

## Blinkit Sales Analysis Report

This dashboard provides a comprehensive overview of Blinkit's sales performance across various dimensions including item types, outlet characteristics, and historical trends. It serves as a decision-support tool for identifying key performance drivers and areas for improvement.

### Executive Summary

- **Total Sales:** 1.20 million USD
- **Number of Items Sold:** 8,523
- **Average Sales per Item:** 141 USD
- **Average Customer Rating:** 4.0

These key performance indicators reflect the overall business health and consumer satisfaction levels.

### Sales Performance by Item Type

The sales distribution across item categories highlights the top revenue-generating products:

- Fruits and Vegetables: 178.1 thousand USD
- Snack Foods: 175.4 thousand USD
- Household Products: 136.0 thousand USD
- Frozen Foods: 118.6 thousand USD
- Dairy Products: 101.3 thousand USD

Lower performing categories include Breakfast and Seafood, with sales of 15.6 thousand USD and 9.1 thousand USD respectively.

## **Fat Content Analysis**

The product range is categorized by fat content as follows:

- Regular Fat Products: 776.2 thousand USD (65 percent of total sales)
- Low Fat Products: 425.5 thousand USD (35 percent of total sales)

This indicates a higher customer preference or purchase volume for regular fat products.

## **Sales by Outlet Tier Based on Fat Content:**

- Tier 3: 306.7 thousand USD (Regular), 165.4 thousand USD (Low Fat)
- Tier 2: 254.5 thousand USD (Regular), 138.7 thousand USD (Low Fat)
- Tier 1: 215.0 thousand USD (Regular), 121.3 thousand USD (Low Fat)

Tier 3 outlets lead in both product categories.

## **Outlet Analysis**

### **Sales Trend Over Time:**

- The year 2018 marked the highest outlet establishment-related sales at 204.5 thousand USD.
- Sales growth remained stable from 2014 to 2022, with minor fluctuations.

### **Performance by Outlet Size:**

- Medium-sized outlets contributed the highest sales with 507.9 thousand USD.
- High and small-sized outlets followed with 444.8 thousand USD and 249.0 thousand USD respectively.

### **Performance by Outlet Location:**

- Tier 3 locations recorded the highest sales at 472.1 thousand USD.
- Tier 2 and Tier 1 contributed 393.2 thousand USD and 336.4 thousand USD respectively.

### **Performance by Outlet Type:**

- Supermarket Type 1 outlets were the highest contributors with 787.5 thousand USD in sales.

- Grocery Stores and other Supermarket Types (Type 2 and Type 3) contributed between 130.7 and 151.9 thousand USD.

## Interactive Filters

The dashboard includes filter options to refine insights based on the following parameters:

- Outlet Size (High, Medium, Small)
- Outlet Location Type (Tier 1, Tier 2, Tier 3)
- Item Categories (e.g., Baking Goods, Breads, Breakfast, Canned, Dairy)

These filters allow for customized views tailored to specific business questions.

## Conclusion

The Blinkit Sales Analysis Dashboard provides a detailed and insightful view into sales distribution, product performance, and outlet effectiveness. The data-driven insights enable stakeholders to make informed strategic decisions regarding inventory management, outlet optimization, and product offerings.

## DASHBOARD

