**BLINKIT SALES INSIGHTS & RECOMMENDATION**

**INSIGHT 1**

**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 2**

**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 3**

**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

**INSIGHT 4**

**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 5**

**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 6**

**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 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