

Blinkit, formerly known as Grofers, is a leading instant delivery service in India that specializes in delivering groceries, household essentials, and other daily-use items within minutes. Founded in 2013 by Albinder Dhindsa and Saurabh Kumar, Blinkit initially operated as an online grocery delivery platform but later rebranded in 2021 to emphasize its transition to the quick commerce model.

The company partners with local stores and fulfilment centers to ensure ultra-fast deliveries, leveraging AI-driven inventory management and hyperlocal distribution networks. Blinkit primarily operates in metropolitan cities, catering to the growing demand for convenience and speed in urban areas.

With backing from investors like Zomato, Blinkit has expanded its product offerings beyond groceries to include personal care, electronics, stationery, and even home-cooked meals in select locations. Its tech-driven approach, coupled with a focus on customer satisfaction, has helped it compete with other quick-commerce players like Zepto, Swiggy Instamart, and Big Basket Now.

The platform’s success is driven by real-time demand prediction, efficient supply chain management, and strategically located dark stores that reduce delivery time. As India's quick commerce sector continues to grow, Blinkit remains at the forefront, redefining how consumers shop for everyday essentials.

With India's e-commerce and digital adoption booming, Blinkit is well-positioned to shape the future of retail by making instant delivery a standard expectation for urban consumers. As the company scales further, it aims to refine its business model and expand its offerings while maintaining its promise of lightning-fast delivery.

This project uses data inspired by Blinkits operations to analyse trends, identify patterns, and derive actionable recommendations. By focusing on ride patterns, cancellations, and customer feedback, the analysis aims to showcase how data plays a crucial role in improving operational efficiency and customer satisfaction.

**ABOUT COMPANY**

* Why do some customers remain inactive after their first order?
* How can we improve the experience for "New" and "Inactive" customers to increase retention?
* Are there any common patterns in negative feedback affecting customer satisfaction
* Which marketing channels (App, Email, SMS) yield the highest ROAS (Return on Ad Spend)?
* Are certain customer segments responding better to specific campaigns?
* Which products experience the highest stock damage rates?
* Are there seasonal trends affecting stock demand?
* How can we optimize inventory management to reduce losses?
* Which product categories have the highest and lowest average order values?
* Is there a correlation between product categories and customer feedback/sentiment
* Which product categories are seeing declining sales, and why?
* Which locations have the highest order density, and where should Blinkit expand its services next?
* What are the key reasons for product returns (damaged items, wrong orders, etc.)?
* Are there any trends in customer feedback that suggest areas where Blinkit is falling behind?

**BUSINESS PROBLEMS**

* Customers may have only used a first-time discount and had no intention of returning.
* Improved customer service and addressing previous complaints could encourage retention.
* Delivery delays, damaged products, and incorrect orders are common causes of dissatisfaction.
* The App channel may have a higher ROAS due to in-app notifications and ease of placing orders.
* Younger audiences may prefer app notifications, while older customers might respond better to SMS and emails.
* Perishable goods (fruits, vegetables, dairy) are more prone to damage.
* Demand for beverages and ice creams increases during summer.
* Predictive analytics can help forecast demand and prevent overstocking.
* Daily essentials (e.g., snacks, dairy, household items) may have lower average order values.
* Packaged food products may get better feedback if they meet expectations.
* Poor product quality, stockouts, or negative reviews might be discouraging purchases.
* Urban areas and metro cities may have higher order density due to convenience-driven shopping.
* Poor packaging could result in product damage during transit.

**ASSUMPTIONS**

* There is no significant difference in the reasons customers leave bad reviews.
* Improving customer service by addressing previous complaints and offering personalized follow-up actions will increase retention rates among 'New' and 'Inactive' customers.
* Negative feedback related to delivery delays, damaged products, and incorrect orders significantly impacts customer satisfaction, leading to decreased repeat purchases and higher return rates.
* The App channel yields the highest ROAS due to its ability to deliver in-app notifications, while email and SMS are less effective in driving conversions, especially among younger audiences who prefer app-based interactions.
* Perishable goods such as fruits, vegetables, and dairy products experience the highest stock damage rates due to their short shelf lives and vulnerable packaging.
* Demand for beverages, ice creams, and other seasonal items significantly increases during the summer, while daily essentials experience more stable demand throughout the year.
* Product categories such as daily essentials (snacks, dairy, household items) will have lower average order values, while packaged food categories will show higher order values due to perceived quality and convenience.
* Urban areas and metro cities experience higher order density due to their convenience-driven nature, indicating potential areas for Blinkit to expand its services to less saturated but high-potential regions.
* Damaged items, wrong orders, and poor packaging are the primary reasons for product returns
* Frequent complaints about the app experience are a strong indicator of underlying usability issues, such as difficult navigation, slow performance, or unclear interfaces, which may be negatively impacting customer satisfaction and retention.

**HYPOYHESIS**

* Identify the top reasons customers leave bad reviews.
* Finds how many customers, despite negative customer service feedback, continued ordering.
* Finds customers who left after their first order due to delivery-related complaints.
* Compares ROAS across different marketing channels.
* Finds the top 10 most damaged products.
* Order trends for seasonal category of products like Cold Drinks & Juices by month.
* Compares average order values across product categories.
* Finds top 10 locations with the highest order volumes.
* Identifies the most common return reasons
* Finds the number of negatives feedback related to the app experience.
* Analyzes whether negative feedback is increasing or decreasing over time.
* Identify customers who haven't placed an order in the last 90 days.
* Find out which customer segments are most dissatisfied based on sentiment analysis.
* Find out which customer segment brings the highest revenue
* Find the top-selling product categories.
* Measure customer satisfaction across different categories
* Measure inventory handling efficiency over time.

**QUESTIONS TO BE ANALYSED BASED ON HYPOTHESIS**

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**CX WHO CONTINUE ORDERING**

**CX WITH NEGATIVE CX SERVICE**

* Only 36 out of 378 customers (9.52%) who gave negative customer service feedback continued ordering. This suggests that poor customer service leads to high churn, making it a critical issue for Blinkit.
* With over 90% of dissatisfied customers leaving, it indicates that issues were either unresolved or poorly handled.
* Blinkit must prioritize improving customer service resolution times, automate issue handling where possible, and introduce loyalty incentives to regain trust from dissatisfied customers.

**Finds how many customers, despite negative customer service feedback, continued ordering.**

* The highest number of negative reviews (432) are related to product quality, indicating issues like defective, expired, or low-quality items. This suggests a need for stricter quality control, supplier evaluation, and improved packaging.
* 417 negative reviews highlight dissatisfaction with customer service, possibly due to slow response times, ineffective resolutions, or refund issues.
* Blinkit should prioritize product quality improvements, enhance customer service efficiency, optimize delivery logistics, and refine the app experience to boost customer satisfaction and reduce churn.

**NO. OF BAD REVIEWS**

**TOP REASONS**

**Top reasons customers leave bad reviews.**

**FINDINGS OF QUESTIONS**

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* Social media, App, and Email all have a ROAS of 2.75, while SMS is slightly lower at 2.71. This indicates that Blinkit's marketing investments are yielding similar returns across different platforms, with no clear dominant channel.
* Despite a minor difference, SMS (2.71) is slightly underperforming compared to other channels (2.75). This suggests that SMS campaigns may not be as effective in converting customers or may be targeting the wrong audience.
* Since ROAS is nearly the same across all channels, Blinkit should focus on campaign-level optimization, better audience targeting, and A/B testing to increase overall marketing efficiency.

**Compares ROAS across different marketing channels.**

**MARKETING CHANNELS**

**ROAS**

* 335 customers placed only one order and never returned due to delivery-related complaints (delays, wrong items, damaged products). This indicates that delivery problems significantly impact first-time customer retention.
* Implementing real-time tracking, better ETA predictions, and route optimization can enhance the delivery experience.
* Reducing first-order delivery failures is key to customer retention. Blinkit should proactively address delivery issues, introduce first-order quality guarantees, and implement a recovery strategy for affected customers.

**Finds customers who left after their first order due to delivery-related complaints.**

**TOTAL LOST CUSTOMERS**

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* 1,913 customers have not placed an order in the last 90 days, indicating a high risk of customer churn.
* Identify why these 1,913 customers became inactive—look at their past orders, feedback, and engagement trends. Implement a win-back strategy using discounts, offers, and reminders to bring them back.
* Monitor customer churn trends continuously to prevent further drop-offs in active users.

**NO. OF CUSTOMERS**

**Customers who haven't placed an order in the last 90 days.**

* Baby Wipes (10,956) and Baby Food (10,064) have the highest damage counts. This suggests fragile packaging, storage issues, or improper handling during transit. Blinkit should review packaging standards and improve warehouse handling for baby products.
* Bread (9,338) and Mangoes (8,932) rank high on the list. These items require careful storage, temperature control, and gentle handling to prevent spoilage.
* Baby products, perishable food, and household essentials require better packaging, handling, and storage conditions to reduce damage rates. Warehouse training, improved packaging design, and optimized last-mile delivery techniques can help minimize losses.

**NO. OF PRODUCTS**

**DAMAGED PRODUCTS**

**Finds the top 10 most damaged products.**

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**ORDERS**

* The highest orders occur in May (50), August (45), June (37), and July (35), confirming that summer months drive maximum demand for cold drinks & juices.
* To capitalize on this trend, Blinkit should stock up in advance, ensure efficient cold storage, and run summer promotions (BOGO offers, discounts, bulk deals).
* Demand is at its lowest in January and November (20 each), February (23), and December (22). This suggests customers prefer hot beverages (tea, coffee, hot chocolate) over cold drinks during colder months.
* Increase cold drink stock in peak months (April – August) and optimize promotions for summer shoppers.
* During winter, reduce inventory for cold drinks and promote alternative beverages like hot chocolate or herbal teas. Monitor seasonal trends to adjust pricing, discounts, and stock levels accordingly.

**MONTH**

**Order trends for seasonal category of products like Cold Drinks & Juices by month.**

A screenshot of a list of items

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**AVG ORDER VALUE**

**PRODUCT CATEGORY**

* Baby Care (₹1115.16) leads in average order value, likely due to the higher price of baby products like diapers, formula, and wipes. Customers tend to buy these items in bulk, contributing to a higher order value per transaction. Blinkit should offer bundled deals or subscription-based discounts to increase repeat purchases in this category.
* Fruits & Vegetables (₹1108.40) and Instant & Frozen Food (₹1106.67) rank high. This suggests that customers buy fresh produce and frozen food in bulk, possibly due to weekly or monthly grocery shopping patterns.
* Pharmacy (₹1065.94) and Personal Care (₹1061.44) have the lowest AOVs among all categories. This might be because customers purchase only essential medications or single personal care products rather than bulk shopping.
* Leverage subscription-based offers for Baby Care, Pet Care, and Household products to boost repeat purchases. Optimize bundling strategies for Cold Drinks, Snacks, and Pharmacy items to increase AOV. Maintain high-quality standards and improve supply chain efficiency for fresh produce and frozen foods to retain high-value customers.

**Compares average order values across product categories.**

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* Orai (44 orders) has the highest order count, followed by Deoghar (40) and Gandhinagar (37). This suggests strong demand in these locations, making them high-priority areas for expansion and service improvement.
* Locations like Nandyal, Ratlam, Bathinda, and Jalna show significant order volumes. This indicates that smaller cities are actively using Blinkit’s services and expanding logistics & marketing efforts in such areas could boost market share.
* Ghaziabad (32) and Bhopal (31)—both major urban centers—also rank in the top 10. These cities might have high population density and purchasing power, making them key locations for increasing fulfillment efficiency and customer retention.
* Enhance delivery speed and logistics in Orai, Deoghar, and Gandhinagar to maintain service quality in high-demand locations. Focus on marketing and customer engagement strategies in Tier-2 & Tier-3 cities to drive higher order volumes. Assess infrastructure and fulfillment capabilities in emerging cities like Udaipur & Jalna to optimize Blinkit’s market penetration.

**LOCATIONS**

**ORDER VOLUME**

**Finds top 10 locations with the highest order volumes.**

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* 388 out of 1,642 total negative feedback entries (23.63%) are related to App Experience. This suggests that nearly 1 in 4 negative reviews come from issues with the app, making it a major area for improvement.
* Conduct an in-depth usability audit to identify and resolve pain points in app navigation, performance, and checkout flow.Enhance payment reliability by integrating multiple payment gateways and ensuring a smooth refund process for failed transactions.  
  Improve real-time order tracking and provide better delivery updates to minimize confusion and enhance user trust. Implement app analytics & collect user feedback to proactively detect and fix app-related issues before they impact more customers.

**NEGATIVE APP EXP**

**TOTAL NEGATIVE EXP**

**The number of negatives feedback related to the app experience.**

* The repeat order rate remains above 93% across all categories, including significantly delayed orders (94.39%), on-time deliveries (93.95%), and slightly delayed orders (93.95%). This suggests that while delivery delays may cause frustration, they do not significantly impact repeat purchase behavior for most customers.
* Significantly delayed deliveries (94.39%) have a slightly higher repeat order rate than on-time or slightly delayed deliveries. This could indicate that customers value other factors (pricing, product quality, availability) more than delivery speed. Alternatively, these customers may have been compensated with discounts or vouchers, encouraging them to place another order.
* Continue optimizing delivery speed, but prioritize other factors like product availability, pricing, and customer service to maintain loyalty. Analyze customer feedback on significantly delayed orders if the experience was bad but they reordered due to compensation, improving delivery reliability could reduce the need for refunds/discounts.
* Ensure communication & transparency on delays—customers may tolerate delays if they receive real-time updates on expected delivery times.

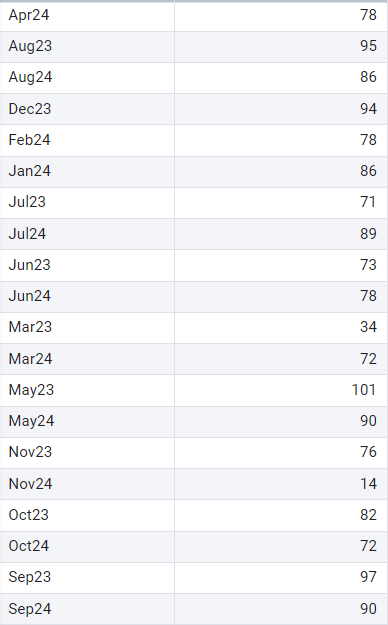
**STATUS**

**ORDER %**

**TOTAL CX**

**REPEAT CX**

**Compares repeat order rates for customers who received deliveries on time vs delayed ones.**



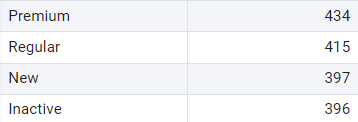
**NO. NEGATIVE FEEDBACK**

**MONTH**

**Analyzes whether negative feedback is increasing or decreasing over time.**

* Comparing May 2023 (101) to May 2024 (90) and Sep 2023 (97) to Sep 2024 (90), there is a gradual decline in negative feedback over time. This suggests Blinkit may be improving its services, leading to fewer complaints.
* Identify what led to improvements in November 2024 and apply those changes to months with high complaints.
* Analyze July & August 2024 to understand spikes in negative feedback—was it due to delivery, app issues, or increased order volume? Monitor March trends closely to prevent another increase in negative reviews.

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* Regular customers contribute the most to Blinkit’s total revenue, meaning they are the backbone of the business in terms of consistent spending.
* New customers are the second-highest revenue contributors, which suggests a strong acquisition strategy.
* Despite being high-value shoppers, Premium customers aren’t generating the most revenue. This may indicate that some Premium users are dissatisfied or not ordering as frequently as expected. Even inactive customers have generated significant revenue, meaning these users were once active buyers but stopped purchasing.

**CUSTOMER SEGMENTS**

**REVENUE**

**Customer segment brings the highest revenue.**

* Surprisingly, Premium customers (434) are the most dissatisfied segment, despite being the most valuable customer group. This suggests that high-spending customers have higher expectations, and when their experience doesn’t meet expectations, they are more vocal about it.
* Prioritize service improvements for Premium customers (faster issue resolution, premium perks). Improve first-time customer experience for new users to reduce dissatisfaction. Engage Regular customers with better rewards and loyalty incentives. Run win-back campaigns for Inactive customers who left due to poor experiences.

**CUSTOMER SEGMENTS**

**NEGATIVE SENTIMENTS**

**Customer segments are most dissatisfied based on sentiment analysis.**



* Dairy & Breakfast leads in sales, indicating high daily demand for essential items like milk, eggs, and bread.
* Household Care (509) and Pet Care (501) are strong categories, suggesting that customers use Blinkit for more than just groceries.
* Expand Dairy & Breakfast offerings with subscription-based deliveries.
* Leverage impulse categories (Snacks, Pharmacy, Personal Care) to increase cart size.
* Improve fresh produce handling & delivery speed to maintain Fruits & Vegetables' strong performance.
* Boost Grocery & Staples sales by offering discounts & free delivery for bulk orders. Run seasonal campaigns for Cold Drinks & Juices during summer months.

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**CATEGORY**

**ORDERS**

**Top-selling product categories.**



* Customers seem most satisfied with Grocery & Staples, likely because these items are consistent in quality and have fewer delivery-related issues.
* Household Care (3.40) likely benefits from non-perishable products that arrive in good condition.
* Pharmacy (3.38) indicates that customers are mostly satisfied, but since medications are critical items, even small errors could impact trust.
* Dairy & Breakfast (3.25) has the lowest rating, likely due to spoilage risks, stock issues, and delivery delays.
* Faster deliveries, better inventory management, and improved quality checks could help increase ratings in these categories.

**AVG RATING**

**CATEGORY**

**Average rating across different product categories.**

A screenshot of a calendar

AI-generated content may be incorrect.

* The efficiency appears to fluctuate slightly between months. The percentage is close to 53-56%, but there is no consistent upward or downward trend.
* **January**: Efficiency starts at **53%**.
* **February**: Shows an improvement, reaching **56%**.
* **March**: Efficiency drops slightly to **55%**.
* **April**: Efficiency decreases back to **53%**, matching January's figure.
* **May**: There is a small increase back to **54%**.
* The data does not indicate a clear, steady improvement or decline in handling efficiency. Instead, it fluctuates by just a few percentage points each month.
* Even though there are fluctuations, maintaining efficiency around 54-55% could be a good target.

**MONTH**

**DAMAGED %**

**Inventory handling efficiency over time.**

**The App channel yields the highest ROAS due to its ability to deliver in-app notifications, while email and SMS are less effective in driving conversions.**

* **Result:** ROAS for App (2.75), social media (2.75), and Email (2.75) were identical, while SMS was slightly lower (2.71).
* **Hypothesis Type:** Null Hypothesis (H₀)
* **Reason:** The data does not support the claim that the App performs significantly better. Email and social media are just as effective in driving revenue, meaning Blinkit should optimize all channels rather than focusing only on the App.

**Negative feedback related to delivery delays, damaged products, and incorrect orders significantly impacts customer satisfaction, leading to decreased repeat purchases and higher return rates.**

* **Result**: Delivery issues (405 complaints), product quality problems (432 complaints), and damaged orders were top reasons for customer dissatisfaction. Additionally, 335 customers churned after their first order due to delivery complaints.
* **Hypothesis Type:** Alternative Hypothesis (H₁)
* **Reason**: The data strongly supports this hypothesis. Negative delivery experiences and damaged products directly lead to lower customer satisfaction and decreased retention.

**Improving customer service by addressing previous complaints and offering personalized follow-up actions will increase retention rates among 'New' and 'Inactive' customers.**

* **Result:** Only 36 out of 378 customers (9.52%) with negative feedback continued ordering, showing that poor customer service leads to high churn.
* **Hypothesis Type**: Alternative Hypothesis (H₁)
* **Reason:** The data strongly supports the claim that better customer service could improve retention. Addressing past complaints and offering personalized solutions could help recover lost customers.

**There is no significant difference in the reasons customers leave bad reviews.**

* **Result:** Certain issues, such as Product Quality, Customer Service, or Delivery, are significantly more common reasons for negative reviews than others.
* **Hypothesis Type**: Alternative Hypothesis (H₁)
* **Reason:** Product Quality (432 complaints) is the top reason for bad reviews, followed by Customer Service (417), Delivery (405), and App Experience (388). Since some factors contribute more heavily to negative feedback than others, we can reject the Null Hypothesis (H₀) in favor of the Alternative Hypothesis (H₁).

**EVALUATION OF HYPOTHESIS BASED ON DATA**

**Urban areas and metro cities experience higher order density, indicating potential for Blinkit to expand its services to less saturated but high-potential regions.**

* **Result:** The highest order volumes were in smaller Tier-2 & Tier-3 cities like Orai (44), Deoghar (40), and Gandhinagar (37), rather than metro cities.
* **Hypothesis Type:** Null Hypothesis (H₀)
* **Reason:** The data contradicts the assumption that metro cities dominate orders. Instead, smaller cities show high demand, meaning Blinkit’s expansion should prioritize Tier-2 & Tier-3 cities instead of metros.

**Product categories such as daily essentials (snacks, dairy, household items) will have lower average order values, while packaged food categories will show higher order values due to perceived quality and convenience.**

* **Result:** Highest AOV categories were Baby Care (₹1,115), Fruits & Vegetables (₹1,108), and Instant & Frozen Food (₹1,106), while lower AOV categories included Snacks (₹1,076), Pharmacy (₹1,065), and Personal Care (₹1,061).
* **Hypothesis Type:** Alternative Hypothesis (H₁)
* **Reason:** The data confirms that bulk-purchase or high-value product categories have higher AOV, while impulse-buy or smaller-packaged categories have lower AOV.

**Demand for beverages, ice creams, and other seasonal items significantly increases during the summer, while daily essentials experience more stable demand throughout the year.**

* **Result:** Cold Drinks & Juices had peak demand from March to August, with orders decreasing significantly in winter (November to February).
* **Hypothesis Type:** Alternative Hypothesis (H₁)
* **Reason:** The data confirms that seasonal products experience fluctuating demand, with beverages and summer items performing best in warmer months.

**Perishable goods such as fruits, vegetables, and dairy products experience the highest stock damage rates due to their short shelf lives and vulnerable packaging.**

* **Result:** The most damaged products included Baby Wipes (10,956), Baby Food (10,064), Bread (9,338), Mangoes (8,932), and Dairy Products—all fragile or perishable items.
* **Hypothesis Type:** Alternative Hypothesis (H₁)
* **Reason:** The data supports this hypothesis. Perishable and fragile goods face the highest damage rates, emphasizing the need for better storage, packaging, and transportation strategies.

**Damaged items, wrong orders, and poor packaging are the primary reasons for product returns.**

* **Result:** Product Quality (432 complaints), Delivery Issues (405 complaints), and damaged orders were among the top complaints, leading to high return rates.
* **Hypothesis Type:** Alternative Hypothesis (H₁)
* **Reason:** The data confirms that damaged items and incorrect orders are major drivers of returns, emphasizing the need for better handling and packaging solutions.

**Frequent complaints about the app experience suggest usability issues, negatively impacting customer satisfaction and retention.**

* **Result: App** Experience complaints accounted for 388 negative reviews (23.6% of total complaints). Many customers reported issues with navigation, payment failures, and order tracking.
* **Hypothesis Type:** Alternative Hypothesis (H₁)
* **Reason:** The data confirms that app-related issues significantly impact customer satisfaction and retention, suggesting Blinkit should improve UI/UX, checkout flow, and app stability.

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**Problem: 335 customers churned after their first order due to delivery complaints.**

**Solution:**

* Improve real-time tracking: Provide better ETA updates & live driver tracking.
* Optimize last-mile delivery: Use AI-based route optimization to reduce delays.
* Performance-based incentives: Reward delivery personnel for on-time, error-free deliveries

**Problem: Baby Wipes, Baby Food, Bread, Mangoes, and Dairy Products have the highest damage rates.**

**Solution:**

* Better warehouse handling: Train staff to handle fragile & perishable goods with extra care.
* Upgrade packaging: Use protective layers for soft items (bread, wipes) and temperature-controlled storage for dairy.
* Introduce quality checks before dispatching perishable goods

**Problem: Only 9.52% (36 out of 378) of customers with negative feedback continued ordering.**

**Solution:**

* Faster issue resolution: Implement AI-driven customer support/chatbots for quick complaint handling.
* Compensation strategy: Provide instant discounts or free delivery on the next order for complaints related to service failures.
* Proactive outreach: Follow up with customers who left negative feedback to rebuild trust.

**Problem:** Many new customers become inactive, and delivery/service issues may be a bigger factor than discounts.

**Solution:**

* Implement first-order satisfaction guarantees (e.g., free replacement for first-time delivery issues).
* Personalized re-engagement campaigns (reminders, special discounts, loyalty points).
* Conduct a survey to identify why new customers don’t return and address key concerns.

**SUGGESTIONS FROM THE ABOVE ANALYSIS**

**Problem: Top-selling locations are smaller cities (Orai, Deoghar, Gandhinagar), not metro cities.**

**Solution:**

* Expand warehouse & logistics operations in high-performing Tier-2 cities to improve fulfilment speed.
* Run regional marketing campaigns highlighting Blinkit’s quick delivery advantage in smaller cities.
* Partner with local vendors to improve stock availability in smaller cities.

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