# **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 to catch underperformance early.
* 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 to nudge customers past average.
* Train staff on complementary product suggestions (e.g., snacks with beverages).
* Test checkout counter impulse buys (gum, batteries, mini snacks) 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 and capital 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: Fast-track complaints, offer instant resolutions.
* Reward high-performing outlets (4.3+) and replicate their practices chain-wide.
* Target 4.3+ by year-end—every 0.1 boost = 2-4% repeat visit increase.

**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.

**INSIGHT 6**

**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.

**INSIGHT 7**

**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

**INSIGHT8**

**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 9**

**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

**INSIGHT 10**

**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

**INSIGHT 11**

**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

**INSIGHT 12**

**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**

* **Tier 3 Focus:** Stock 70% regular fat SKUs in Tier 3 outlets (vs 60% in Tier 1) to match local taste preferences.
* **Outlet-Level Customization:** Supermarket Type1 should carry wider low-fat variety for health-conscious shoppers; Grocery Stores double down on regular fat staples.
* **Seasonal Shifts:** Promote low-fat products during Jan-Feb (New Year health trends), regular fat during festival seasons.
* **Test Premium Low-Fat:** Launch 20-30 premium low-fat items at 15% markup to capture untapped health segment without cannibalizing regular sales.