# Executive Summary – Blinkit Sales Analysis

This analysis examines **8,523 transactions** with total sales of **₹1.2 million** and an average customer rating of **4/5**. The goal was to identify the key drivers of sales performance across product categories and outlet characteristics.

**Key Insights**

* **Product Mix**:
  + Regular products dominate sales, contributing **~60%**, while Low-Fat items account for **~40%**.
  + Certain product categories (e.g., fruits & vegetables, snacks, household items) lead revenue generation.
* **Outlet Characteristics**:
  + **Location**: Tier 3 outlets generate the highest share (**~40% of total sales**), followed by Tier 2 (**~35%**) and Tier 1 (**~25%**).
  + **Size**: Medium-sized outlets contribute nearly **65% of sales**, making them the strongest format. Small and large outlets account for **20%** and **15%** respectively.
  + **Establishment Year**: Older outlets consistently outperform newer ones, indicating maturity and customer trust play a role in sales growth.
* **Overall Performance**:
  + Average sales per item amount to **₹141**.
  + A strong concentration of sales is visible in specific outlet sizes and locations, highlighting uneven distribution of performance.

**Recommendations**

* Prioritize **Regular product variants** in inventory planning.
* Focus expansion in **Tier 3 and Tier 2 cities**, as they collectively contribute **~75% of sales**.
* Invest in **medium-sized outlets**, which consistently generate the highest revenue.
* Encourage growth in newer outlets through targeted marketing and customer engagement.