

payment\_method

☐ Select all

☐ Card

☐ Cash

☐ UPI

☐ Wallet

category

All

area

All

brand

☐ Select all

☐ Acharya Ltd

☐ Acharya PLC

☐ Agarwal-Dhar

☐ Agate and Sons

☐ Agate Ltd

Blinkit Sales & Customer Insight Dashboard

5000

Total orders

11.01M

Total Revenue

3.34

Average of rating

2500

count of customers

Product name vs Total Quantity

Sum of quantity

product\_name

Top 10 highest spending customers

customer\_name

Rayaan Krishna

Nidhi Sha

Warda Kohli

Bakhshi De

Atharv Kurian

Anmol Koshy

Jhalak Rai

Umang Dhingra

Vedika Dugal

Odika Kannan

Feedback Sentiment Distribution by Category

sentiment

Negative

Neutral

Positive

Delivery

Customer Service

Product Quality

App Experience

Customer Segment Share

2.17K (25%)

2.17K (25%)

2.17K (25%)

2.17K (25%)

Total revenue by category

100%

Dairy & Breakfast

28.38K

Fruits & Vegetables

27.54K

Pet Care

21.19K

Instant & Frozen Fo...

19.82K

Grocery & Staples

17.36K

Personal Care

17.17K

Snacks & Munchies

15.60K

Household Care

12.78K

Cold Drinks & Juices

12.55K

Baby Care

10.65K

Pharmacy

4.66K

16.4%

16-03-2023

04-11-2024

Total revenue by month

Month

January

February

March

April

May

June

July

August

September

October

November

December

2.74

Average of roas

9

Count of campaign\_name

- campaign names
- ☐

 App Push Notification
- ☐

 Category Promotion
- ☐

 Email Campaign
- ☐

 Festival Offer
- ☐

 Flash Sale
- ☐

 Membership Drive
- ☐

 New User Discount
- ☐

 Referral Program
- ☐

 Weekend Special

- Target audience
- ☐

 All
- ☐

 Inactive
- ☐

 New Users
- ☐

 Premium

BLINKIT MARKETING

PERFORMANCE ANALYSIS

3M

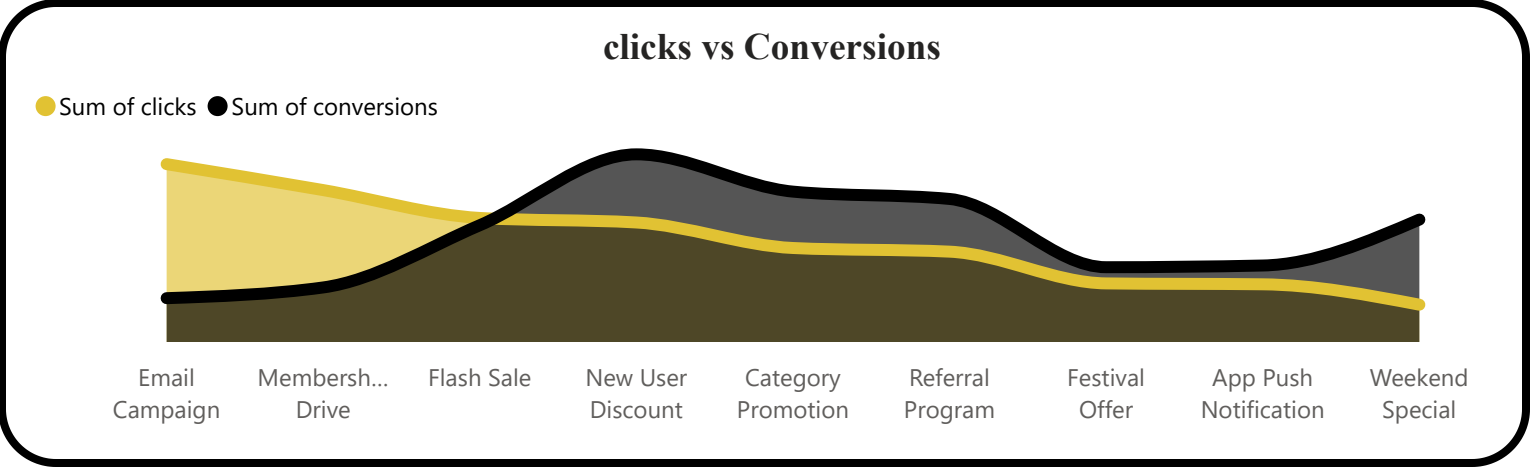
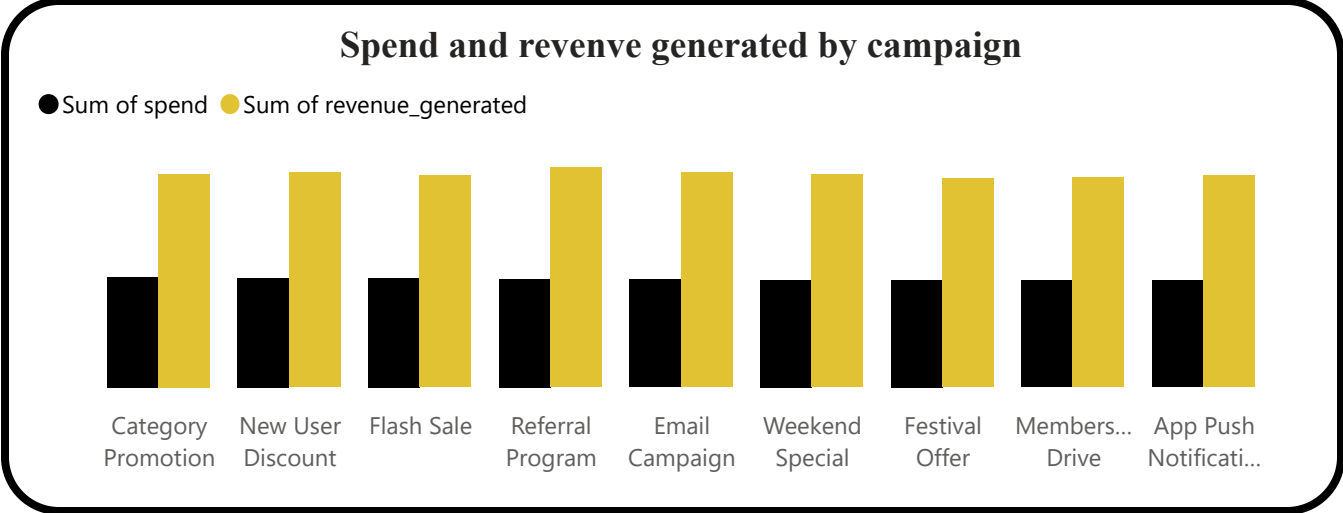
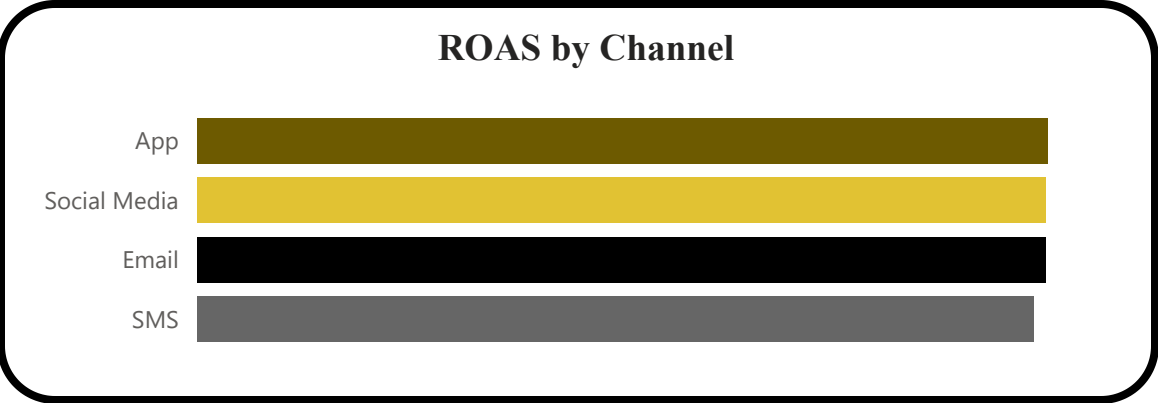
Sum of clicks

29M

Sum of impressions

298K

Sum of conversions



Date of campaign

17-03-2023

05-11-2024

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	17,88,989.20	35,54,370.00	2.76
Category Promotion	329690	33568	3323234	18,50,583.00	35,82,455.37	2.69
Email Campaign	338600	32436	3292685	18,10,729.67	36,01,785.22	2.78
Festival Offer	325928	32765	3306651	17,96,687.14	35,07,063.91	2.77
Flash Sale	332882	33211	3264022	18,31,687.82	35,56,087.02	2.71
Membership Drive	335842	32550	3333717	17,90,069.80	35,24,951.25	2.72
New User Discount	332400	33964	3270347	18,33,454.81	36,03,860.17	2.75
Referral Program	329302	33490	3276426	18,18,025.51	36,91,382.60	2.74
Weekend Special	323668	33271	3290521	17,99,611.29	35,71,451.83	2.74
Total	2974145	298038	29487610	1,63,19,838.24	3,21,93,407.37	2.74

