

# **BLINK RETAIL SALES ANALYSIS**

# OVERVIEW

## BUSINESS PROBLEM

To analyze Blinkit's sales, customer satisfaction, and inventory data using key KPIs to uncover insights and optimize performance across operations and customer experience.

# PRODUCT CATEGORY SALES

## TOP PERFORMING CATEGORIES

**Fruits and Vegetables:** Highest sales revenue

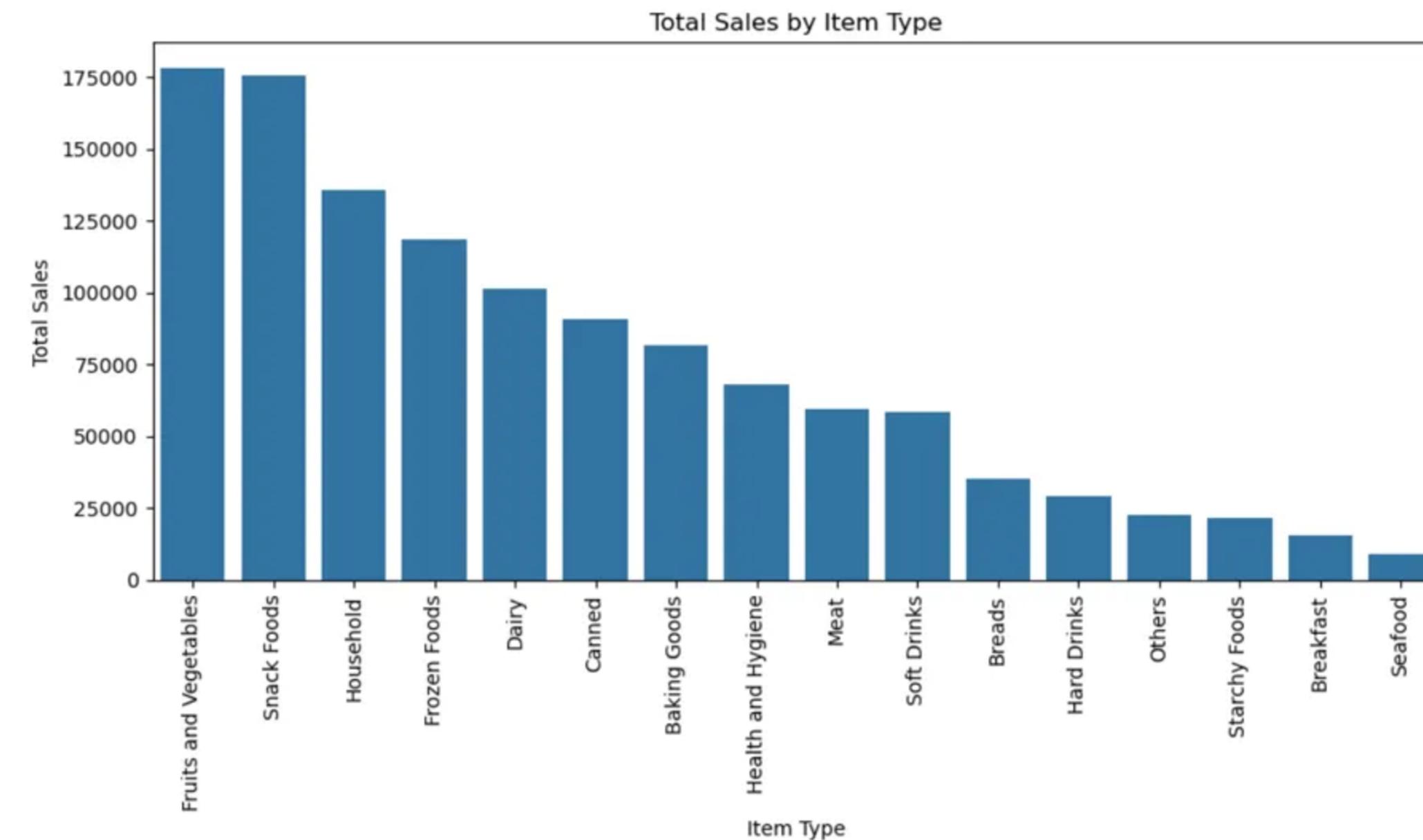
**Snack Foods:** Second highest performer

**Household Items:** Strong third position.

**Low Performers:** Seafood and breakfast

items generate minimal revenue

**Recommendation:** Consider expanding high-performing categories and reassessing space allocation for underperforming ones



# OUTLET LOCATION PERFORMANCE

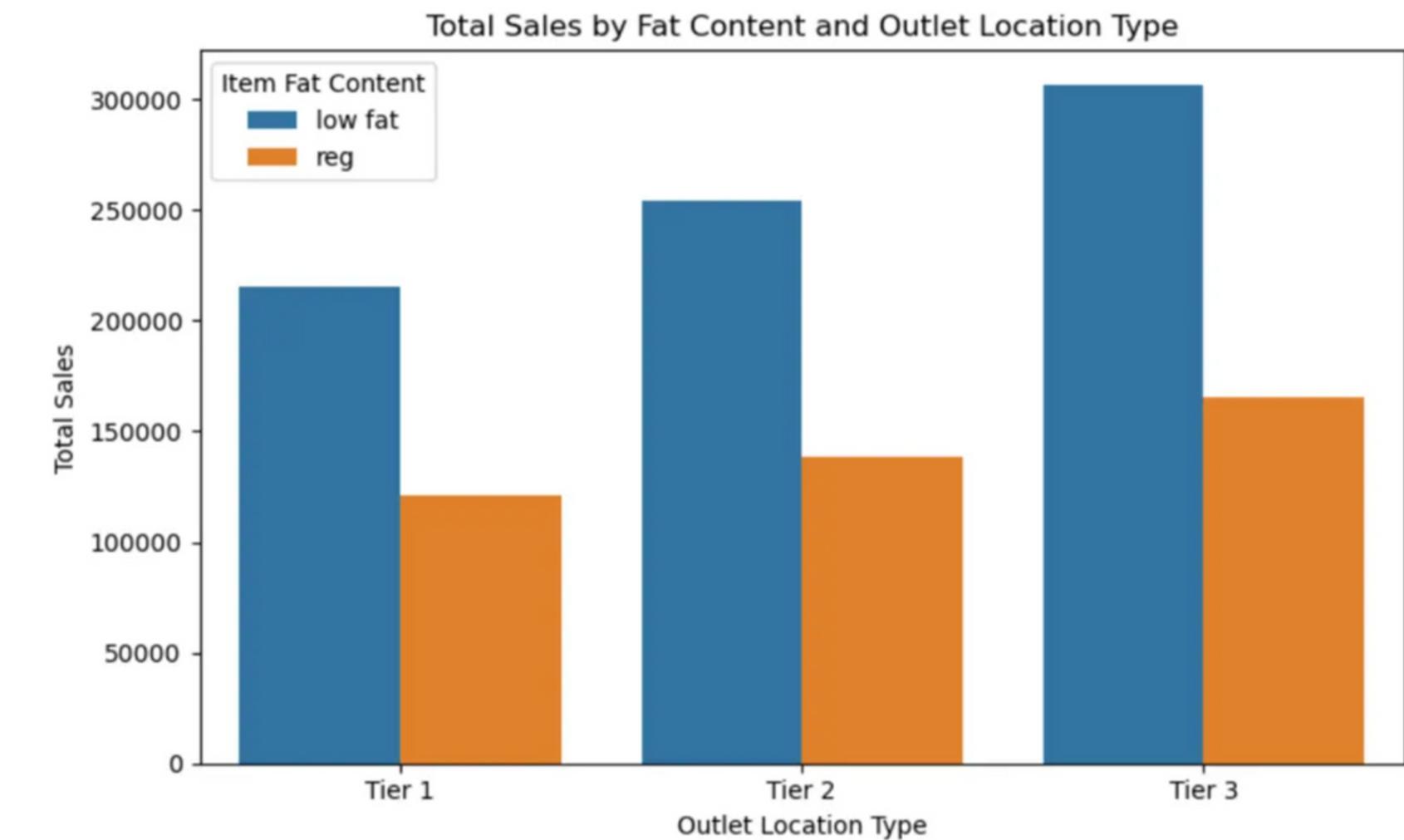
## SALES BY TIER STRUCTURE

**Tier 3 Locations:** Highest overall sales performance

**Tier 2 Locations:** Solid mid-range performance

**Tier 1 Locations:** Lowest sales performance

**Recommendation:** Investigate success factors in Tier 3 locations to potentially replicate in other tiers



# FAT CONTENT ANALYSIS

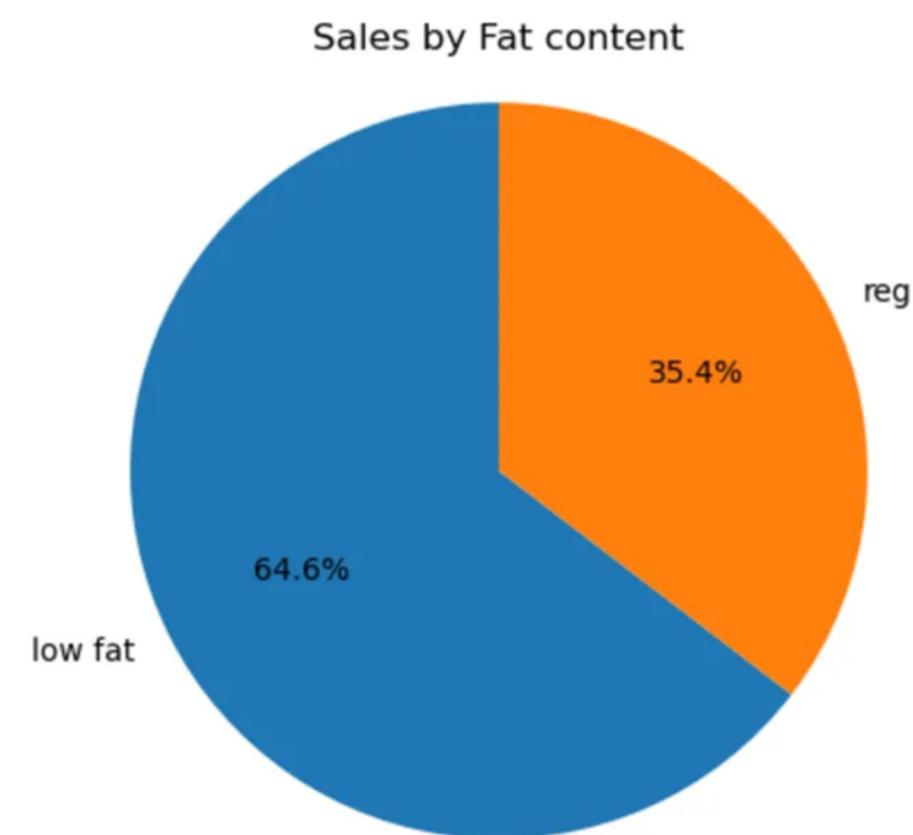
## CONSUMER PREFERENCE TRENDS

**Low Fat Products:** Dominating with 64.6% of total sales

**Regular Fat Products:** Account for 35.4% of sales

Clear consumer preference toward healthier options

**Recommendation:** Continue expanding low-fat product lines while maintaining targeted regular fat options



# FAT CONTENT BY LOCATION TIER

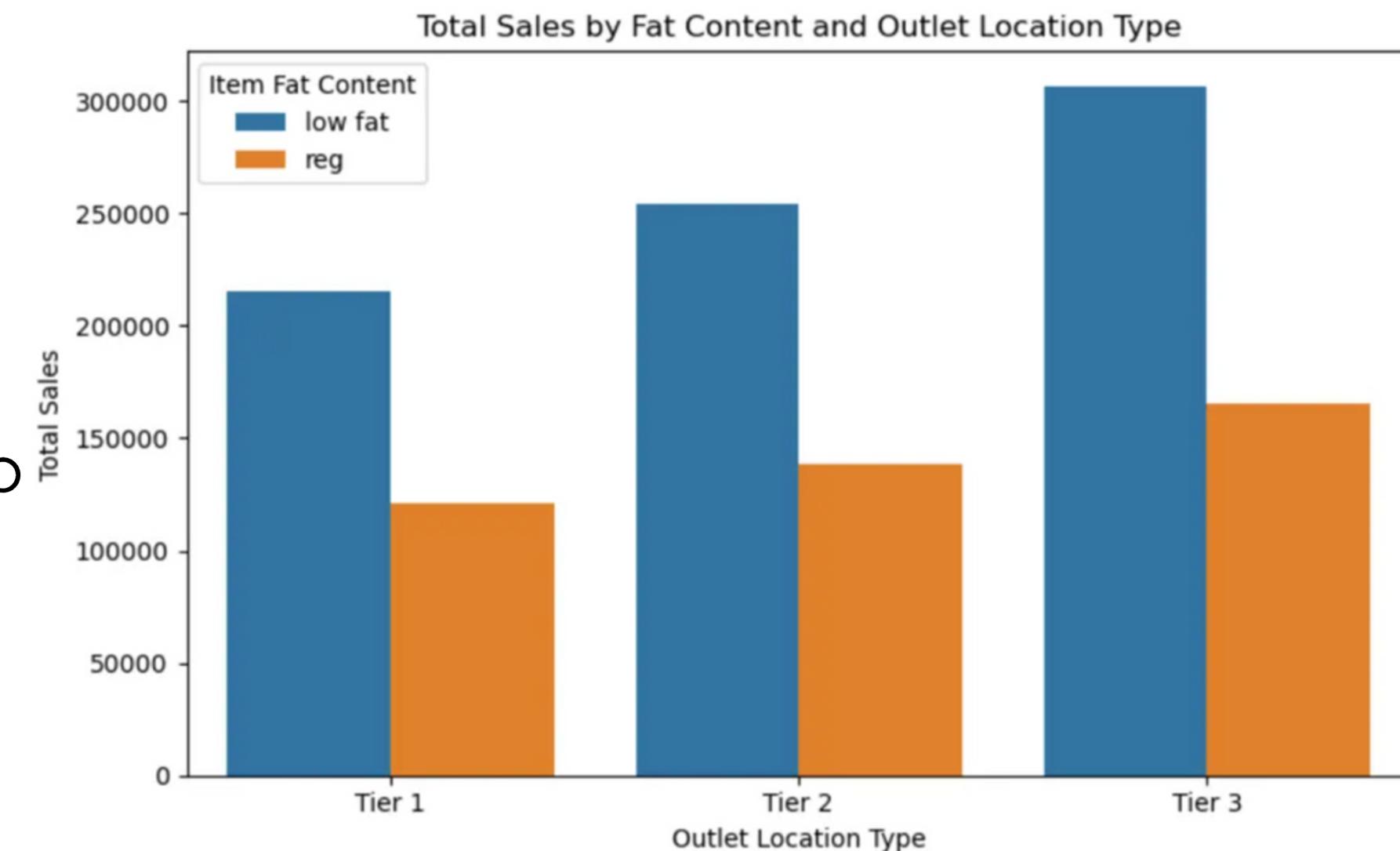
## PERFORMANCE MATRIX

**Low Fat Products:** Consistently outperform across all location tiers

**Tier 3 Locations:** Show strongest performance for both fat content types

**Growth Potential:** Tier 1 locations have largest gap between fat content types

**Recommendation:** Target Tier 1 locations for improved regular fat product merchandising



# OUTLET SIZE IMPACT

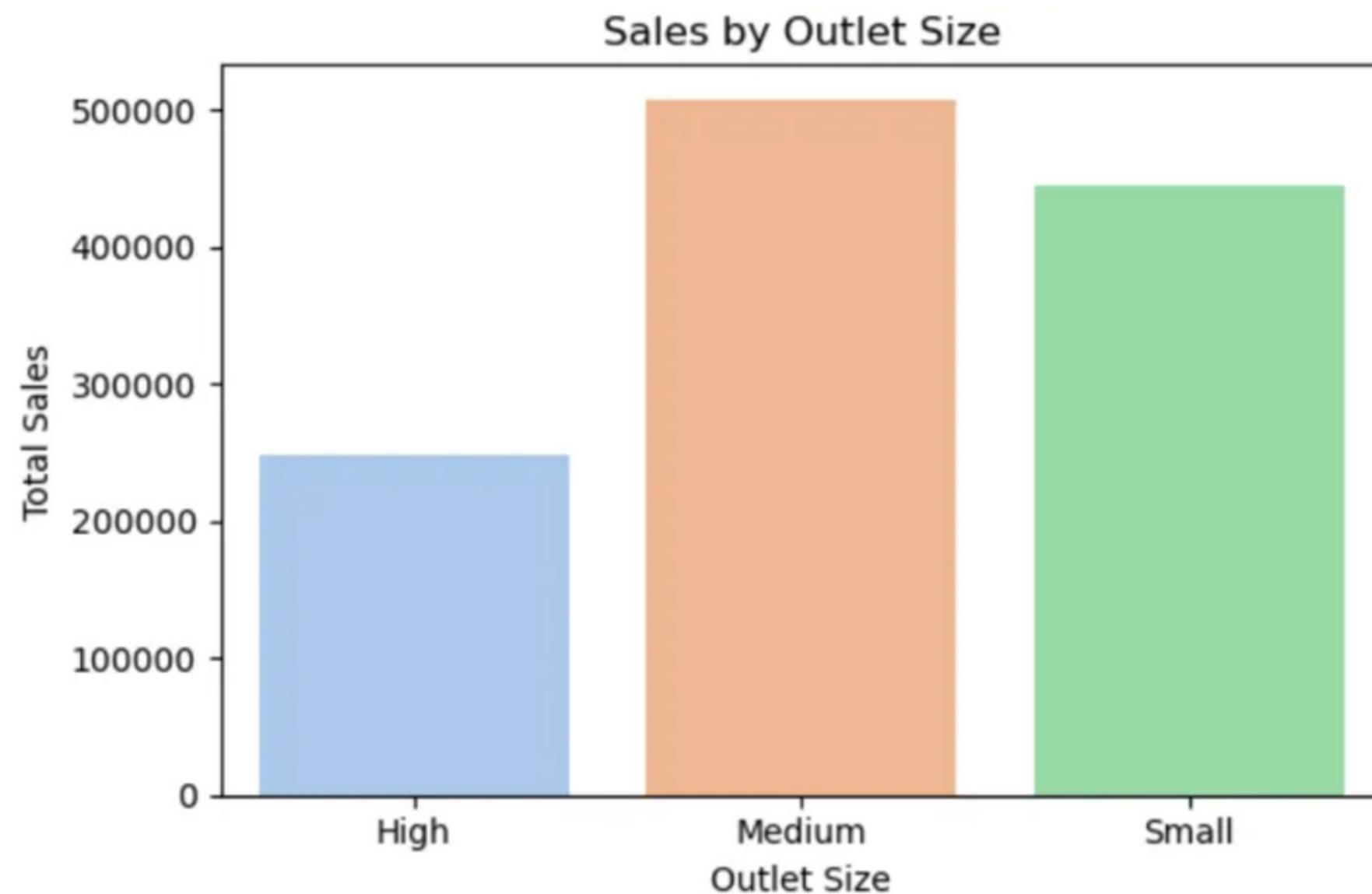
## SALES BY STORE SIZE

**Medium-sized Outlets:** Highest total sales (\$500,000)

**Small Outlets:** Strong second position (\$450,000)

**Large Outlets:** Significantly lower performance (\$250,000)

**Recommendation:** Focus expansion efforts on medium-format stores; review operations of large format locations



# HISTORICAL PERFORMANCE

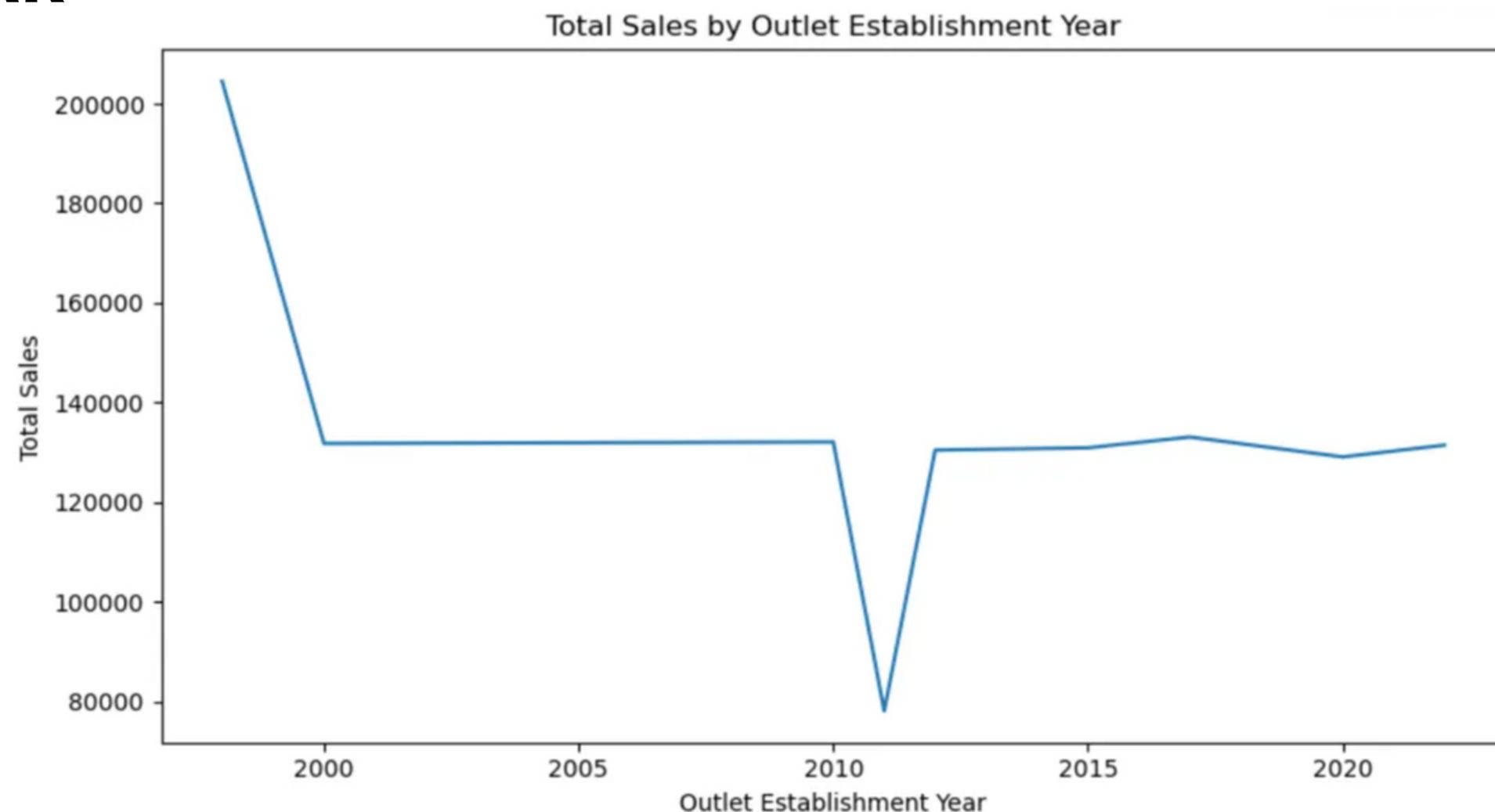
## SALES TREND BY ESTABLISHMENT YEAR

**Significant drop in 2010:** Requires investigation

**Stable performance:** 2000-2008 and 2012-2022

**Oldest outlets:** Established pre-2000 show  
strongest performance

**Recommendation:** Review operations of  
establishments from 2010; consider renovation  
cycle impact



# STRATEGIC RECOMMENDATIONS

## KEY ACTION ITEMS

- 1. Product Mix:** Increase space allocation for fruits, vegetables, and snack foods
- 2. Health Focus:** Continue emphasis on low-fat product expansion
- 3. Store Format:** Prioritize medium-sized store format for future expansion
- 4. Location Strategy:** Investigate success factors of Tier 3 locations
- 5. Renovation Plan:** Develop renovation schedule for locations established around 2010



**THANKYOU**

