# **BLINKIT SALES INSIGHTS & RECOMMENDATION**

**INSIGHT 1**

**$1.2M Revenue Milestone Achieved**

Total sales reached $1.2M, establishing strong baseline performance across all outlet networks.

**RECOMMENDATION**

* Set aggressive $1.5M target for next quarter (25% growth)
* Implement weekly sales tracking dashboards by outlet/category
* Launch revenue acceleration initiatives: upselling training, bundle deals, premium product push.

**INSIGHT 2**

**$141 Average Transaction Shows Basket-Building Opportunity** .

Average sale of $141 per transaction indicates moderate basket sizes with room for strategic upselling.

**RECOMMENDATION**

* Deploy "Spend $150, Save $10" threshold promotions
* Train staff on complementary product suggestions
* Test checkout counter impulse buys to lift basket by $5-15
* Introduce tiered loyalty rewards at $100/$150/$200 spend levels.

**INSIGHT 3**

**8,523 SKUs Create Complexity Risk.**

Massive item count spreads inventory thin and may dilute focus from hero products.

**RECOMMENDATION**

* Conduct ABC analysis: Identify top 20% SKUs driving 80% revenue
* Eliminate bottom 500-1,000 slow-moving items (under 5 units/month)
* Reinvest freed shelf space into top 1,000 performers
* Streamline ordering/restocking to reduce out-of-stock on bestsellers

**INSIGHT 4**

**4.0 Rating Signals "Good But Not Great" Experience**

Customer rating at 4.0/5.0 meets baseline but trails best-in-class retailers (4.3-4.5 range).

**RECOMMENDATION**

* Root cause analysis: Survey bottom 10% rated outlets for service/quality gaps
* Implement "Rating Recovery" program for fast complaint resolution
* Reward high-performing outlets (4.3+) and replicate their practices
* Target 4.3+ by year-end—every 0.1 boost = 2-4% repeat visit increase

**TOTAL SALES BY FAT CONTENT**

**INSIGHT 5:- High-Fat Products Drive 65% of Revenue**

Regular fat items ($776.3K) dominate sales over low-fat ($425.4K), showing strong consumer preference for full-flavor products.

**RECOMMENDATION**

* Expand regular fat product SKUs in top categories (Fruits/Vegetables, Snacks)
* Test premium regular fat variants with 10-15% price premiums
* Use low-fat products as entry-level price anchors

**TOTAL SALES BY ITEM TYPE**

**INSIGHT 6:- Fruits/Vegetables Lead but Are Undercapitalized**

Top category at $178.1K yet only 81 items—highest revenue per SKU efficiency.

**RECOMMENDATION:**

* Double F&V SKU count to 160+ items (exotic fruits, organic range).
* Negotiate direct farm partnerships for 20% margin improvement.
* Launch subscription boxes for weekly produce delivery.

**INSIGHT 7**

**Long-Tail Categories Are Revenue Leaks** .

Seafood ($9.1K), Breakfast ($15.6K), Starchy Foods ($21.9K)—13 categories under $60K drain resources.

**RECOMMENDATION**

* Consolidate tail categories into "specialty corner" with curated 50-item selection
* Redirect shelf space to top 5 categories (F&V, Snacks, Household, Frozen, Dairy)
* Run clearance on slow movers, reinvest in hero products

**FAT CONTENT BY OUTLET FOR TOTAL SALES**

**INSIGHT 8:- Regular Fat Dominates Across All Outlet Formats.**

Regular fat products account for 64.6% ($776K) vs Low Fat 35.4% ($425K), with concentration highest in Tier 3 locations and medium-sized outlets.

**RECOMMENDATION**

* Stock 70% regular fat SKUs in Tier 3 outlets (vs 60% in Tier 1)
* Supermarket Type1 carries wider low-fat variety; Grocery Stores focus on regular fat staples
* Promote low-fat during Jan-Feb (health trends), regular fat during festivals
* Test premium low-fat: Launch 20-30 items at 15% markup to capture health segment

**TOTAL SALES BY OUTLET ESTABLISHMENT**

**INSIGHT 9: Outlet Establishment Growth Stalled Post-2017.**

Sales peaked at $204.5K (2018) but flatlined to $131.5K (2022)—expansion momentum lost.

**RECOMMENDATION**

* Conduct profitability audit on 2018-2022 outlets
* Close bottom 10% underperformers, reinvest in high-potential locations
* Reboot growth: target 15-20 new outlets in Tier 3 cities by 2024

**SALES BY OUTLET SIZE**

**INSIGHT 10: Medium Outlets Are the Sweet Spot** .

Medium size generates $507.9K (42% of total) vs High ($444.8K)—optimal balance of reach and efficiency.

**RECOMMENDATION**

* Prioritize medium-format outlets for new openings (70% of expansion)
* Convert underperforming high-size outlets to medium format
* Standardize medium outlet layout as replicable template

**SALES BY OUTLET LOCATION**

**INSIGHT 11: Tier 3 Locations Massively Outperform** .

Tier 3 generates $472.1K vs Tier 2 ($393.2K) and Tier 1 ($336.4K)—untapped market potential in smaller cities.

**RECOMMENDATION**

* Aggressively open 5-7 more Tier 3 outlets in next quarter
* Localize inventory for Tier 3 preferences (household goods, staples)
* Run Tier 3-specific promotions during festivals

**ALL METRICS BY OUTLET TYPE**

**INSIGHT 12:- Supermarket Type1 Dominates but Grocery Stores Lag** .

Type1 pulls $787.5K, but Grocery Stores only $151.9K despite similar item counts—format matters more than variety.

**RECOMMENDATION**

* Rebrand/reposition weak grocery stores as "neighborhood supermarkets"
* Invest in better merchandising, lighting, and checkout speed for grocery format
* Test hybrid formats combining grocery intimacy with supermarket selection