

Blinkit Analysis Report

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Why This Project?

Every day lakhs of people order from Blinkit. But we don't know who buys the most, which category gives more profit, or whether customers are really happy. Also, we're spending on campaigns — but are they even working? That's why this project!

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Business Objective

To understand sales trends, customer behavior, and marketing campaign performance, in order to improve revenue, reduce wasteful spending, and create better customer experiences.

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Business Questions:

- 1.Which product categories generate the most revenue?
- 2.Which products are sold in the highest quantity?
- 3.Who are our top-spending customers?
- 4.How is customer sentiment distributed across delivery, service, and app?
- 5.What is the monthly trend of total revenue?
- 6.How is revenue spread across different customer segments?
- 7.What is the ROAS (Return on Ad Spend) for each campaign and channel?
- 8.Which marketing campaigns delivered the most conversions and revenue?
- 9.How does clicks vs conversions vary across campaigns?
- 10.How is spend distributed across different marketing channels (App, Social Media, Email, SMS)?

Blinkit Sales & Customer Insight Dashboard

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5000

Total orders

11.01M

Total Revenue

3.34

Average of rating

2500

count of customers

5000 orders, ₹11.01M revenue, 3.34 avg. rating, 2500 customers



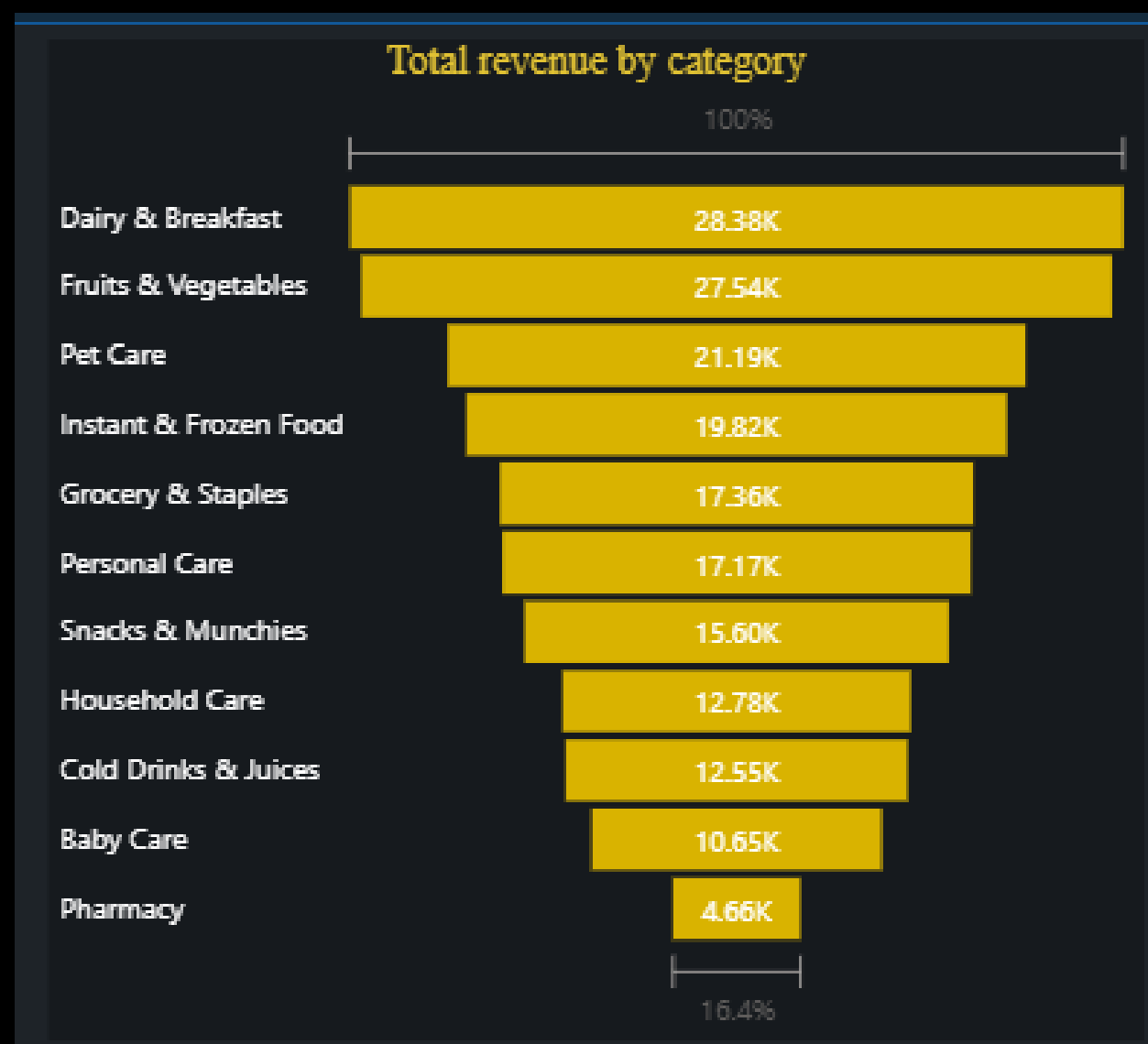
Indicates a solid customer base with scope for improving ratings.

Total Revenue by Category

This chart shows which product categories contribute most to Blinkit's total revenue.

- Dairy & Breakfast leads with ₹28.38K, followed closely by Fruits & Vegetables at ₹27.54K.
- Categories like Pet Care and Frozen Food perform well, while Pharmacy is the lowest at just ₹4.86K.

Business Insight: Focus on expanding best-performing categories, and reassess low-contributing ones like Pharmacy.



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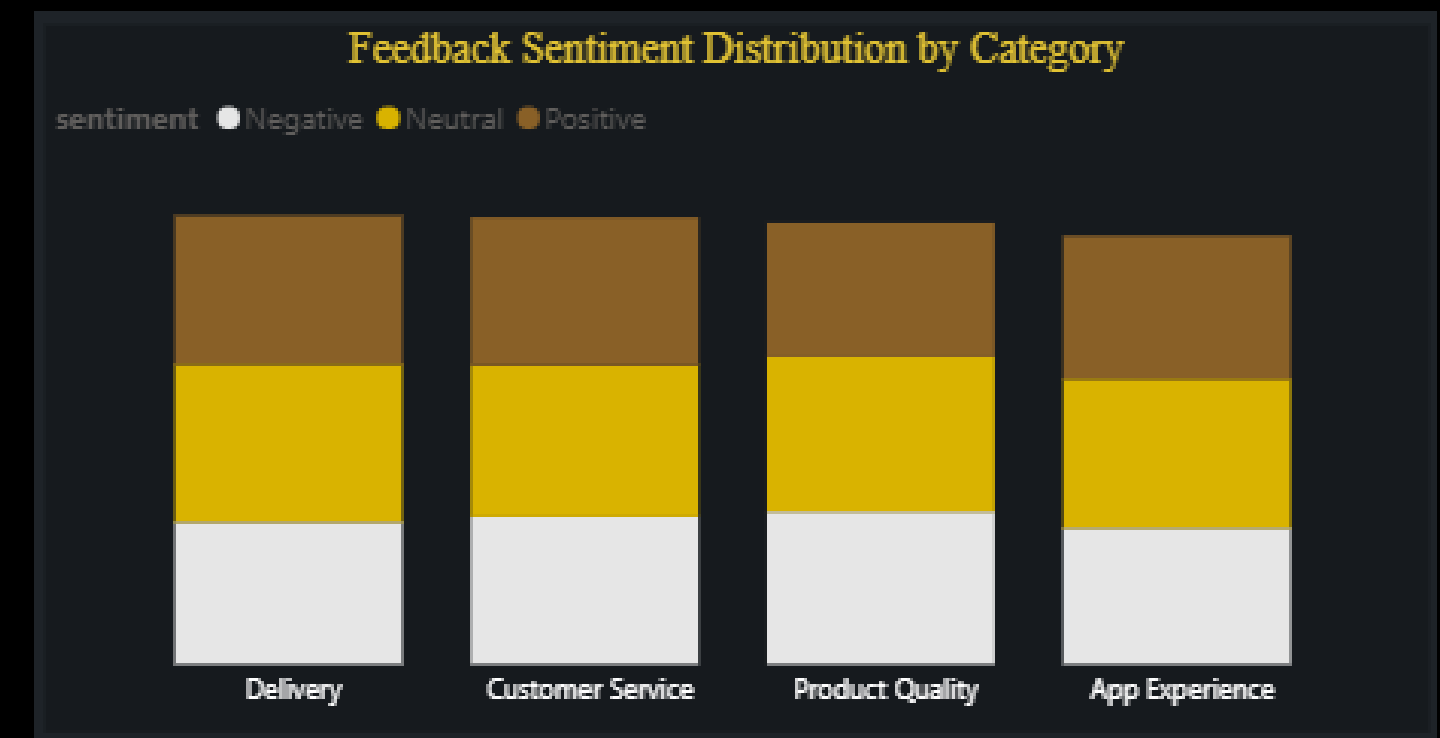
Feedback Sentiment by Category

Customer sentiment is categorized as Negative, Neutral, or Positive across four areas:

- Delivery
- Customer Service
- Product Quality
- App Experience

Delivery and App Experience show a balanced mix of all three sentiments.

● Business Insight: Improve logistics and app usability to push more customers toward positive experiences.



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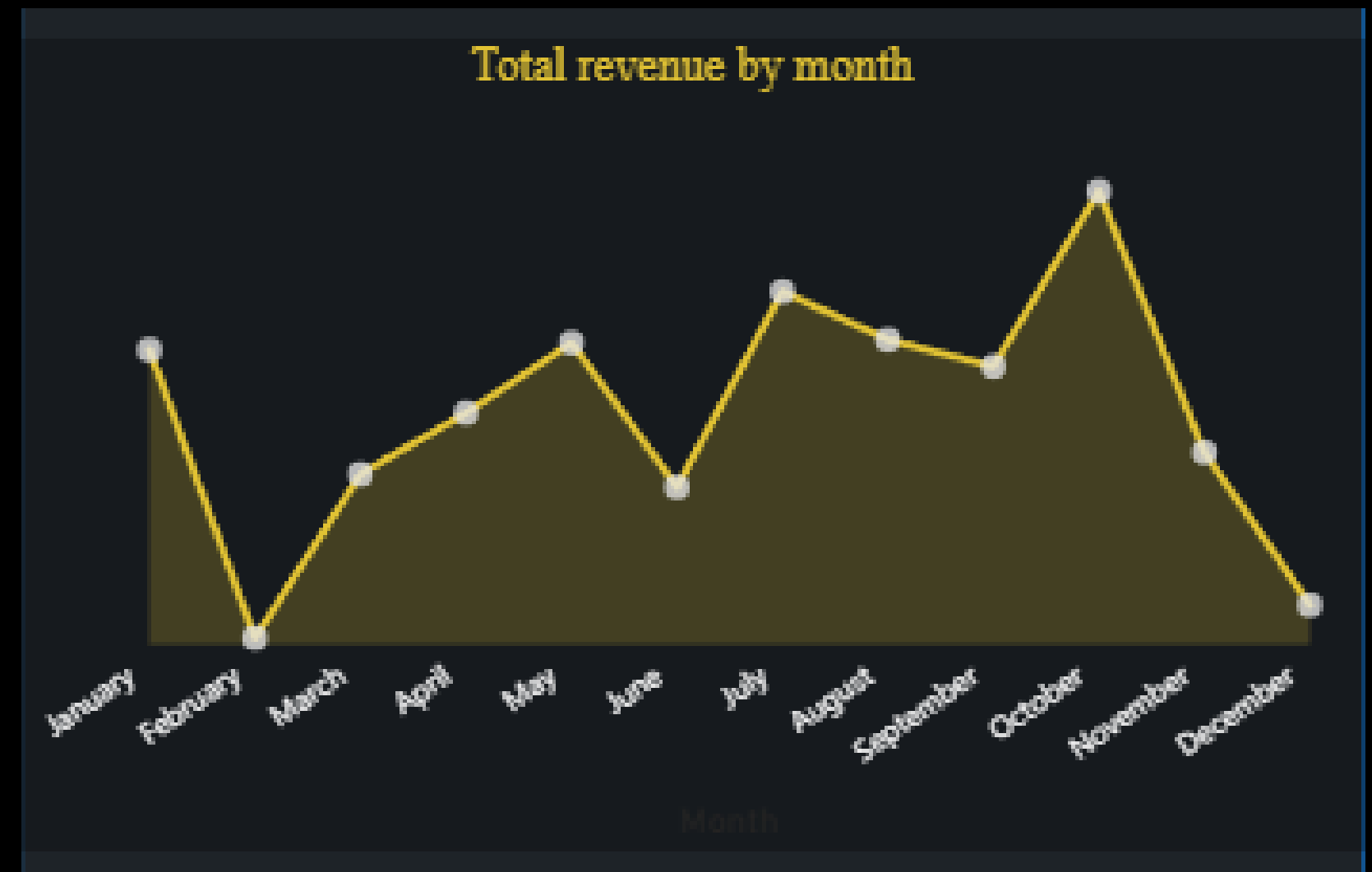
Total Revenue by Month

Revenue fluctuates throughout the year.

- Peak months: August and October
- Drop in: February and December

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● Business Insight: Plan your discounts and campaigns around these cycles — festivals, weather, or seasonal trends may be influencing buying patterns.



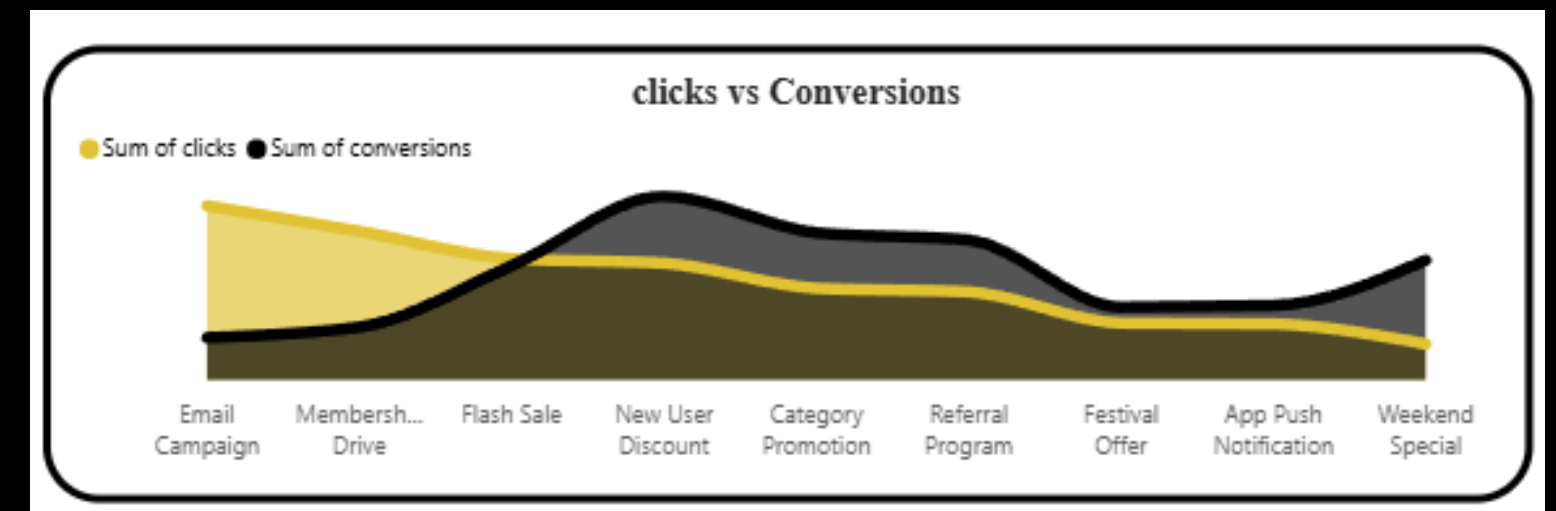
Marketing Performance Analysis Dashboard

Clicks vs Conversions by Campaign

This shows how many people clicked on each campaign and how many actually converted (made a purchase).

- Email Campaign and Flash Sale had strong click-to-conversion performance.
- Some campaigns like Festival Offer show high clicks but fewer conversions.

● Business Insight: Optimize underperforming campaigns, and scale the ones converting well.



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Marketing KPIs Summary

- ROAS: 2.74 → For every ₹1 spent, ₹2.74 is earned
- Clicks: 3M → Strong user interest
- Impressions: 29M → Wide reach
- Conversions: 2.98L → Good conversion rate (~9.9%)

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- Insight: Campaigns are performing well — focus on top ROAS channels to improve further.

2.74

Average of roas

9

Count of campaign_name

3M

Sum of clicks

29M

Sum of impressions

298K

Sum of conversions

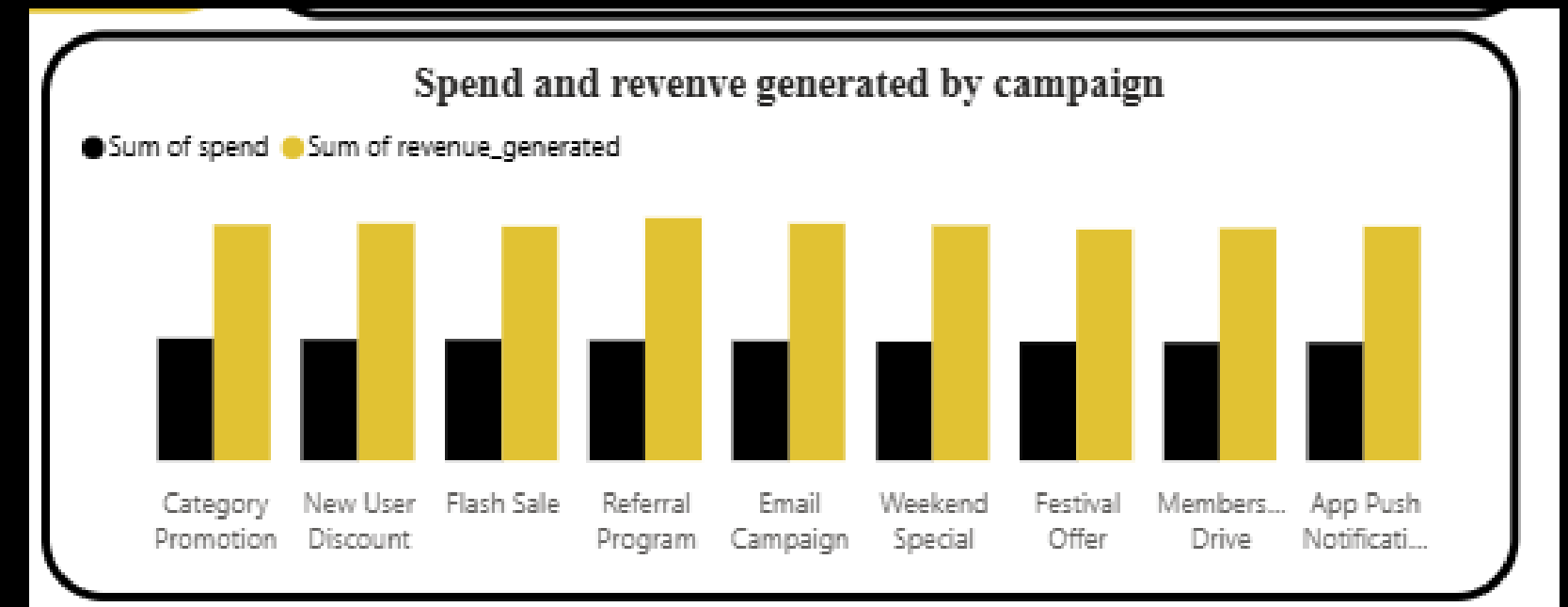
Spend vs Revenue Generated by Campaign

Compares how much money was spent on each campaign vs the revenue it generated.

- All campaigns show revenue > spend, but Flash Sale, Email, and Referral Program stand out.

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- Business Insight: These are your high-ROI campaigns — invest more in them.



Campaign Performance Table

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Campaign Performance Table						
campaign_name	Sum of clicks	Sum of conversions	Sum of impressions	Sum of spend	Sum of revenue_generated	Average of roas
App Push Notification	325833	32783	3130007	1,788,989.20	3,554,370.00	2.76
Category Promotion	329690	33568	3323234	1,850,583.00	3,582,455.37	2.69
Email Campaign	338600	32436	3292685	1,810,729.67	3,601,785.22	2.78
Festival Offer	325928	32765	3306651	1,796,687.14	3,507,063.91	2.77
Flash Sale	332882	33211	3264022	1,831,687.82	3,556,087.02	2.71
Membership Drive	335842	32550	3333717	1,790,069.80	3,524,951.25	2.72
New User Discount	332400	33964	3270347	1,833,454.81	3,603,860.17	2.75
Referral Program	329302	33490	3276426	1,818,025.51	3,691,382.60	2.74
Weekend Special	323668	33271	3290521	1,799,611.29	3,571,451.83	2.74
Total	2974145	298038	29487610	16,319,838.24	32,193,407.37	2.74

- Clicks, Conversions, Impressions, Spend, Revenue, and ROAS
- Flash Sale has best ROAS (2.81)
- Email Campaign generated highest revenue (₹36.01L)

● Business Insight: Use this table to make data-backed marketing decisions — continue what works, cut what doesn't.



CONCLUSION

- Blinkit's data shows strong sales and solid marketing performance. High revenue categories like Dairy & Fruits, and top campaigns like Flash Sale and Email, are clear winners.

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Thank You!

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