10-Minute Magic: Data-Driven Insights into Blinkit's Quick Commerce Model
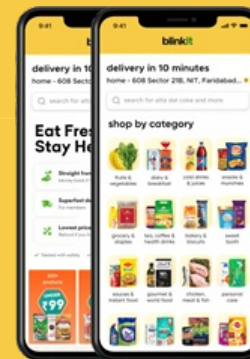
About Blinkit

Blinkit is India's leading quick commerce platform, delivering essentials in under 10 minutes. Rebranded from Grofers in 2021, Blinkit operates 400+ dark stores across 25+ cities in India. It was acquired by Zomato in 2022 and today holds a major share in India's growing quick commerce market.

Founded
2013

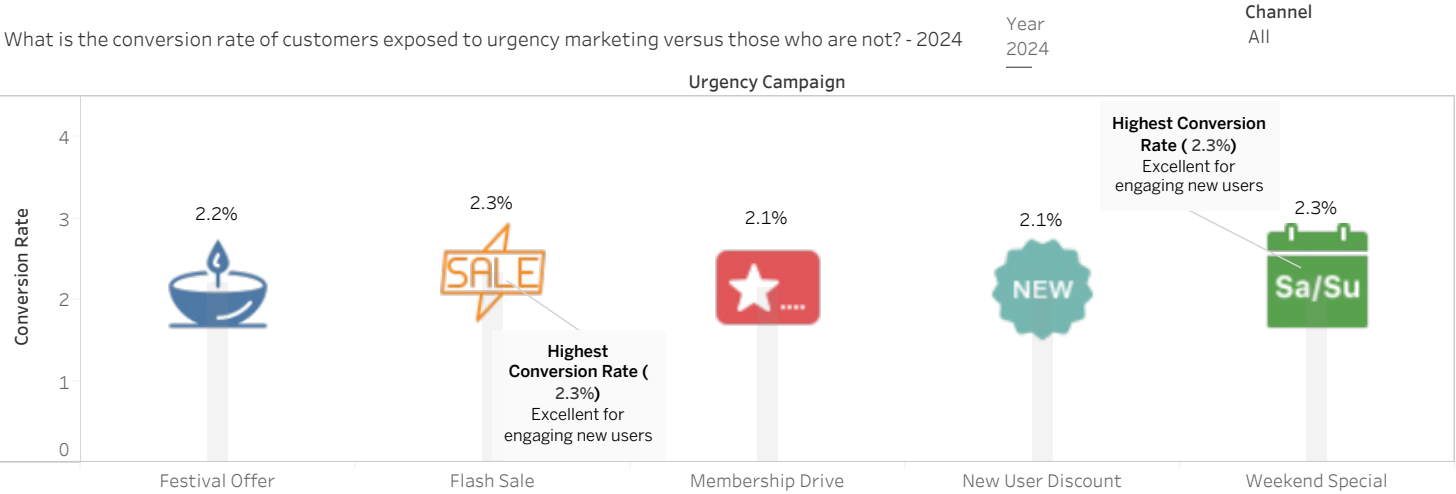**Founded By**
Albinder Dhindsa and Saurabh Kumar

Net worth
$13 billion

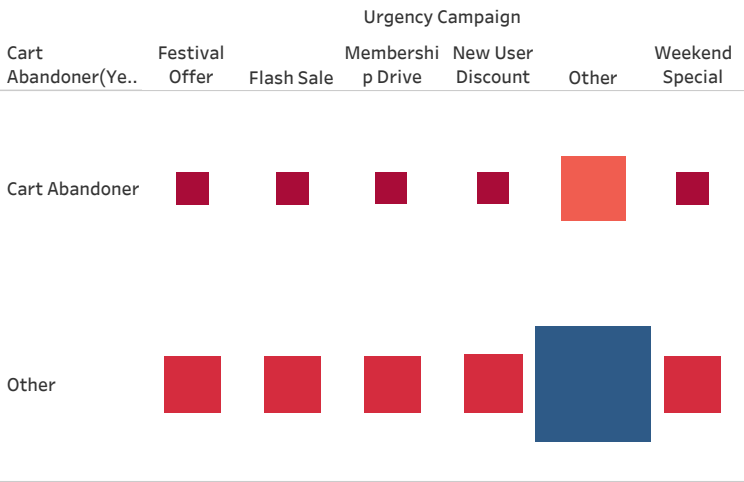# 10-Minute Magic: Data-Driven Insights into Blinkit's Quick Commerce Model

Flash to Finish: How Urgency Campaigns Recover Cart Sales

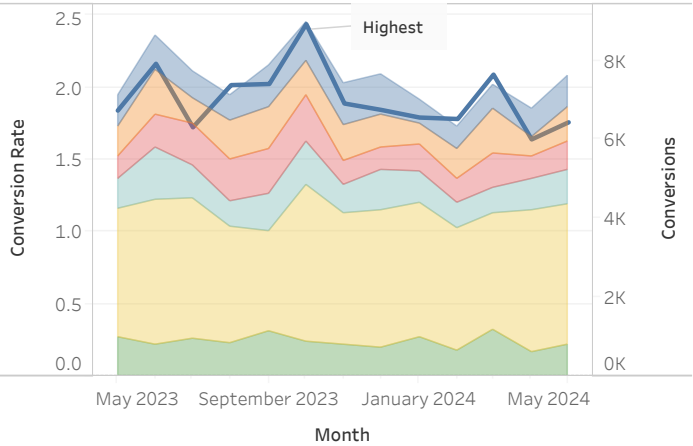**Explore how different urgency campaigns influence customer conversions, focusing on previously inactive users and cart abandoners**

What is the conversion rate of customers exposed to urgency marketing versus those who are not? - 2024

Year
2024

Channel
All

Urgency Campaign

Conversion Rate

- 2.2% Festival Offer
- 2.3% Flash Sale — Highest Conversion Rate (2.3%) Excellent for engaging new users
- 2.1% Membership Drive
- 2.1% New User Discount
- 2.3% Weekend Special — Highest Conversion Rate (2.3%) Excellent for engaging new users

How many customers with a history of cart abandonment complete purchases after receiving urgency marketing?

Cart Abandoner(Ye..	Festival Offer	Flash Sale	Membership Drive	New User Discount	Other	Weekend Special
Cart Abandoner						
Other						

How does the timing of urgency marketing, in combination with product category and customer demographics or behavioral segments, impact the likelihood of recovering abandoned cart sales?

Conversion Rate / Conversions / Month

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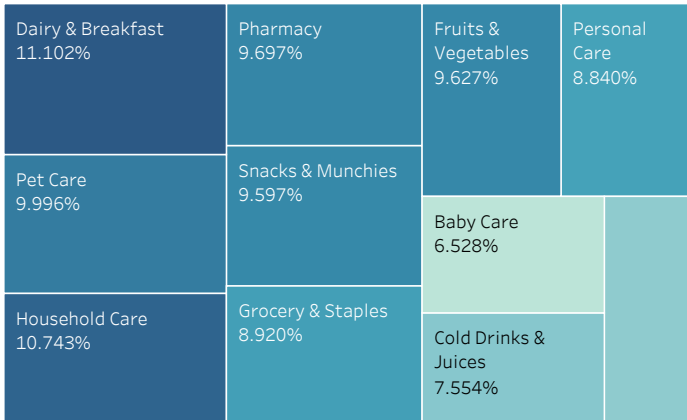
Speed Sells: Behavioral Shifts in Ultra-Fast Delivery Orders
See how ultra-fast delivery changes what, how often, and how much customers order.

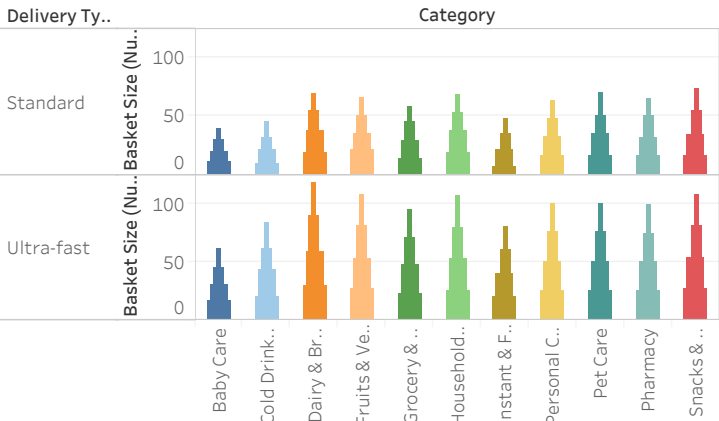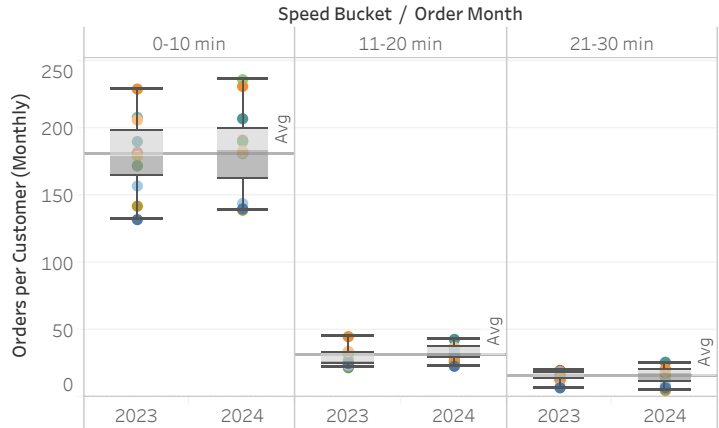Delivery Type
All

Are certain product types more likely to be added to baskets during ultra-fast orders? - Monthly

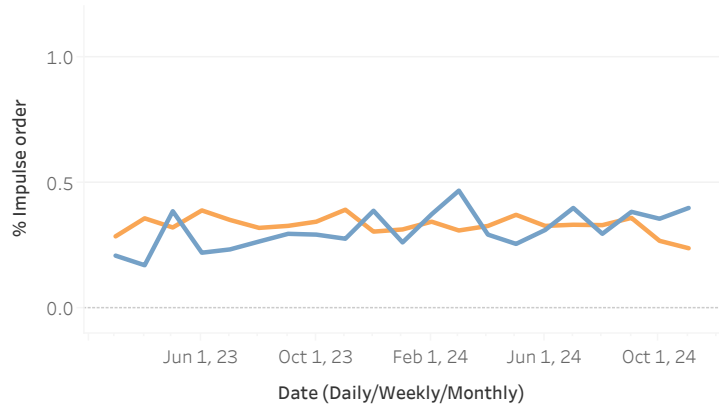| Dairy & Breakfast 11.102% | Pharmacy 9.697% | Fruits & Vegetables 9.627% | Personal Care 8.840% |
| Pet Care 9.996% | Snacks & Munchies 9.597% | Baby Care 6.528% | |
| Household Care 10.743% | Grocery & Staples 8.920% | Cold Drinks & Juices 7.554% | |

Is there a measurable difference in basket size (order value or number of items) for ultra-fast vs. standard deliveries?

How does order frequency change for customers who use ultra-fast delivery compared to standard delivery?

Speed Bucket / Order Month

How do impulse purchase behaviors differ between new and repeat customers after experiencing ultra-fast delivery, and does the frequency of impulse purchases increase over time among frequent ultra-fast users?
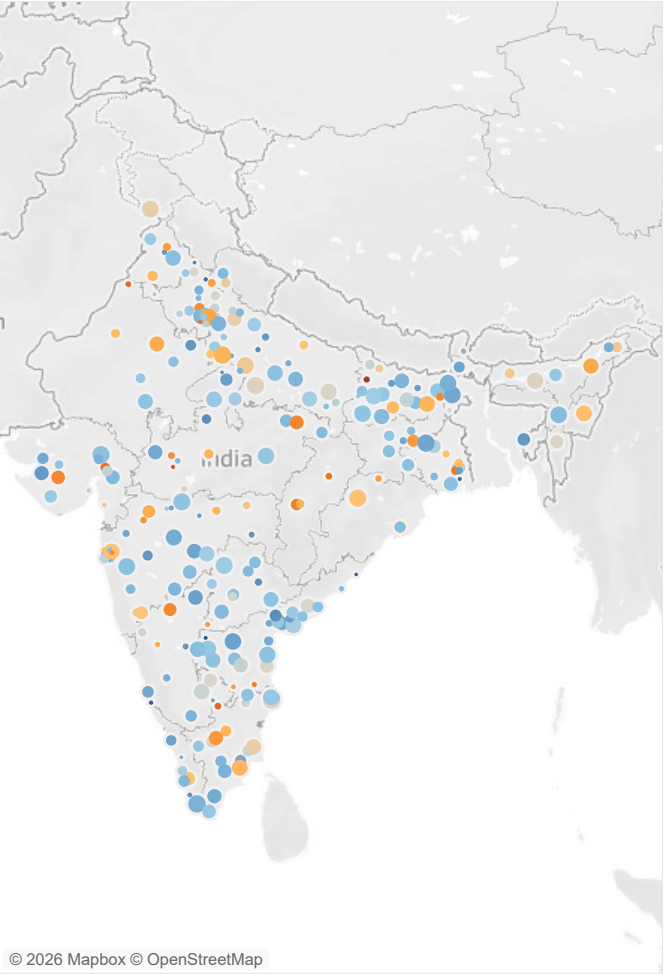
10-Minute Magic: Data-Driven Insights into Blinkit's Quick Commerce Model

Introduction: Blinkit & Market Context	Urgency Campaigns & Conversion Recovery	Speed Sells: Basket Size, Impulse & Frequency	Time = Loyalty: Lead Time vs. Retention & Revenue

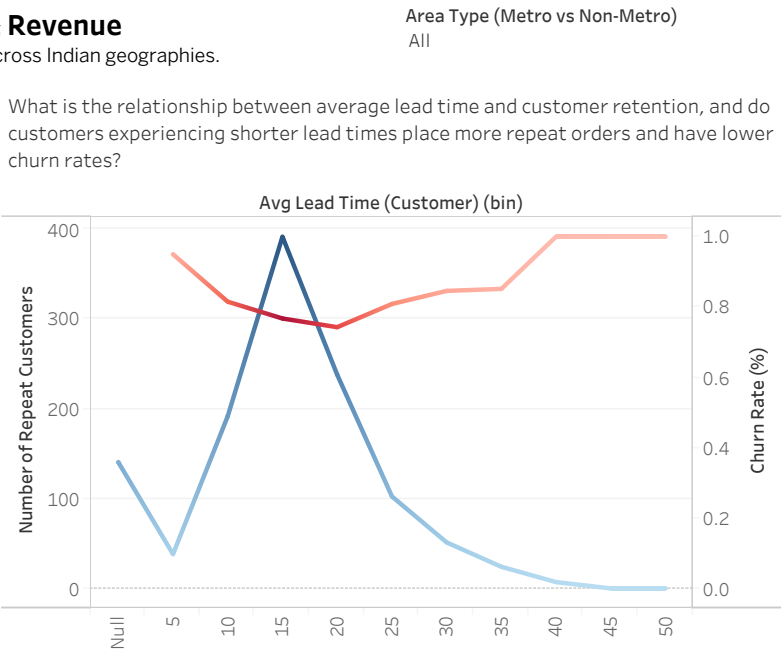## Time is Money: How Lead Time Shapes Retention & Revenue
Analyze how faster delivery influences customer lifetime value and loyalty across Indian geographies.

Area Type (Metro vs Non-Metro)
All

How does average lead time impact customer lifetime value (CLV) and revenue per user across different lead time segments and customer geographies?

What is the relationship between average lead time and customer retention, and do customers experiencing shorter lead times place more repeat orders and have lower churn rates?

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How does revenue per user and repeat order frequency vary by lead time bucket and customer segment, such as metro versus non-metro regions?

Area Type (Metro vs Non-Metro)	Lead Time Bucket	Repeat Rate (%) / Revenue per User
Metro	0-10 min	0.86%
	11-20 min	0.64%
	21+ min	0.74%
Non-Metro	0-10 min	0.86%
	11-20 min	0.58%
	21+ min	0.67%