

blinkit

India's Last Minute App

FILTER PANEL

Outlet_Location_Type

All

Outlet_Size

All

Item_Type

All

\$997.2K

TOTAL SALES



\$141

AVERAGE SALES



7060

NO OF ITEMS

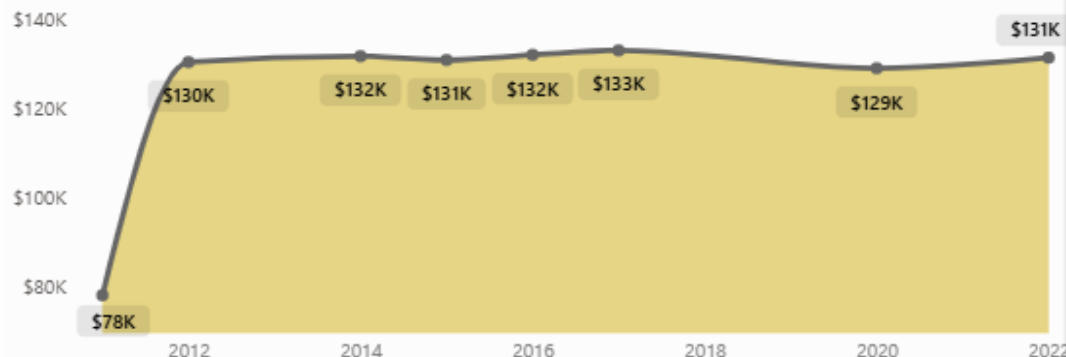


4.0

AVERAGE RANKING



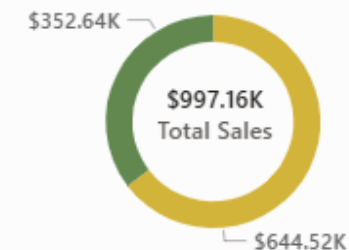
OUTLET ESTABLISHMENT



Total Sales	Avg Sales	No. Of Items	Avg Ranking
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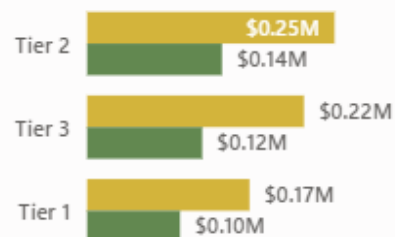
FAT CONTENT

Low Fat Regular

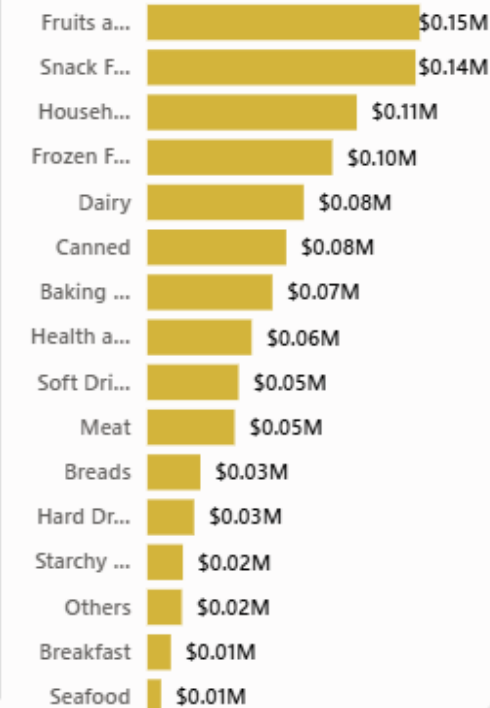


FAT CONTENT BY OUTLET

Low Fat Regular

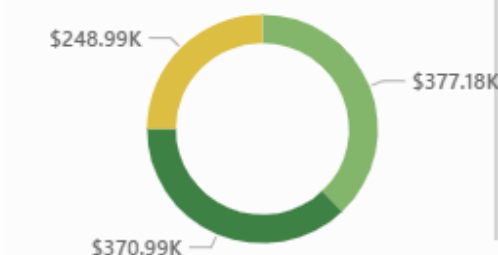


ITEM TYPE

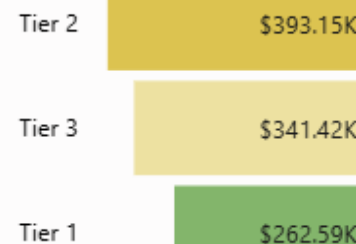


OUTLET SIZE

Medium Small High



OUTLET LOCATION



OUTLET TYPE

Outlet_Type	Total Sales	No. Of Items	Avg Sales	Avg Ranking	Item Visibility
Grocery Store	\$78.13K	555	\$141	4.0	0.10
Supermarket Type1	\$787.55K	5577	\$141	4.0	0.06
Supermarket Type2	\$131.48K	928	\$142	4.0	0.06

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FILTER PANEL

Outlet_Location_Type

Tier 2

☐ Tier 1

☒ Tier 2

☐ Tier 3

\$393.2K

TOTAL SALES



\$141

AVERAGE SALES



2785

NO OF ITEMS



4.0

AVERAGE RANKING



OUTLET ESTABLISHMENT

\$134K

\$132K

\$130K

2015

2016

2017

2018

2019

2020

OUTLET SIZE

● Small ● High ● Medium

\$78.05K

\$84.61K

\$230.49K

OUTLET LOCATION

Tier 2

\$393.15K

OUTLET TYPE

Outlet_Type	Total Sales	No. Of Items	Avg Sales	Avg Ranking	Item Visibility
Supermarket Type1	\$393.15K	2785	\$141	4.0	0.06

Total Sales	Avg Sales	No. Of Items	Avg Ranking
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FAT CONTENT

● Low Fat ● Regular

\$138.69K

\$393.15K
Total Sales

\$254.46K

FAT CONTENT BY OUTLET

● Low Fat ● Regular

Tier 2

\$0.25M

\$0.14M

ITEM TYPE

Snack F...	\$58K
Fruits a...	\$57K
Househ...	\$45K
Frozen F...	\$39K
Canned	\$32K
Dairy	\$32K
Baking ...	\$27K
Health a...	\$22K
Soft Dri...	\$21K
Meat	\$18K
Breads	\$12K
Hard Dr...	\$10K
Starchy ...	\$8K
Others	\$7K
Breakfast	\$5K
Seafood	\$3K

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India's Last Minute App

- ☐ High
☒ Medium
☐ Small

Medium

Item_Type

All

\$377.2K

TOTAL SALES



\$140

AVERAGE SALES



2696

NO OF ITEMS

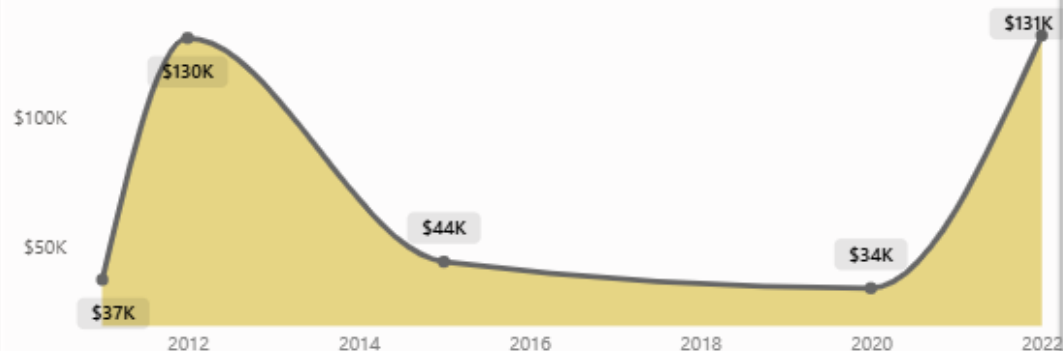


4.0

AVERAGE RANKING



OUTLET ESTABLISHMENT

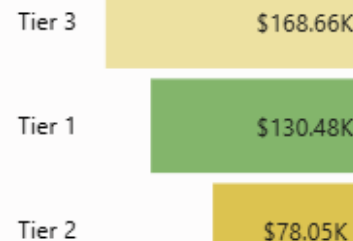


OUTLET SIZE

Medium



OUTLET LOCATION

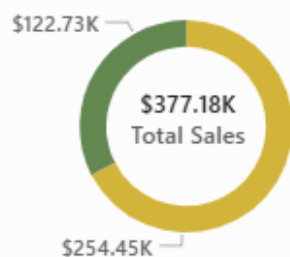


OUTLET TYPE

Outlet_Type	Total Sales	No. Of Items	Avg Sales	Avg Ranking	Item Visibility
Grocery Store	\$37.18K	265	\$140	4.0	0.10
Supermarket Type1	\$208.53K	1503	\$139	4.0	0.06
Supermarket Type2	\$131.48K	928	\$142	4.0	0.06

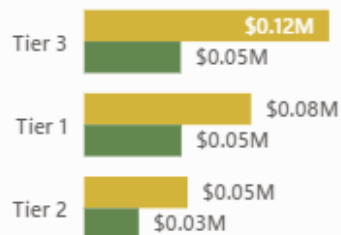
FAT CONTENT

Low Fat Regular

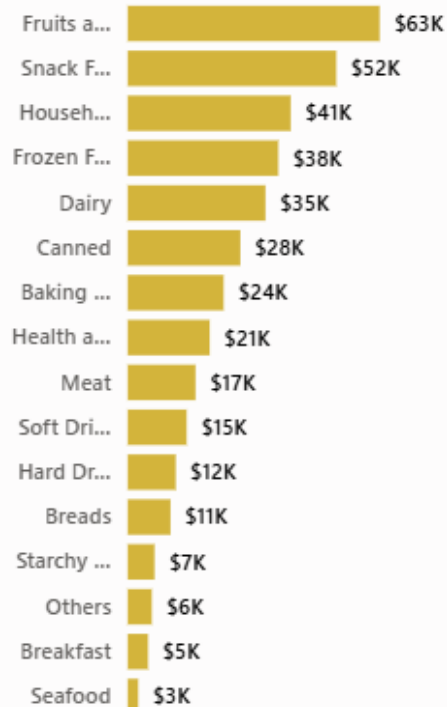


FAT CONTENT BY OUTLET

Low Fat Regular



ITEM TYPE



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India's Last Minute App

FILTER PANEL

Outlet Location Type

- ☒ Baking Goods
- ☐ Breads
- ☐ Breakfast
- ☐ Canned
- ☐ Dairy
- ☐ Frozen Foods
- ☐ Fruits and Vegetables
- ☐ Hard Drinks

Baking Goods

\$67.6K

TOTAL SALES



\$126

AVERAGE SALES



536

NO OF ITEMS



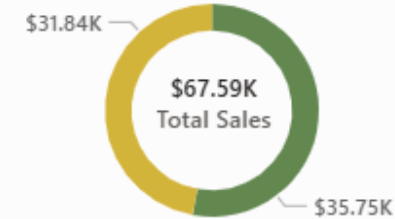
4.0

AVERAGE RANKING



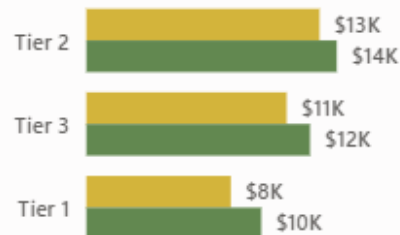
FAT CONTENT

Regular Low Fat



FAT CONTENT BY OUTLET

Low Fat Regular



ITEM TYPE

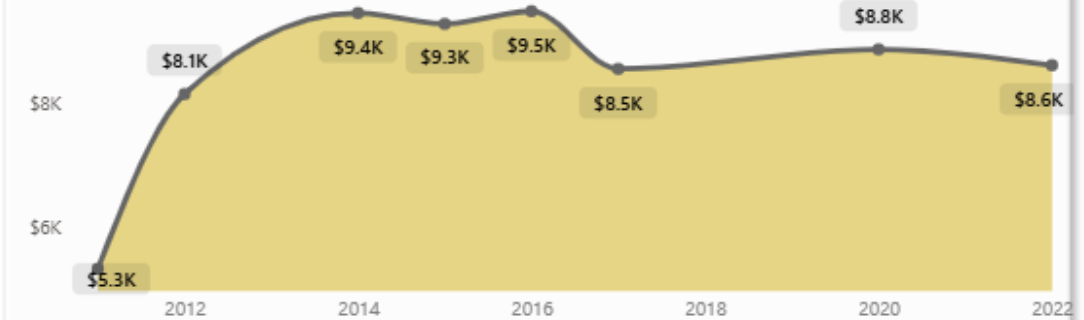
Baking ...



\$68K

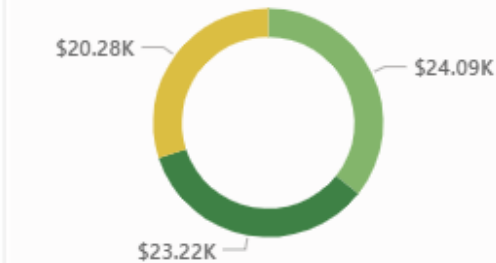
OUTLET ESTABLISHMENT

\$10K

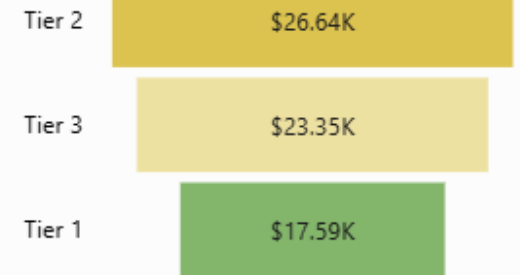


OUTLET SIZE

Medium Small High



OUTLET LOCATION



OUTLET TYPE

Outlet_Type	Total Sales	No. Of Items	Avg Sales	Avg Ranking	Item Visibility
Grocery Store	\$5.33K	42	\$127	4.0	0.13
Supermarket Type1	\$53.67K	426	\$126	4.0	0.06
Supermarket Type2	\$8.59K	68	\$126	3.9	0.06

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India's Last Minute App

FILTER PANEL

Outlet_Location_Type

All

Outlet_Size

All

Item_Type

All

\$223.0K

TOTAL SALES



\$143

AVERAGE SALES



1563

NO OF ITEMS

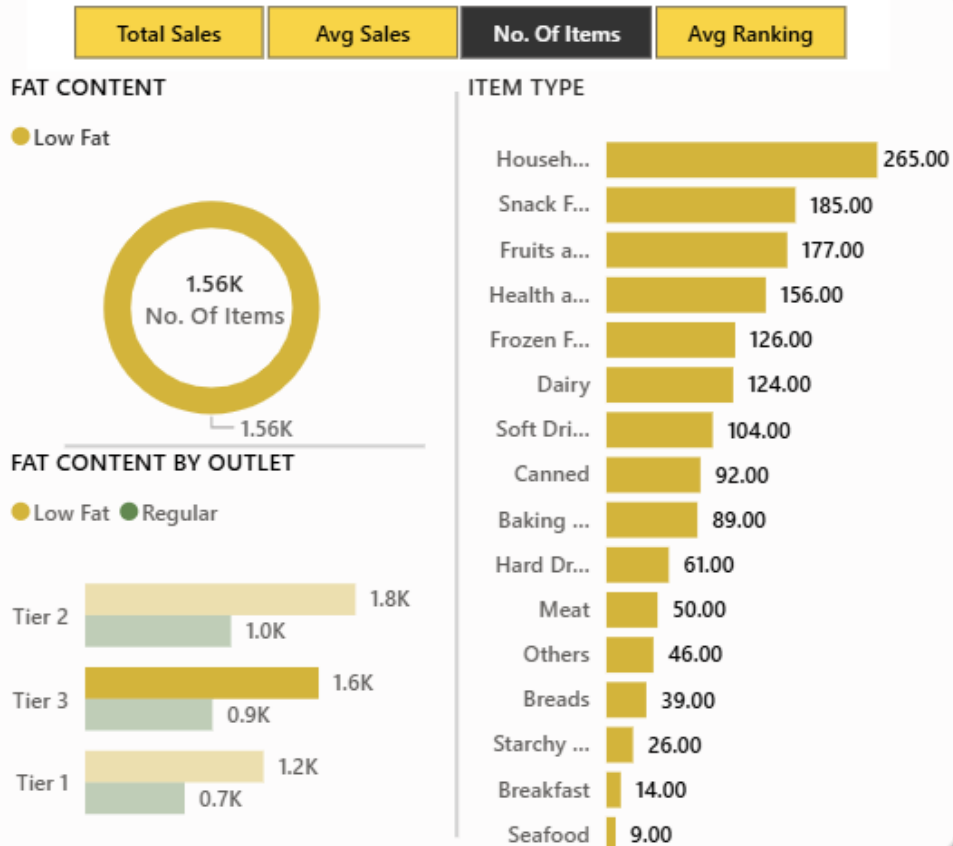
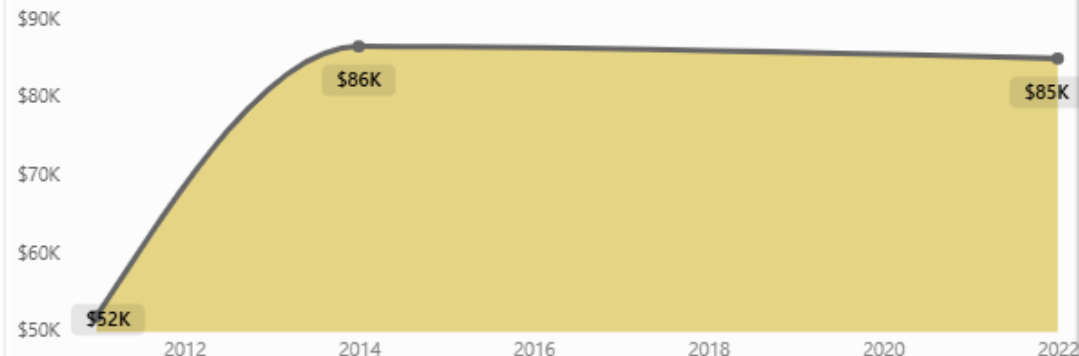


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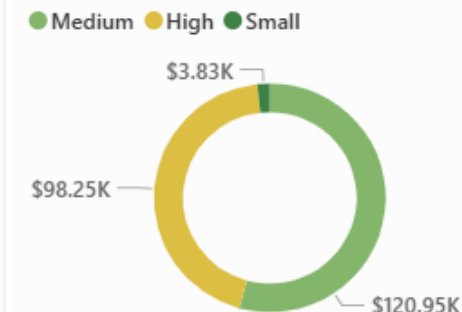
AVERAGE RANKING



OUTLET ESTABLISHMENT



OUTLET SIZE



OUTLET LOCATION

Tier 3 \$223.03K

OUTLET TYPE

Outlet_Type	Total Sales	No. Of Items	Avg Sales	Avg Ranking	Item Visibility
Grocery Store	\$51.79K	359	\$144	4.0	0.10
Supermarket Type1	\$86.40K	606	\$143	3.9	0.06
Supermarket Type2	\$84.84K	598	\$142	4.0	0.06