**"blinkit – India’s Last Minute App"**:

**Key Metrics Overview**

|  |  |
| --- | --- |
| Metric | Value |
| Total Sales | $1.20M |
| Avg Sales | $141 |
| No. of Items | 8523 |
| Avg Rating | 3.9 / 5 |

**Trend Analysis**

**1. Sales Over Time (Outlet Establishment)**

* **Growth Trend:** From 2011 to 2018, sales gradually increased, peaking in **2018 at $205K**.
* **Dip After Peak:** Sales dropped sharply after 2018 to **$129K in 2020**, likely due to external factors (e.g., pandemic).
* **Recovery:** Modest recovery seen in **2022 with $131K**.

**Sales by Category Insights**

**Fat Content**

* **Low Fat Sales:** $425K
* **Regular Fat Sales:** $776K
* **Trend Insight:** Consumers prefer regular fat items more (≈65% of total sales).

**By Item Type (Top 5)**

|  |  |
| --- | --- |
| Item Type | Sales ($K) |
| Fruits & Vegetables | 180K |
| Snack Foods | 180K |
| Household Items | 140K |
| Frozen Foods | 120K |
| Dairy | 100K |

* **Trend:** Fast-moving and essential goods dominate sales (Fruits, Snacks, and Household items).

**Sales by Outlet Type**

|  |  |  |
| --- | --- | --- |
| Outlet Type | Total Sales | Avg Rating |
| Supermarket Type1 | $787.55K | 3.9 |
| Grocery Store | $151.94K | 3.9 |
| Supermarket Type2 | $131.48K | 3.9 |
| Supermarket Type3 | $130.71K | 3.9 |

* **Trend Insight:** Supermarket Type1 is the major contributor (≈65.6% of total sales).

**Sales by Outlet Location (Tier-wise)**

|  |  |
| --- | --- |
| Tier | Sales ($K) |
| Tier 3 | 472.13K |
| Tier 2 | 393.15K |
| Tier 1 | 336.40K |

* **Trend:** Contrary to usual expectations, **Tier 3 locations** outperform Tier 1, indicating high demand in smaller towns or rural areas.

**Sales by Outlet Size**

* **High Size Outlets:** $508K
* **Medium Size Outlets:** $445K
* **Small Size Outlets:** $249K
* **Trend Insight:** Larger outlets correlate with higher sales.

**Overall Observations & Trends**

* **Sales peaked in 2018** and dropped sharply likely due to external factors like the pandemic.
* **Regular fat items and essential goods** (fruits, snacks, household) are top-selling.
* **Supermarket Type1 and high-size outlets** generate the most revenue.
* **Tier 3 cities lead in sales**, suggesting a strong market in emerging locations.
* **Consistent average rating** (3.9) across all outlet types, indicating stable customer satisfaction.