Blinkit Analysis Dashboard

Blinkit
India's Last Minute App

Total Sales
$1.2M

Avg Sales
$141.0

No of Items
8523

Avg Rating
3.9

Total_Sales	Avg Sales	No of Items	Avg Rating

Outlet Establishment

$250K
$200K
$150K
$100K
$50K
2000   2010   2020

Fat Content
- Low Fat
- Regular

$1.2M
Total_Sales

$425.4K (35.4%)
$776.3K (64.6%)

Item Type

Item	Value
Fruits and …	$0.18M
Snack Fo…	$0.18M
Household	$0.14M
Frozen Fo…	$0.12M
Dairy	$0.10M
Canned	$0.09M
Baking Go…	$0.08M
Health an…	$0.07M
Meat	$0.06M
Soft Drinks	$0.06M
Breads	$0.04M
Hard Drinks	$0.03M
Others	$0.02M
Starchy F…	$0.02M
Breakfast	$0.02M
Seafood	$0.01M
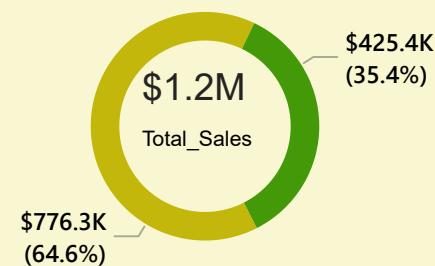
Outlet Wise Fat
- Low Fat
- Regular

Tier	Low Fat	Regular
Tier 3	$0.31M	$0.17M
Tier 2	$0.25M	$0.14M
Tier 1	$0.22M	$0.12M
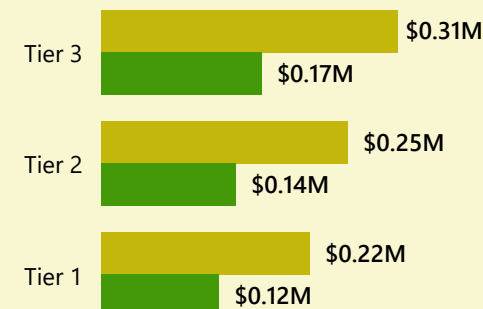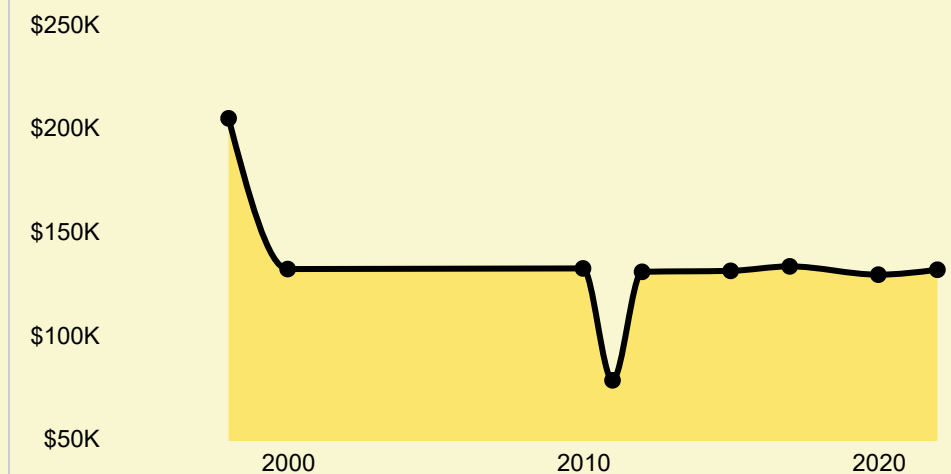
Outlet Size
- Medium
- Small
- High

$444.8K
$507.9K
$249.0K

Outlet Location
100%

Tier	Value
Tier 3	$472.1K
Tier 2	$393.2K
Tier 1	$336.4K

71.3%
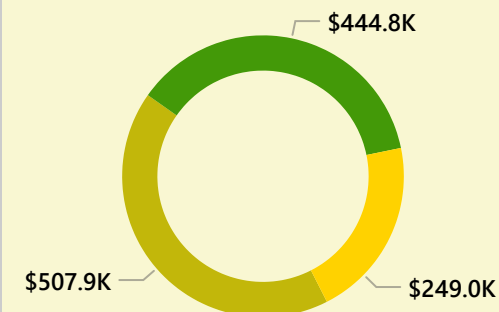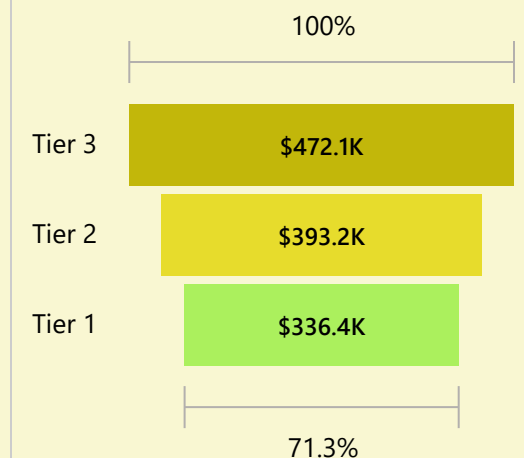
Outlet Type Summary

Outlet Type	Total Sales	Avg Rating	Avg Sales	No of Items	Item Visibility
Supermarket Type1	$0.8M	4	$141	5577	339
Grocery Store	$0.2M	4	$140	1083	114
Supermarket Type2	$0.1M	4	$142	928	57
Supermarket Type3	$0.1M	4	$140	935	55

Blinkit

**India's Last Minute App**

Filter Panel

Outlet Location

All

Outlet Size

All

Outlet Identifier

All

Fat Content

☐ Low Fat
☐ Regular

Clear All Slicers
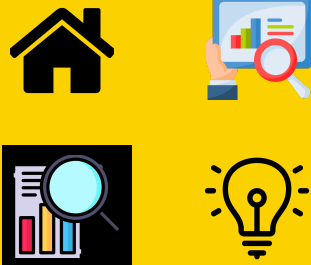
Total_Sales	Avg Sales	No of Items	Avg Rating

Location type

- Tier 3
- Tier 2
- Tier 1

$472.1K (39.3%)
$393.2K (32.7%)
$336.4K (28.0%)

$1.2M
Total_Sales
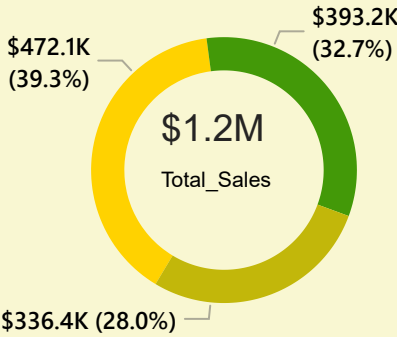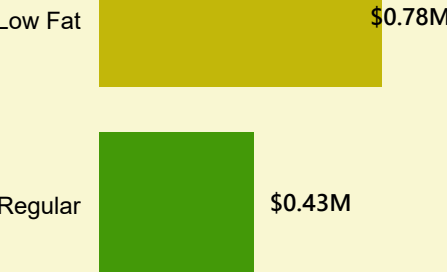
Item Identifier

- Low Fat
- Regular

FDU12
FDT07
NCQ06
FDL58
NCB31
FDX31
FDF05
FDR59
FDP28
FDA04
FDF04
FDY55
FDX20
FDZ20
FDD29
FDW26
FDA15
FDT21
FDP25
FDZ26
FDK51
FDS13
FDO37
FDB15
FDK40
FDY02
NCS06
FDR09
FDY56
FDJ55
FDK03
NCZ18

$0K $2K

Fat Content

Low Fat — $0.78M

Regular — $0.43M
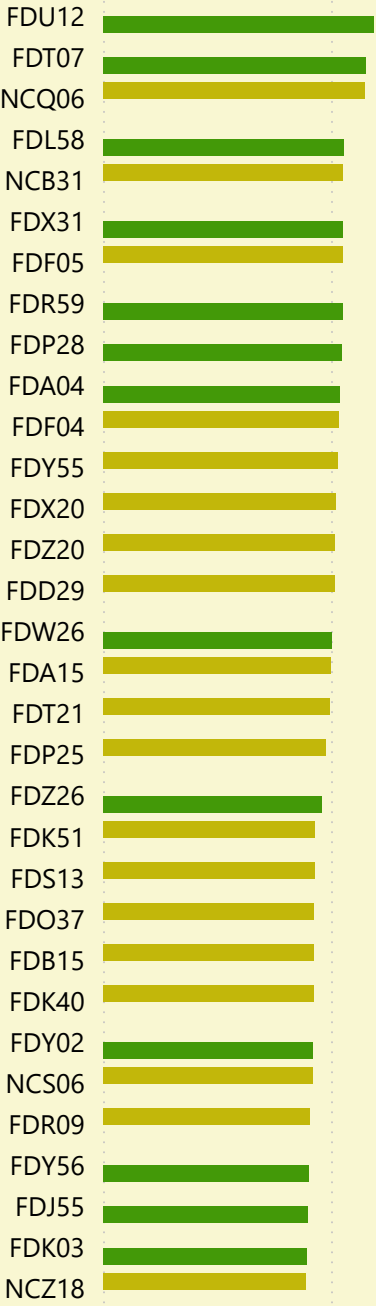
Outlet Establishment Wise Rating

6K
5K
4K
3K
2K

2000   2005   2010   2015   2020

Outlet Location

$141.2 $140.9 $140.9

Tier 2   Tier 3   Tier 1
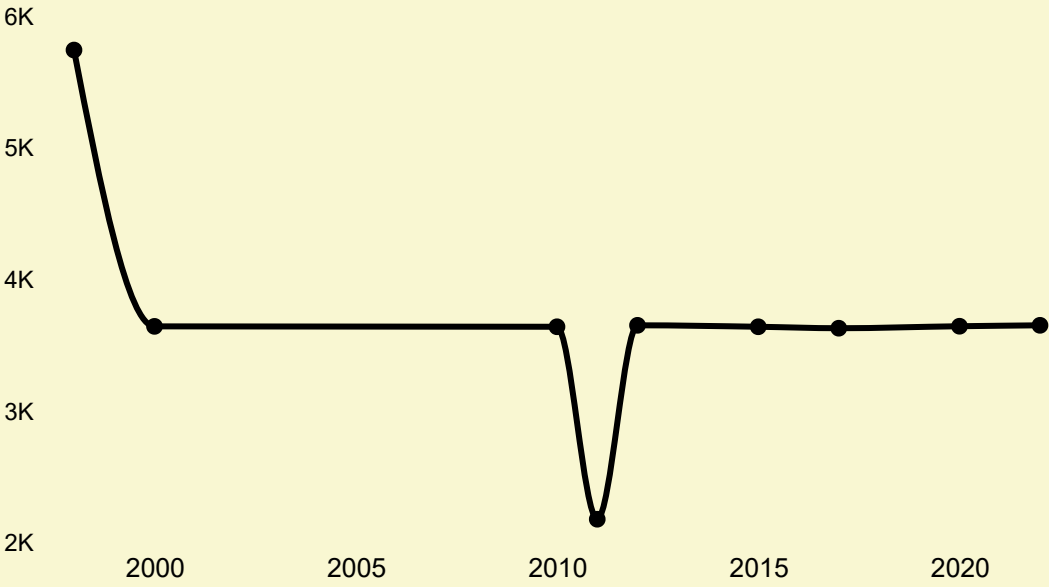
Outlet Summary

Outlet Size	Total Sales	Avg Rating	Avg Sales	No of Items	Item Visibility
⊞ High	$0.2M	4	$142	1753	118
⊞ Small	$0.4M	4	$142	3139	217
⊞ Medium	$0.5M	4	$140	3631	228

KEY - INSIGHTS

Overall Performance:
- **High Total Sales**: Blinkit has achieved $1.2M in total sales.
- **Solid Average Sales**: Average sales stand at $141.0, indicating consistency across outlets.
- **Large Number of Items Sold**: 8523 items sold, showing a strong customer base and operational efficiency.
- **Good Average Rating**: A 3.9 average rating suggests general customer satisfaction.

Sales Trends:
- **Outlet Establishment Trend**: A sales spike around 2018 indicates substantial growth. Further analysis is needed to replicate this success.
- **Sales Distribution by Tier**: Tier 3 cities contribute the most (64.6%), followed by Tier 2 (25.0%) and Tier 1 (10.4%).

Product Category Performance:
- **Top Categories**: "Fruits and..." and "Snack Food" are the best-selling categories.
- **Low-Performing Categories**: "Seafood," "Breakfast," and "Starchy Food" show weak sales, suggesting areas for improvement.

Outlet Performance:
- **Tier 3 Dominance**: These outlets generate the highest sales, highlighting their importance.
- **Consistent Ratings**: All outlet types maintain an average rating of 4, reflecting stable service quality.
- **Outlet Size Insights**: Medium outlets lead in total sales ($0.5M), while High outlets have the highest average sales ($142), suggesting a focus on high-value transactions.

Other Insights:
- **Fat Content Preference**: "Low Fat" options are more popular (5776.3K vs. 5472.1K for Regular).
- **Item Visibility**: This metric can be leveraged for better product placement and promotions.

Key Recommendations:
- **Investigate 2018 Peak**: Analyze the factors driving the sales surge to replicate success.
- **Expand in Tier 3 Cities**: Given their strong contribution, further investments should be made here.
- **Improve Weak Categories**: Strategies are needed to boost sales in underperforming categories.
- **Optimize Outlet Strategy**: High outlets' sales model could be adapted to other sizes.
- **Leverage Customer Insights**: Further analyze customer preferences to enhance product offerings and marketing strategies.