



Blinkit Sales & Outlet Performance Analysis

Business Objectives

This study evaluates BlinkIT's sales performance across product attributes such as weight, category, visibility, and fat content. It identifies best-selling and underperforming products, while assessing outlet efficiency by size, type, location, and year of establishment. Consumer behavior is analyzed through ratings, preferences, and purchasing patterns. The analysis highlights inefficiencies like high visibility but low sales and provides practical strategies to optimize product placement, refine outlet tactics, and enhance overall sales growth and customer satisfaction.

Problem Statement

BlinkIT's sales performance shows wide variation across outlets and product categories, with certain items having high visibility but low sales, indicating inefficiencies in product placement. Customer preferences such as fat content, category choices, and ratings are not being fully leveraged, while current analysis methods lack transparency in identifying key revenue drivers. These gaps result in limited insights, leading to suboptimal product mix decisions, ineffective outlet strategies, and missed opportunities to enhance customer satisfaction.

Key Insights

- **Total Sales:** 1.20M | **Total Item Weight:** 90.77K | **Avg. Rating:** 3.92
- **Top Categories:** Fruits & Vegetables (178K), Snack Foods (175K), Household (136K)
- **Low Categories:** Seafood (9K), Breakfast (16K), Hard Drinks (29K)
- **Fat Content:** Regular items dominate with 65% of sales, Low Fat contributes 35%
- **Outlet Size:** Medium outlets generate the highest sales, followed by Small; High outlets underperform
- **Outlet Type:** Supermarkets outperform Grocery Stores in sales contribution
- **Item Visibility:** Some items with high visibility record low sales, showing placement inefficiencies

Consumer Behavior Analysis

- Preference for Regular fat content items (65%).
- Customers inclined towards snacks & convenience items.
- Average Rating: 3.92 → scope to improve customer satisfaction.
- Medium outlets attract more visibility & sales → indicate customer trust in mid-sized stores.

Irregularities

- High item visibility but poor sales → ineffective product placement.
- Certain categories underperform regardless of visibility (Seafood, Hard Drinks).
- High outlets underperform despite size advantage → possible location or management inefficiency.

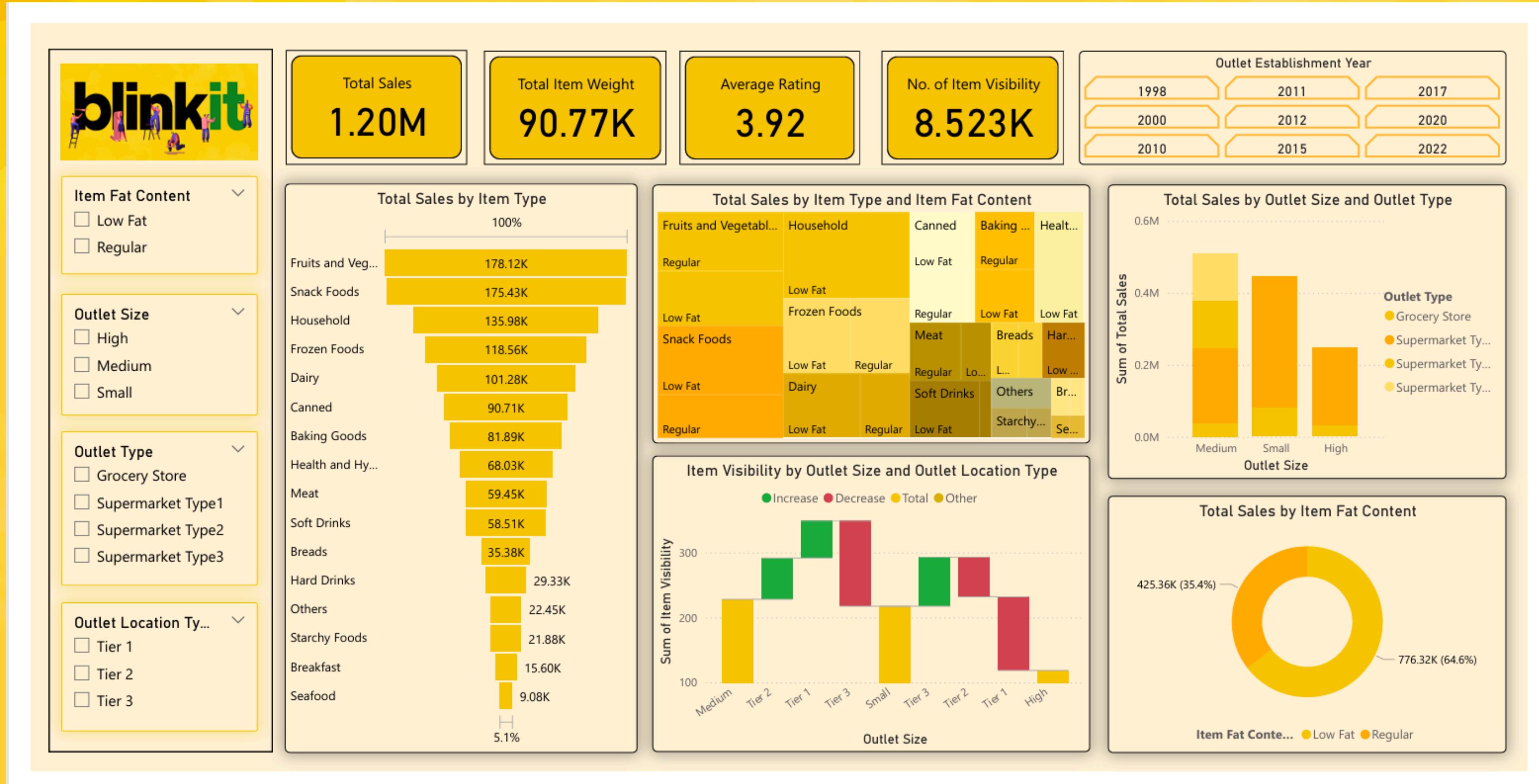
Recommendations

- 1. Product Mix:** Focus on Fruits, Snacks, Household; reposition low performers.
- 2. Placement:** Match visibility with demand; promote weak but visible items.
- 3. Outlets:** Expand medium (best ROI); optimize high; invest in Tier 2 & 3.
- 4. Customer:** Enhance quality & availability; use fat-content insights; launch loyalty programs.

Conclusion

- Sales performance influenced by category, fat content, outlet size & visibility.
- Medium outlets + Regular items + Snack/Fruit categories = strongest revenue drivers.
- Addressing visibility inefficiencies & outlet underperformance can unlock growth potential.
- Strategic product placement + customer-focused approach → Boost sales & satisfaction.

Dashboard



Thank
you!