blinkit

SALES PERFORMANCE
DASHBOARD
Analyzes sales by outlet type, item category, and establishment year.

Outlet Location Type ⌄
All ⌄

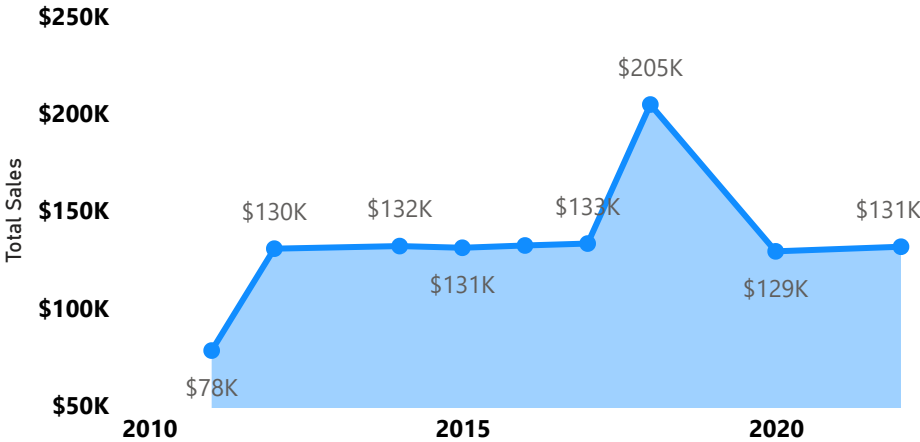**Outlet Size** ⌄
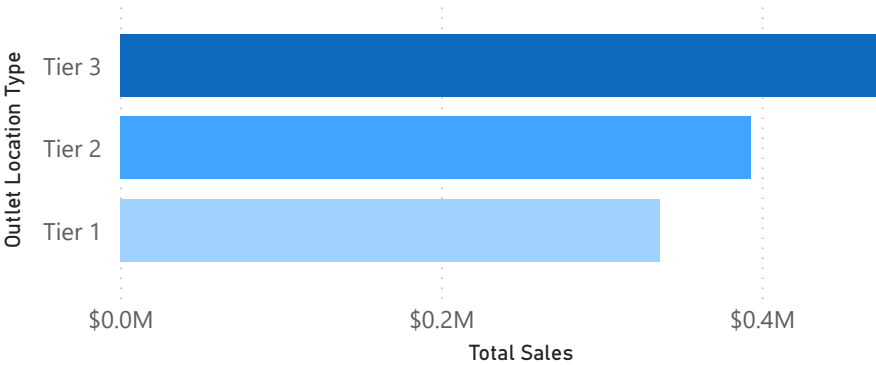All ⌄

Item Type ⌄
All ⌄

Historical Sales Trend: 2018 Peak followed by Decline

$250K
$200K
$150K
$100K
$50K

$78K $130K $132K $131K $133K $205K $129K $131K

2010   2015   2020

Supermarket Type 1 Dominates Market Share and Item Count

Outlet Type	Total Sales	No of Items	Avg Sales	Avg Rating
Grocery Store	$151,939.1	1083	$140	3.93
Supermarket Type1	$787,549.9	5577	$141	3.92
Supermarket Type2	$131,477.8	928	$142	3.93
Supermarket Type3	$130,714.7	935	$140	3.91

Tier 3 Outlets Drive Highest Revenue

Tier 3
Tier 2
Tier 1

$0.0M $0.2M $0.4M
Total Sales

Metrics ⌄

Total Sales	Avg Sales	Avg Rating	No of Items

Low-Fat Items Outperform Regular Products

$425...
$776.3K

Item Fat C...
● Low Fat
● Regular
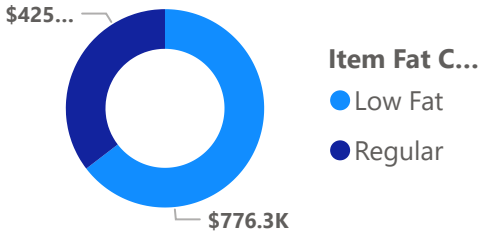
Fruits, Snacks, and Household Items Drive Sales

Item Type	
Fruits an...	$0.18M
Snack F...	$0.18M
Househ...	$0.14M
Frozen F...	$0.12M
Dairy	$0.10M
Canned	$0.09M
Baking ...	$0.08M
Health a...	$0.07M
Meat	$0.06M
Soft Dri...	$0.06M

$0.0M $0.1M $0.2M
Total Sales
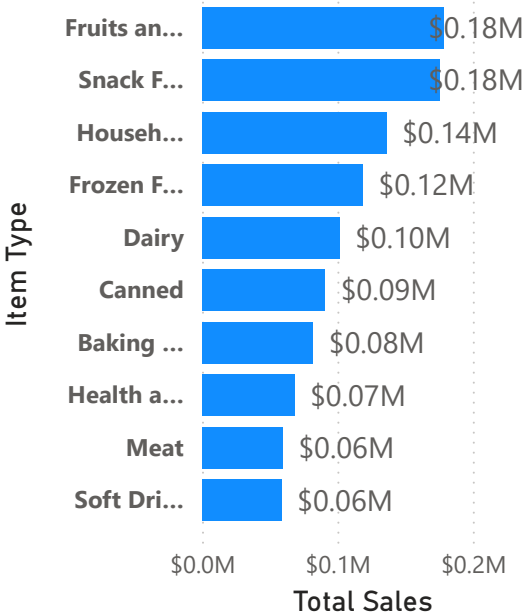
Low-Fat Products Lead Sales Across Outlet Tiers

● Low Fat   ● Regular

Tier 3 $0.31M / $0.17M
Tier 2 $0.25M / $0.14M
Tier 1 $0.22M / $0.12M
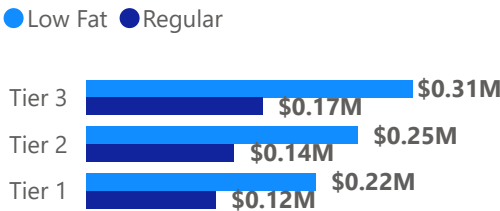
$1.2M
TOTAL SALES

3.92
AVG RATING

9K
NO OF ITEMS

$141
AVG SALES

Sales Performance & Strategic Recommendations

Key Performance Overview: Analysis of the **$1.2M total sales** reveals a stable business model with a high average rating of **3.92**. However, a sharp decline in sales post-2018 suggests a need for market re-entry strategies or refreshed product offerings in underperforming segments.

Critical Insights:
- **Top Performer:** Supermarket Type 1 is the clear leader, contributing the highest sales volume and maintaining a high rating ($787K Total Sales).
- **Growth Opportunity:** Low-Fat products show strong resonance in Tier 3 locations, outperforming regular items in revenue contribution.
- **Quality Concern:** While Tier 3 generates the highest revenue, the average rating remains stagnant.

Strategic Recommendations:
1) **Inventory Optimization:** Increase Low-Fat stock levels by 10% in Tier 3 outlets to meet high consumer demand.
2) **Service Training:** Implement Type 1 "Best Practices" in Type 3 stores to improve customer satisfaction ratings.
3) **Bundle Strategy:** Create "Fruit & Snack" bundles for Tier 1 locations to drive up the Average Sales per Item.