



BLINKIT SALES ANALYSIS

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EXECUTIVE SUMMARY - BLINKIT SALES PERFORMANCE DASHBOARD

The **Blinkit Sales Performance Dashboard** provides a comprehensive analysis of sales, product distribution, and outlet performance. It highlights key performance indicators, sales trends, and customer preferences.

Key Insights:

1. **Overall Sales Performance:**
 - **Total Sales:** \$1.20M
 - **Average Sales per Item:** \$141
 - **Total Number of Items Sold:** 8,523
 - **Average Customer Rating:** 4.0
2. **Outlet Establishment & Size Impact:**
 - Sales have shown steady growth, peaking in **2018** at **\$204.5K**, followed by a slight decline.
 - **Outlet Size Contribution:**
 - **High-sized outlets** generated the highest revenue at **\$507.9K**.
 - **Medium-sized outlets** contributed **\$444.8K**.
 - **Small outlets** accounted for **\$249K**.
3. **Outlet Location Performance:**
 - **Tier 3 outlets** generated the highest sales at **\$306.8K**, followed by **Tier 1** (**\$215K**) and **Tier 2** (**\$254.5K**).
4. **Product Category Analysis:**
 - **Top-performing item categories** include **fruits & vegetables** (**\$178.1K**), **snack foods** (**\$136K**), **household items** (**\$118.6K**), and **frozen foods** (**\$101.3K**).
 - **Fat Content Analysis:** Regular fat items outperform low-fat alternatives, with total sales of **\$776K vs. \$425K**.
5. **Supermarket Type Comparison:**
 - **Supermarket Type 1 & Grocery Stores** lead in sales.
 - **Supermarket Type 3** shows the lowest contribution.

Conclusion & Recommendations:

- **Outlet Expansion Strategy:** Focus on **high-sized** and **Tier 3** outlets to maximize sales.
- **Product Optimization:** Increase stock for high-demand categories like **fruits, snack foods, and frozen goods**.
- **Market Trends:** Capitalize on customer preferences for **regular fat products** to drive revenue.
- **Outlet Performance Monitoring:** Address declining sales post-2018 to identify potential challenges.

This analysis provides a strategic overview of Blinkit's sales performance, helping to optimize operations and drive further growth.