blinkit delivery analysis 2024 - 2025

11.01M	5000	4.44
total_revenue	total_orders	Avrage delivery time

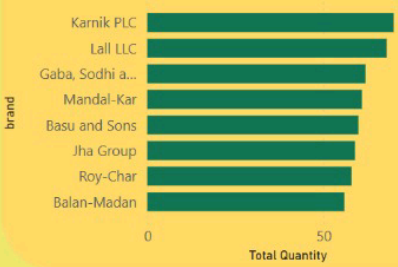
Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4

2023 | 2024

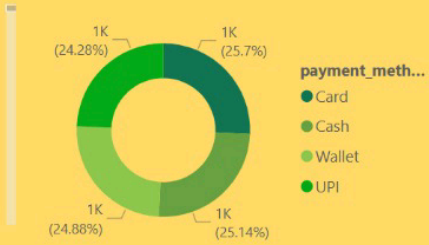
area

All

Total Quantity Sold by Brand



Total Orders by Payment Method

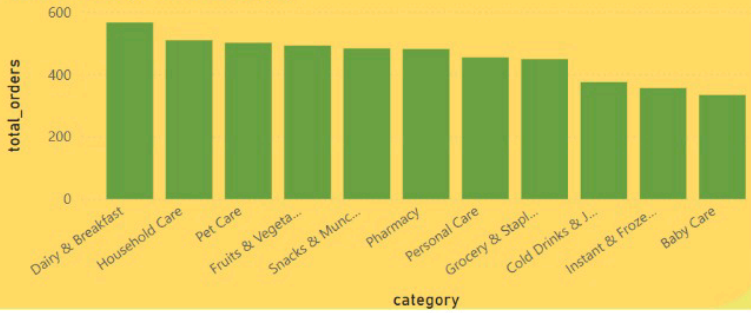


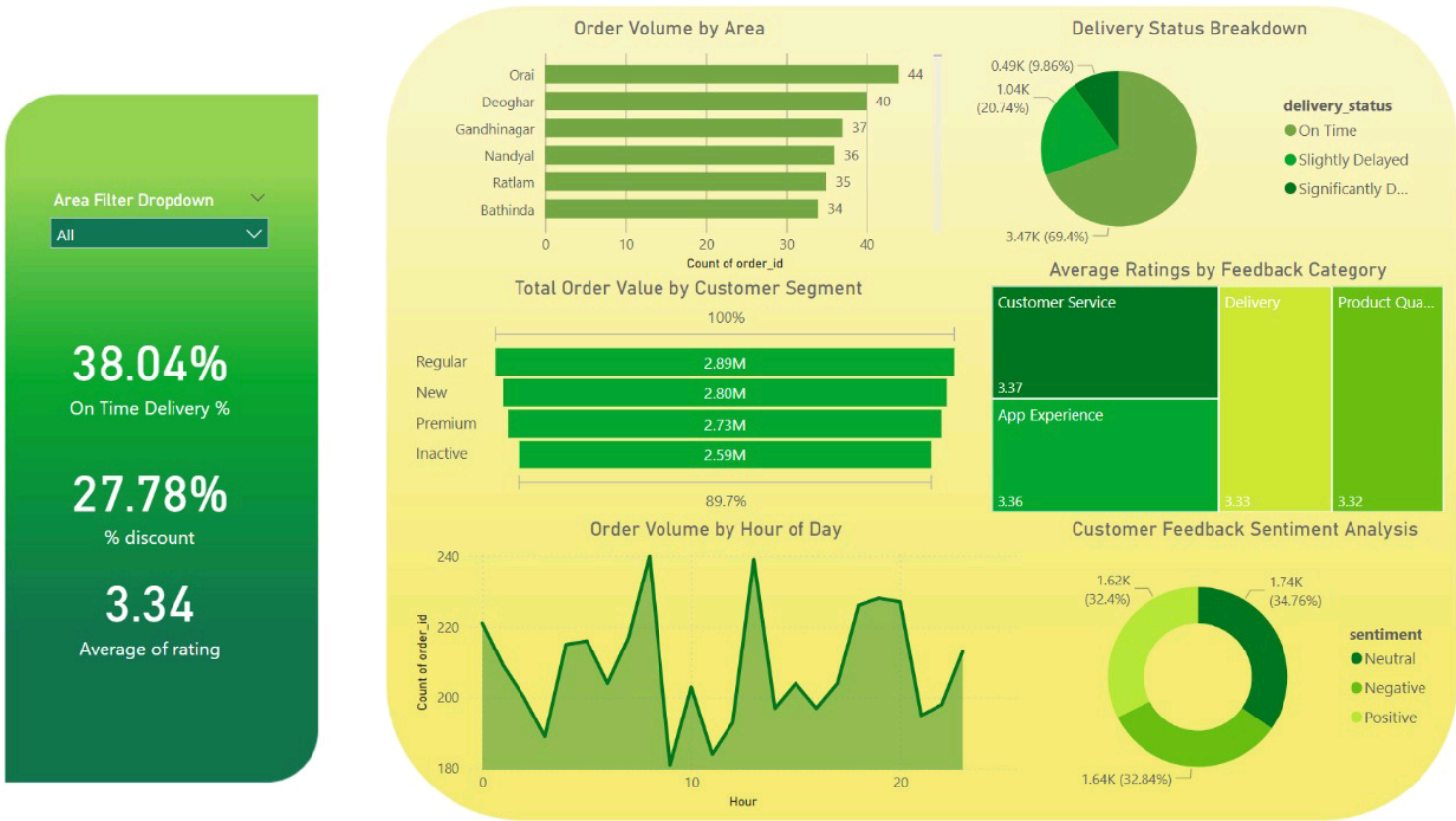
Top10 Customers

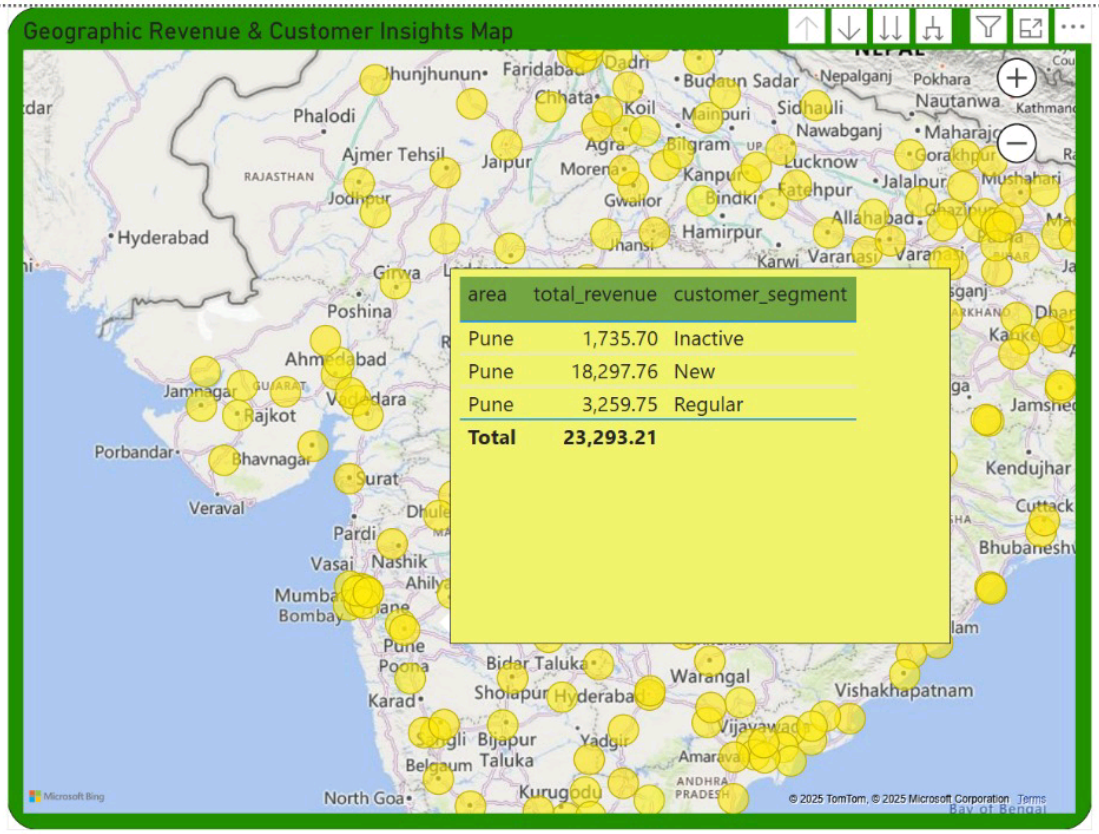
customer_name	total_revenue
Rayaan Krishna	21,686.80
Nidhi Sha	19,052.94
Warda Kohli	19,028.36
Bakhshi De	18,912.97
Atharv Kurian	18,856.11
Anmol Koshy	18,519.11
Jhalak Rai	18,409.90
Umang Dhingra	17,857.34
Vedika Dugal	17,719.29
Odika Kannan	17,638.83

Monthly Order Total Over Time

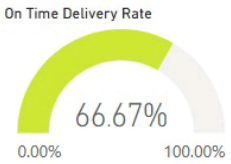
Total Orders by Product Category




Area Filter Dropdown
All
38.04%
On Time Delivery %
27.78%
% discount
3.34
Average of rating
Order Volume by Area
Orai 44
Deoghar 40
Gandhinagar 37
Nandyal 36
Ratlam 35
Bathinda 34
0 10 20 30 40
Count of order_id
Delivery Status Breakdown
0.49K (9.86%)
1.04K (20.74%)
3.47K (69.4%)
delivery_status
On Time
Slightly Delayed
Significantly D...
Total Order Value by Customer Segment
100%
Regular 2.89M
New 2.80M
Premium 2.73M
Inactive 2.59M
89.7%
Average Ratings by Feedback Category
Customer Service 3.37
Delivery 3.33
Product Qua... 3.32
App Experience 3.36
Order Volume by Hour of Day
240
220
200
180
Count of order_id
0 10 20
Hour
Customer Feedback Sentiment Analysis
1.62K (32.4%)
1.74K (34.76%)
1.64K (32.84%)
sentiment
Neutral
Negative
Positive



Click on a city to view detailed delivery performance and customer-level insights via drillthrough.



2.00

Avrage delivery time

5

Count of customer_id