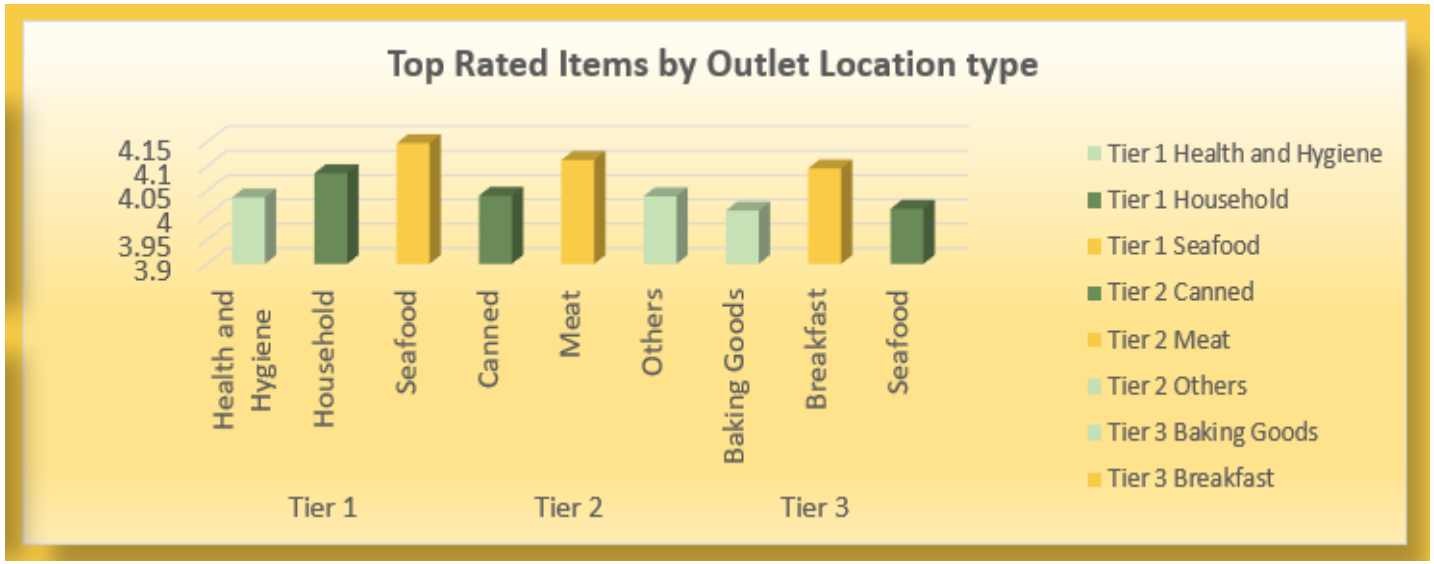

This analysis allows us to evaluate revenue distribution based on outlet size, as well as track revenue trends by outlet establishment year.

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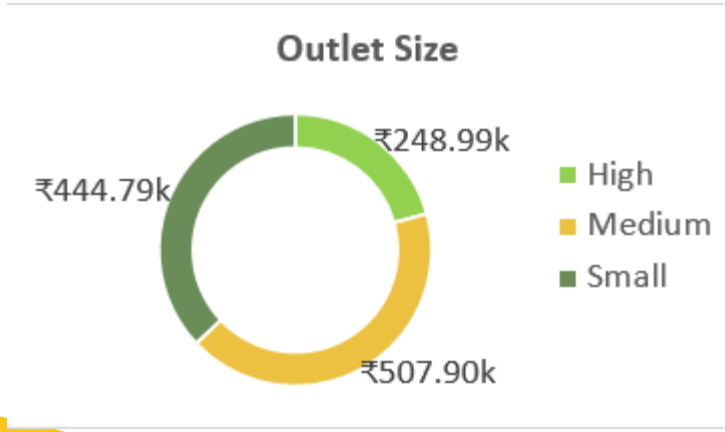

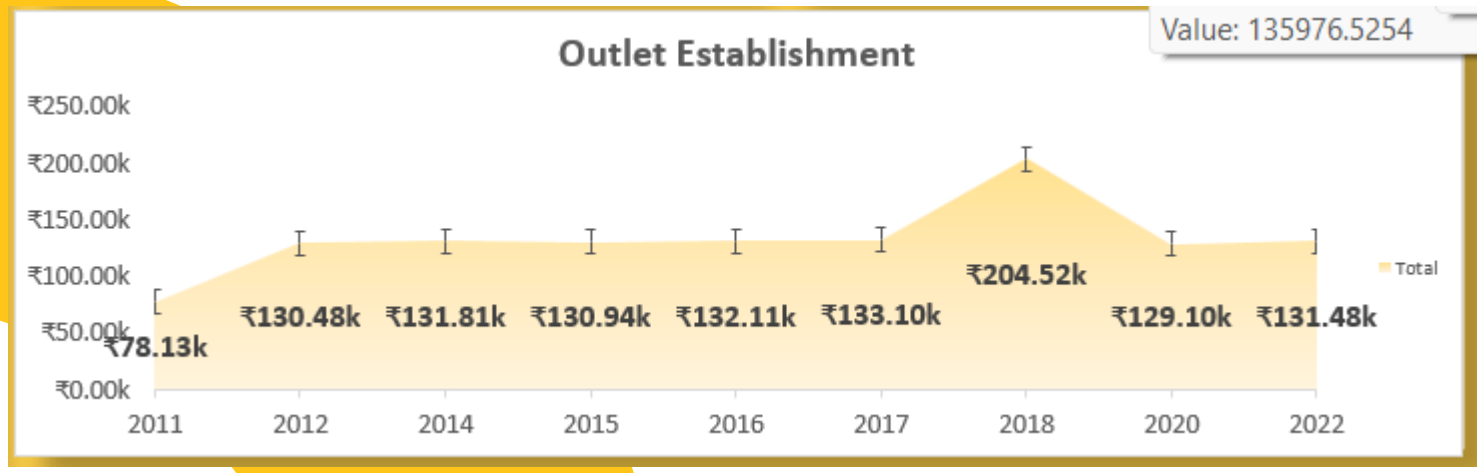

Complete Dashboard

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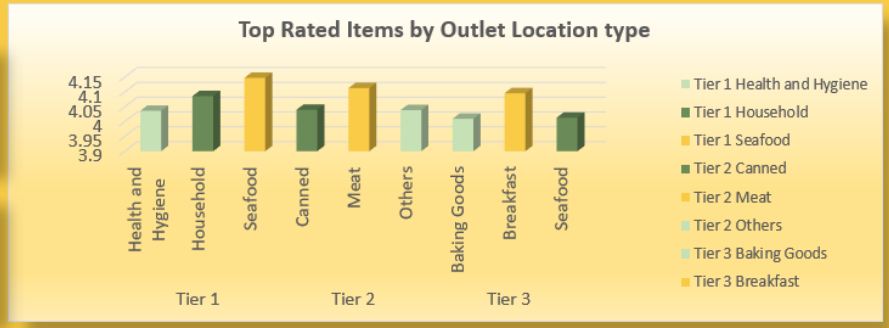
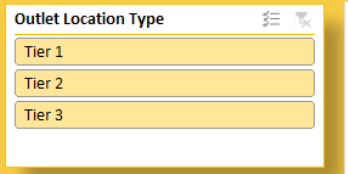
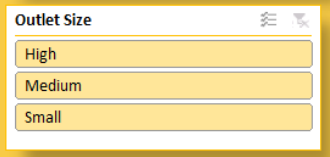
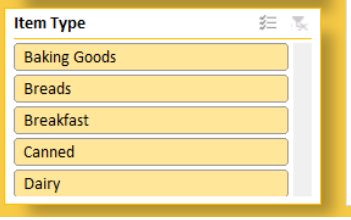
India's Last Minute App

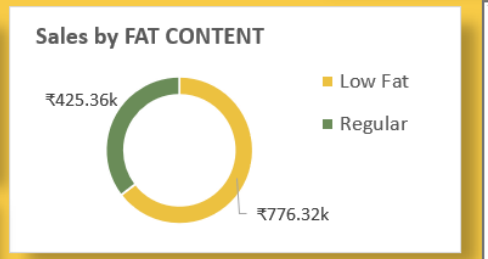
Revenue	Total ₹1.20M	Average Rating	Total 3.97
Average Sale	Total ₹141	No. of Items	Total 8523

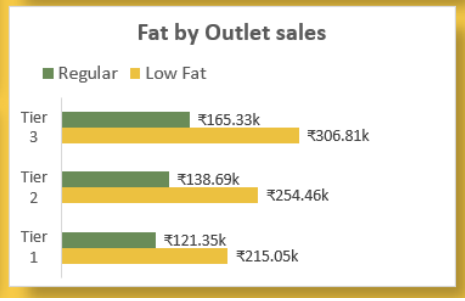


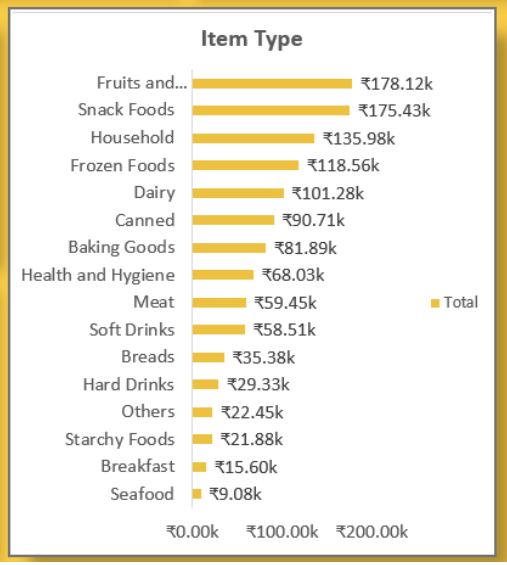


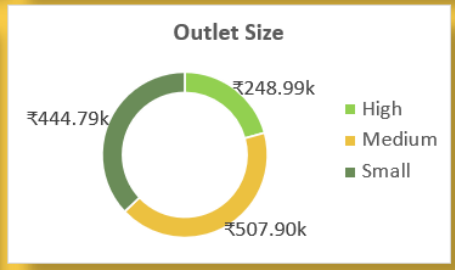


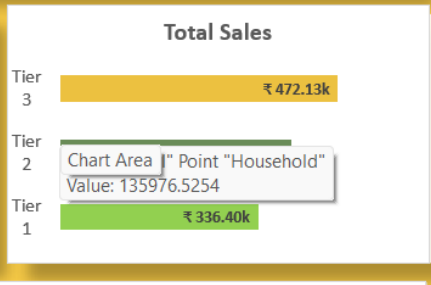


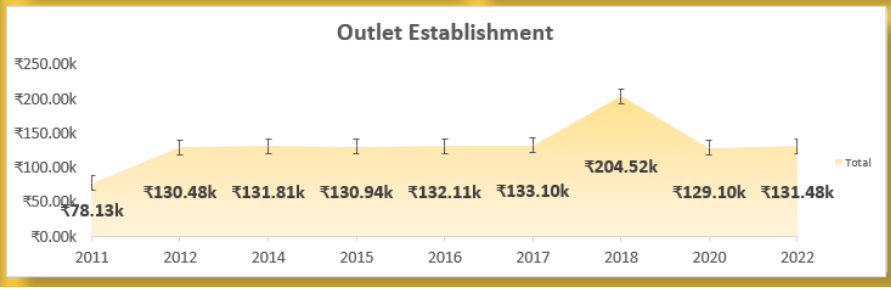












Conclusion & Recommendations

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- **Although seafood and breakfast items have received high customer ratings in Tier 1 and Tier 3 cities, they are among the least sold categories overall.** This suggests a mismatch between quality perception and customer reach. To address this, targeted promotions and improved visibility in Tier 2 cities could significantly boost their sales.
- **Tier 3 outlets show the highest total sales, indicating strong market potential in these regions.** This suggests that resource allocation and inventory planning should be prioritized in this tier.
- **Outlet Size Impact:** Medium-sized outlets have shown the highest total sales contribution, particularly from Fruit & vegetables and Snacks Increasing stock and inventory of these items in medium outlets can further optimize sales.
- Across all tiers**, low-fat items consistently outperform regular-fat** products in sales. It is recommended to prioritize low-fat variants in inventory planning to align with consumer preferences.