

Blinkit Sales Performance Dashboard Summary

Top-Level Metrics

- **Total Sales:** \$1.20M
 - **Average Sales per Item:** \$141
 - **Total Number of Items Sold:** 8,523
 - **Average Product Rating:** 3.9
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Fat Content Contribution

- **Regular Fat:** \$776.32K (64.6%)
 - **Low Fat:** \$425K (35.4%)
 - Regular fat items dominate overall sales.
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Outlet Insights

Establishment Trend (2010–2022)

- Peak sales in **2018**: ~\$205K
- Dip observed around 2020, likely pandemic-affected
- Sales recovery seen by 2022 (~\$131K)

Outlet Size Contribution

- **High Size Outlets:** \$507.9K (42.27%) – highest share
- **Medium Size:** \$444.79K (37.01%)

- **Small Size:** \$248.99K (20.72%)

Outlet Location Contribution

- **Tier 3 Cities:** \$472.13K (Top contributor)
- **Tier 2:** \$393.15K
- **Tier 1:** \$336.40K
- Tier 3 dominates with over **71%** combined contribution

Sales by Item Type

Top Performing Categories:

1. **Fruits and Vegetables**
2. **Snack Foods**
3. **Household Items**
4. **Frozen Food**
5. **Dairy**

Lower Performing:

- **Seafood, Breakfast Items, Starchy Foods**

Outlet Type Breakdown

Outlet Type	Sales	Items Sold	Avg Sales	Avg Rating
Supermarket Type2	\$1.31M	928	\$141.68	3.93

Supermarket Type1	\$787.5K	5,577	\$141.21	3.92
Grocery Store	\$151.9K	813	\$140.22	3.95
Supermarket Type3	\$1.31M	1,205	\$139.80	3.92
Total	\$1.20M	8,523	\$140.99	3.92