

blinkit

India's last minute

Outlet Location

All

Outlet Size

All

Outlet Type

All

\$1.20M

TOTAL SALES



\$141

AVERAGE SALES



8523

NO OF ITEMS



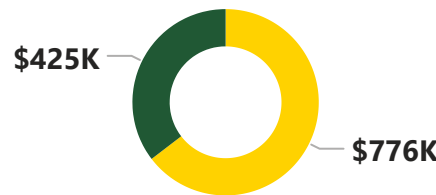
3.92

AVERAGE RATING



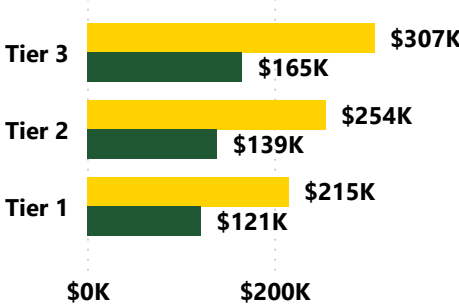
Fat Content

Low Fat Regular

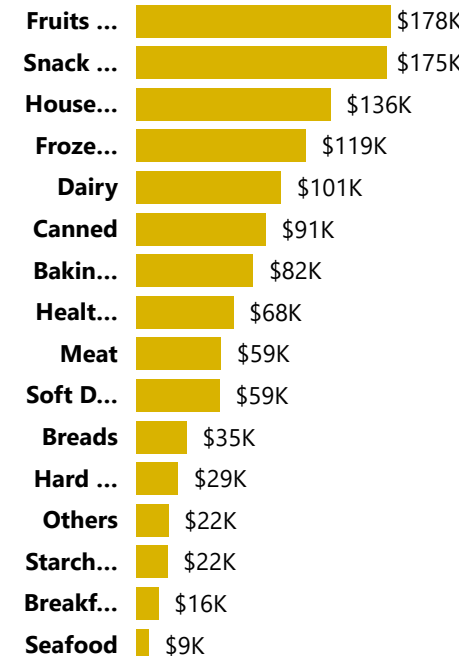


Fat by Outlet

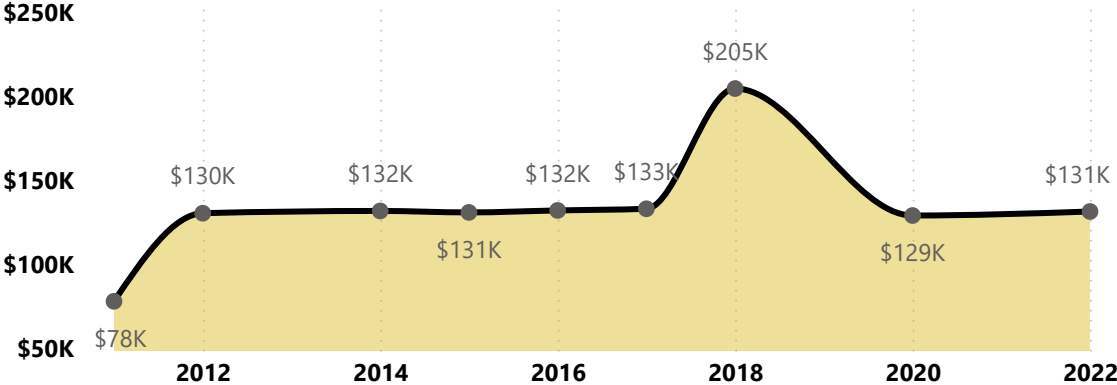
Low Fat Regular



Item Type

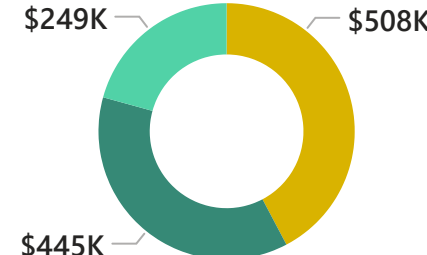


Outlet Establishment

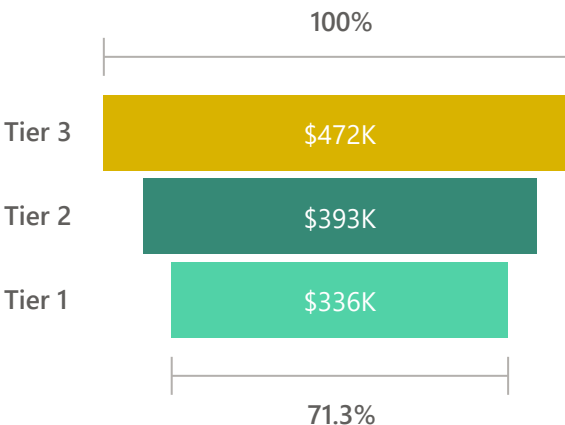


Outlet Size

Medium Small High



Outlet Location



Outlet Type

Outlet Type	Total Sales	Avg Sales	No of items	Avg Rating
Grocery Store	\$1,51,939	\$140	1083	3.93
Supermarket Type1	\$7,87,550	\$141	5577	3.92
Supermarket Type2	\$1,31,478	\$142	928	3.93
Supermarket Type3	\$1,30,715	\$140	935	3.91

INSIGHTS

Strengths

- ✦ **Strong Sales:** \$1.20M total sales, \$141 average transaction.
- ✦ **Tier 3 Dominance:** \$472K sales, highest-performing location.
- ✦ **Top-Selling Categories:** Fruits (\$178K) and Snacks (\$175K).

Weakness

- ✦ **Low Customer Rating:** Average 3.92, indicating room for improvement.
- ✦ **Small Outlets:** Lower revenue (\$249K) compared to larger formats.
- ✦ **Underperforming Items:** Seafood (\$9K) and Hard Drinks (\$23K).

Opportunity

- ✦ **Tier 3 Expansion:** Further penetrate high-performing markets.
- ✦ **Customer Experience:** Improve ratings through better service and loyalty programs.
- ✦ **Product Promotion:** Boost sales of low-performing categories with targeted marketing.

Threats

- ✦ **Market Saturation:** Growth slowdown since 2018.
- ✦ **Changing Preferences:** Shifts in consumer demand may affect key categories.
- ✦ **Operational Costs:** Large outlets might face high overheads.