BLINKIT SALES ANALYSIS DASHBOARD

TOTAL SALES	AVERAGE ORDER VALUE	NET MARGIN(%)	TOTAL ORDERS	AVERAGE DELIVERY TIME(MIN)
758.09K	975.67	27.77%	777	19.33
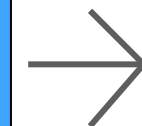
YEAR

- [ ] 2023
  - [ ] Qtr 1
  - [ ] Qtr 2
  - [ ] Qtr 3

CATERGORY

- [ ] Dairy & Breakfast
- [ ] Fruits & Vegetab...
- [ ] Household Care
- [ ] Pet Care
- [ ] Pharmacy

DELIVERY STATUS

- [ ] On Time
- [ ] Significantly Del...
- [ ] Slightly Delayed

Sum of main_revenue by customer_name

Customer	Revenue
Zinal Dhawan	5.1K
Samaksh Randhawa	4.8K
Maanav Gupta	4.7K
Hritik Narain	4.5K
Omkaar Padman...	4.2K
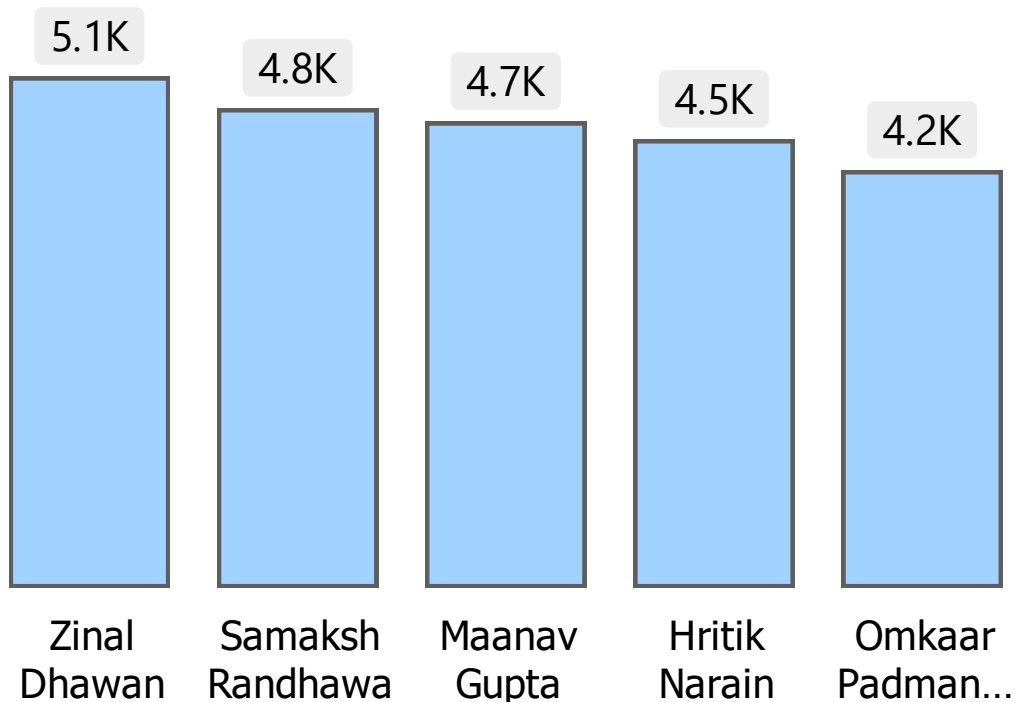
Sum of main_revenue by product_name

Product	Revenue
Vitamins	14.1K
Onions	14.0K
Toilet Cleaner	13.1K
Baby Food	13.0K
Baby Wipes	12.2K
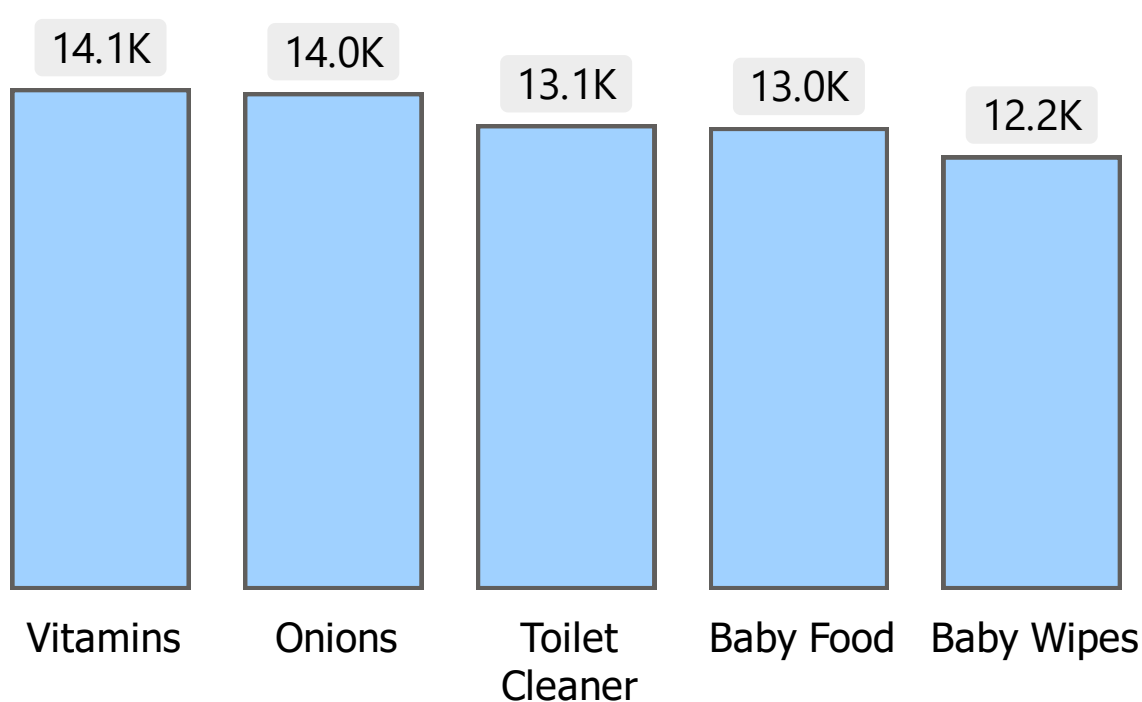
Sum of main_revenue by category

Category	Revenue
Pharmacy	93K
Fruits & Veg...	92K
Dairy & Brea...	86K
Pet Care	76K
Household C...	76K

Sum of order_revenue by Quarter

Quarter	Revenue
Q1	151K
Q2	205K
Q3	243K
Q4	159K

Sum of order_revenue by Month

(Line chart: January through December)
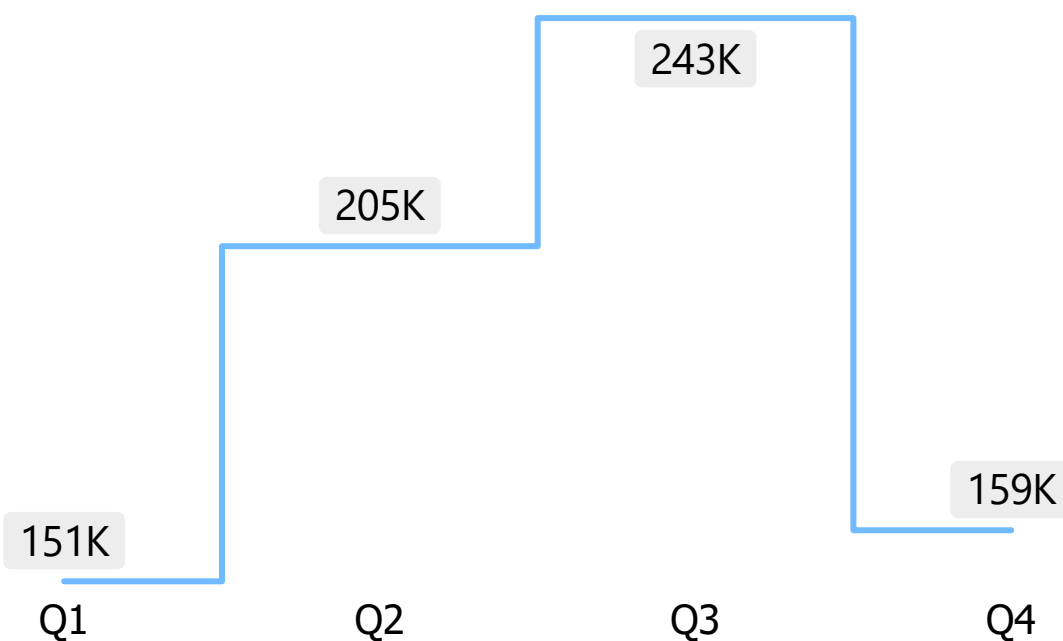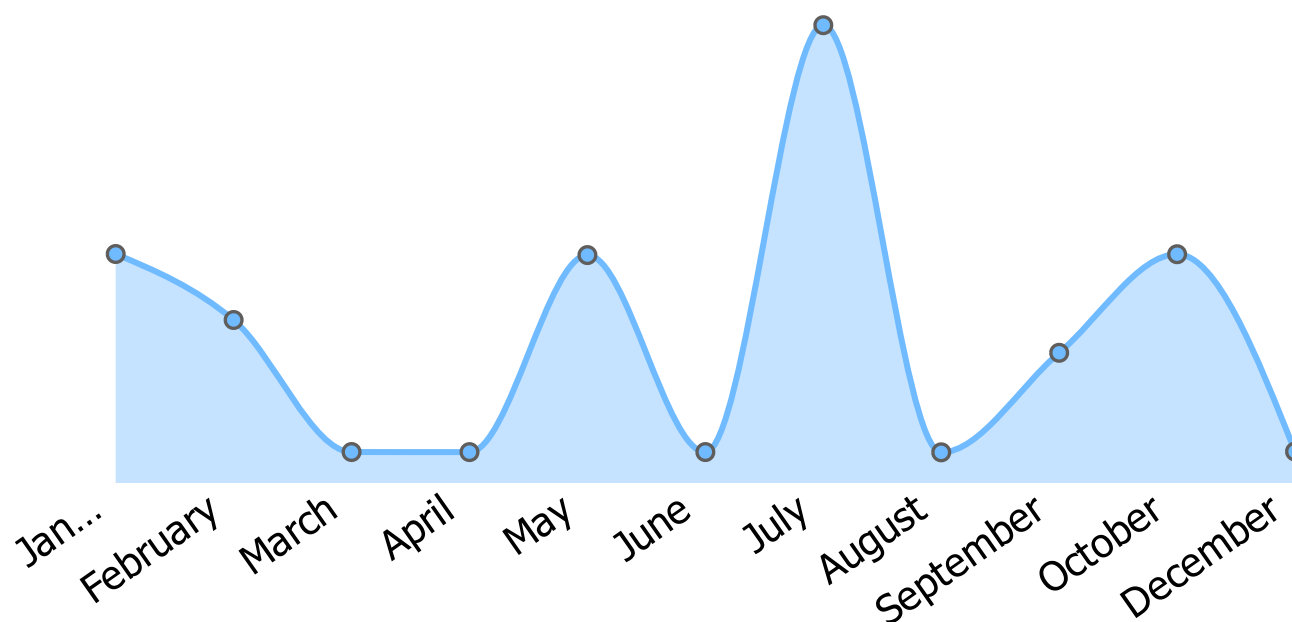
Count of order_id by payment_method

Payment Method	Percentage
Wallet	29.47%
Card	25.23%
Cash	24.45%
UPI	20.85%
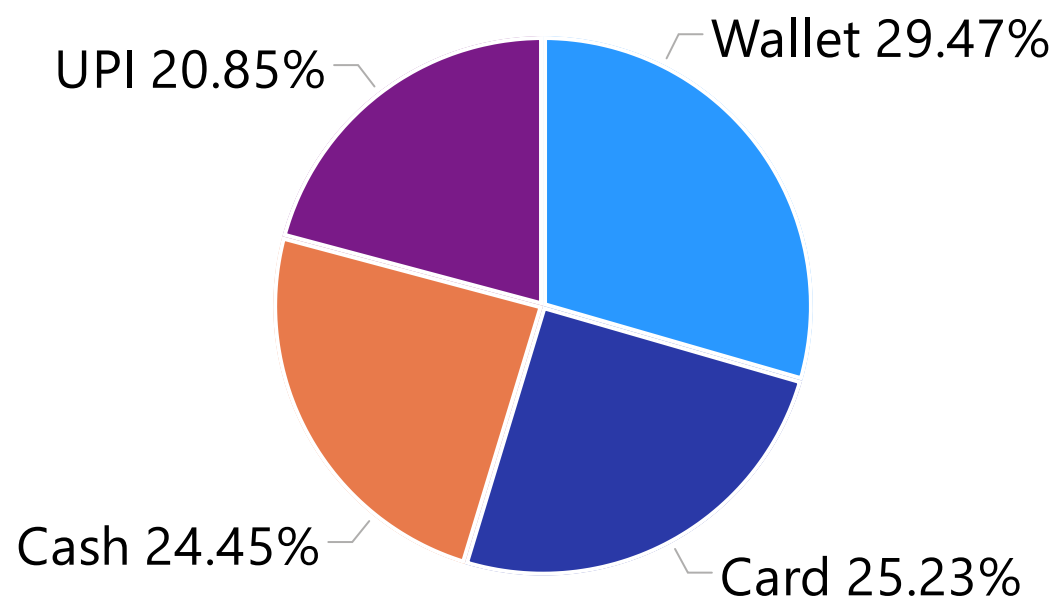
BLINKIT PRODUCTS ANALYSIS DASHBOARD

YEAR
- [ ] 2023
- [ ] 2024

CUSTOMER SEGMENT
- [ ] Inactive
- [ ] New
- [ ] Premium
- [ ] Regular

TOP BRANDS BY REVENUE
- [ ] Dayal, Mamme...
- [ ] Ganesan Ltd
- [ ] Gole-Doshi
- [ ] Hans Inc
- [ ] Karnik PLC
- [ ] Mandal-Kar
- [ ] Ramesh Inc
- [ ] Ranganathan-...
- [ ] Roy-Char
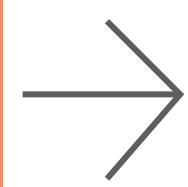- [ ] Sundaram Inc
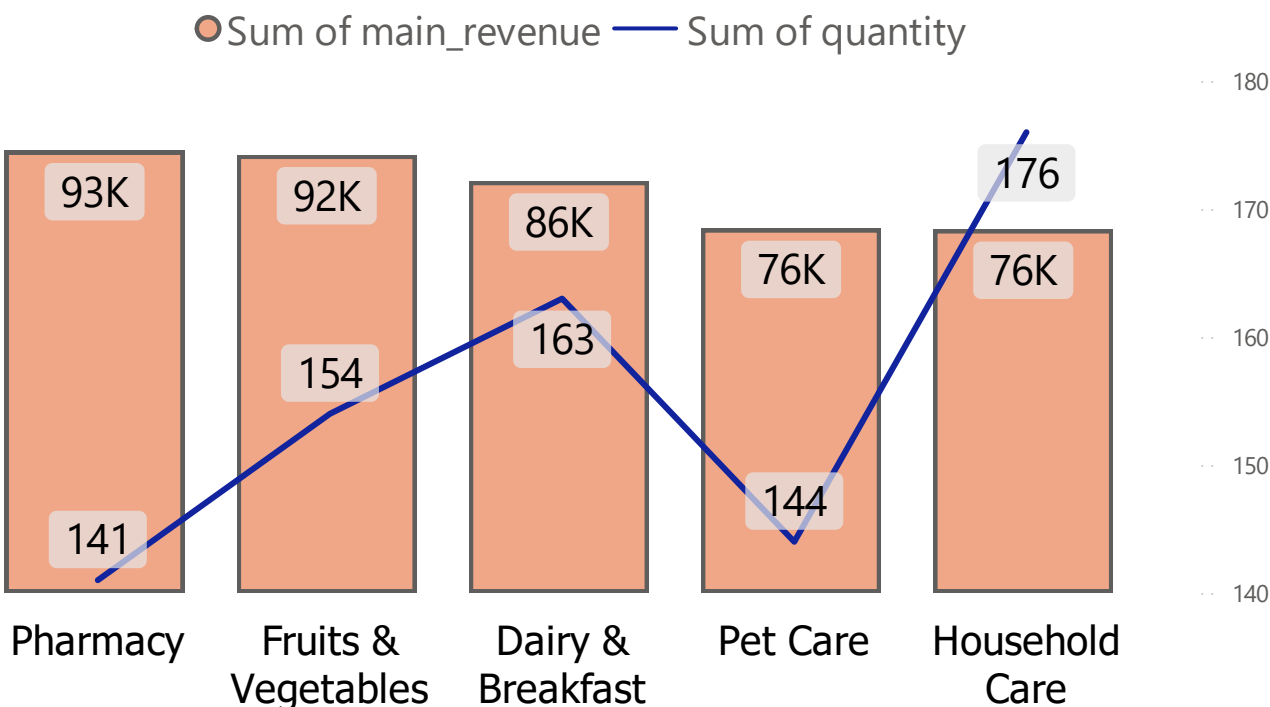
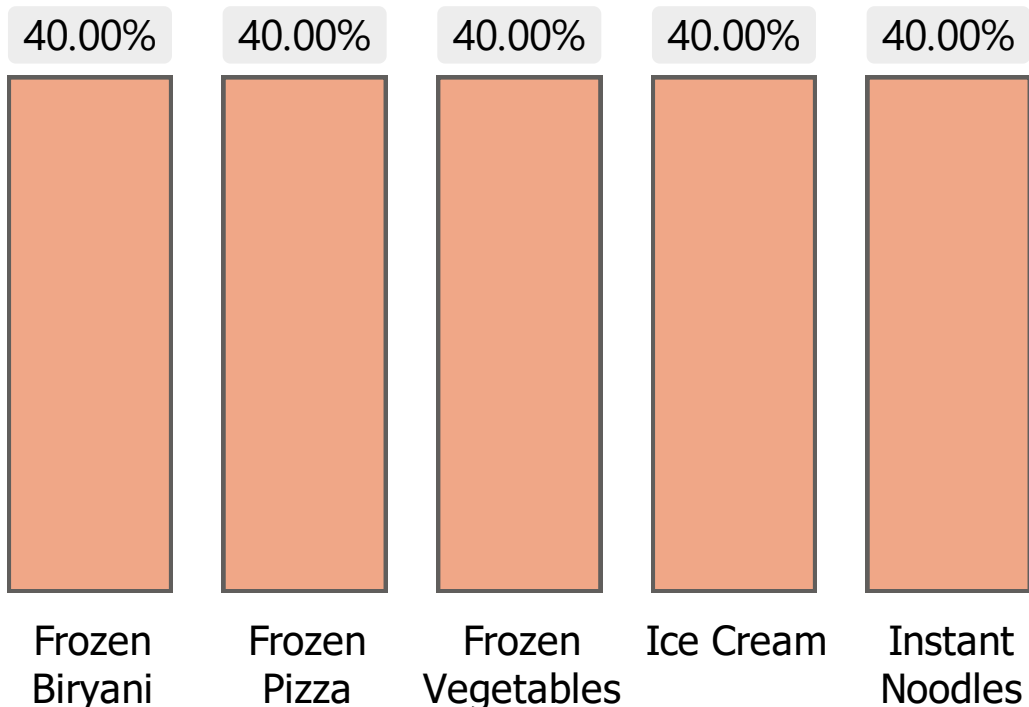| TOTAL UNITS SOLD	TOTAL SALES	TOTAL MARGIN(%)	AVERAGE UNIT PRICE
1536	758.09K	27.77%	497.50

Sum of main_revenue and Sum of quantity by category

● Sum of main_revenue — Sum of quantity

Category	main_revenue	quantity
Pharmacy	93K	141
Fruits & Vegetables	92K	154
Dairy & Breakfast	86K	163
Pet Care	76K	144
Household Care	76K	176

margin(%) by product_name

Frozen Biryani	Frozen Pizza	Frozen Vegetables	Ice Cream	Instant Noodles
40.00%	40.00%	40.00%	40.00%	40.00%

TOP 5 PRODUCTS BY REVENUE

Product	Revenue
Pet Treats	47K
Vitamins	39K
Cough Syrup	38K
Dish Soap	38K
Baby Wipes	36K
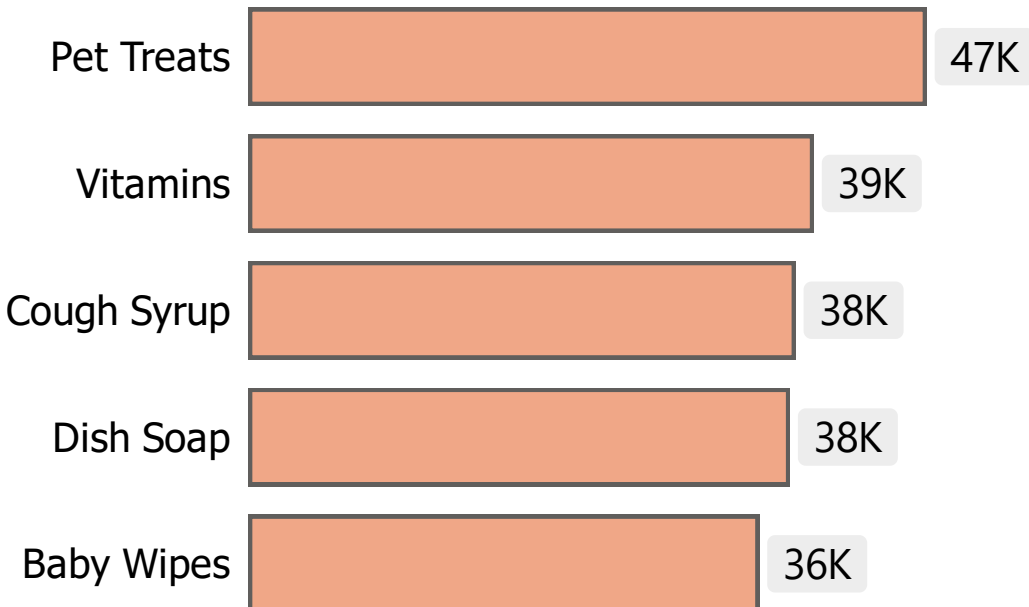
Sum of main_revenue and Count of brand by category

● Sum of main_revenue — Count of brand

Category	main_revenue	Count of brand
Pharmacy	93K	25
Fruits & Vegetables	92K	27
Dairy & Breakfast	86K	30
Pet Care	76K	25
Household Care	76K	27

Sum of quantity by category

- Household Care 176 (22.51%)
- Dairy & Break... 163 (20....)
- Fruits & Vegeta... 154 (19.6...)
- Grocery ... 145 (1...)
- Pet Care 144 (18.4...)
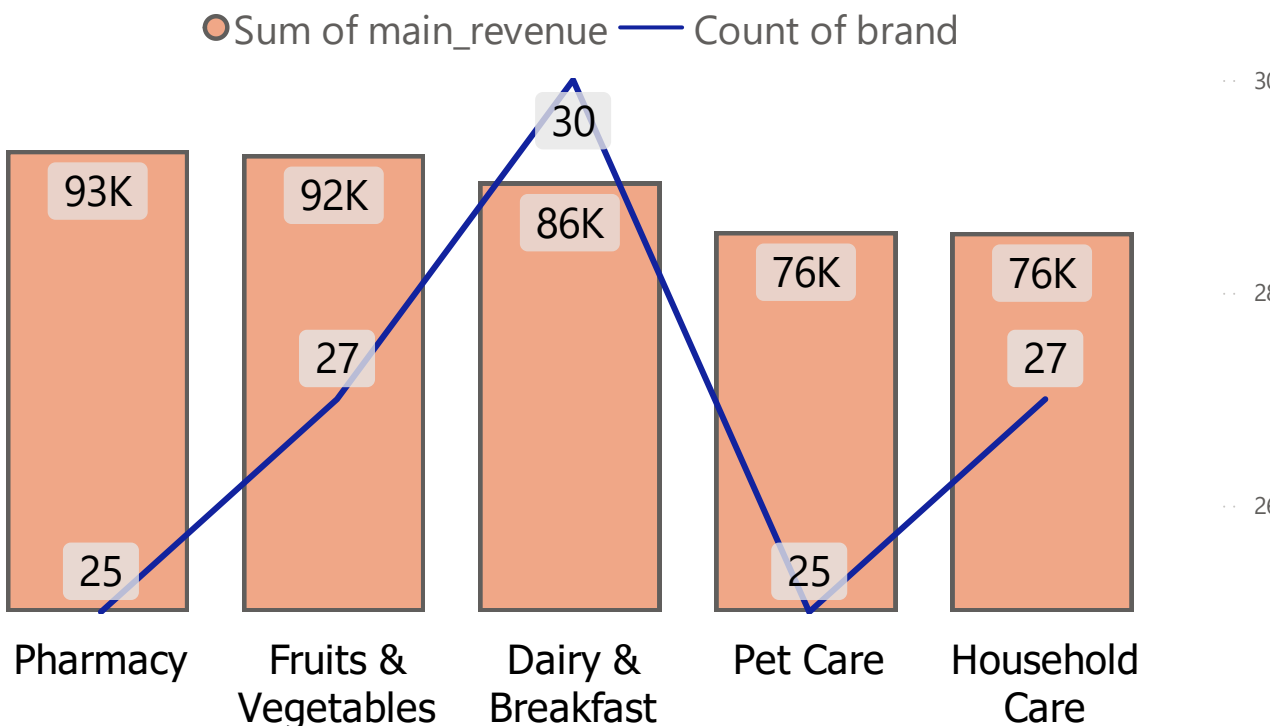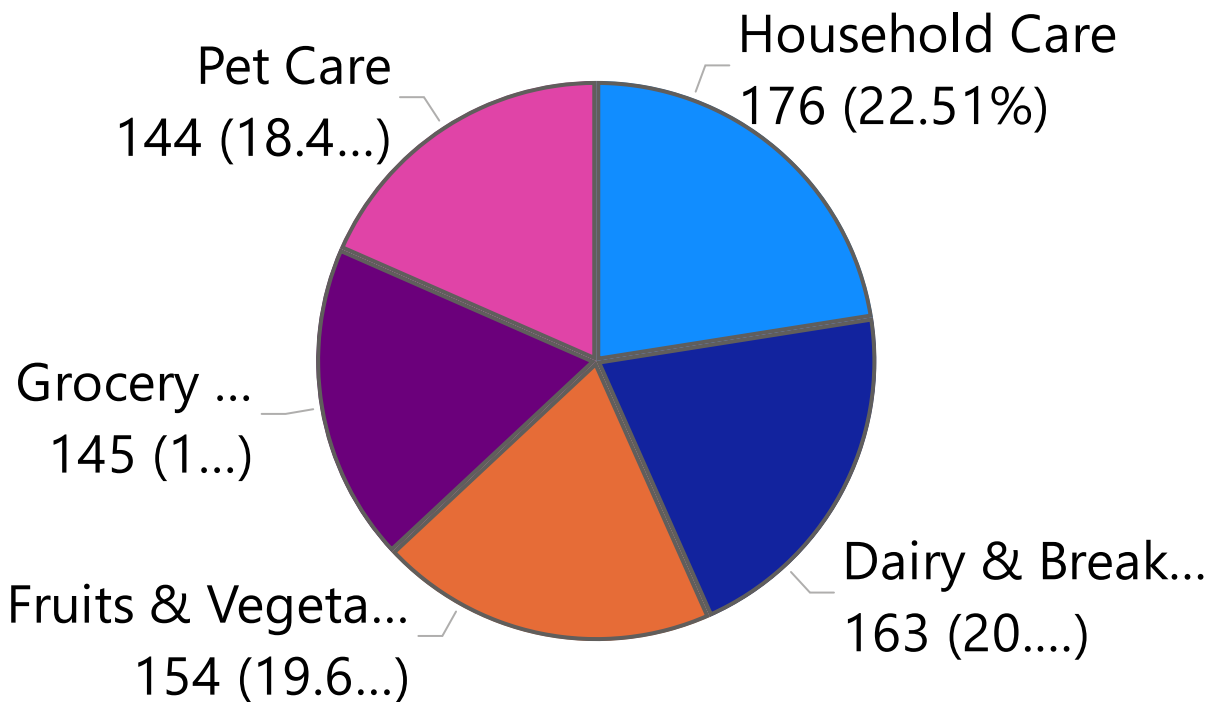
BOTTOM 5 PRODUCTS BY REVENUE

Product	Revenue
Bananas	4.1K
Rice	3.9K
Spinach	3.8K
Instant No...	3.6K
Lemonade	2.0K
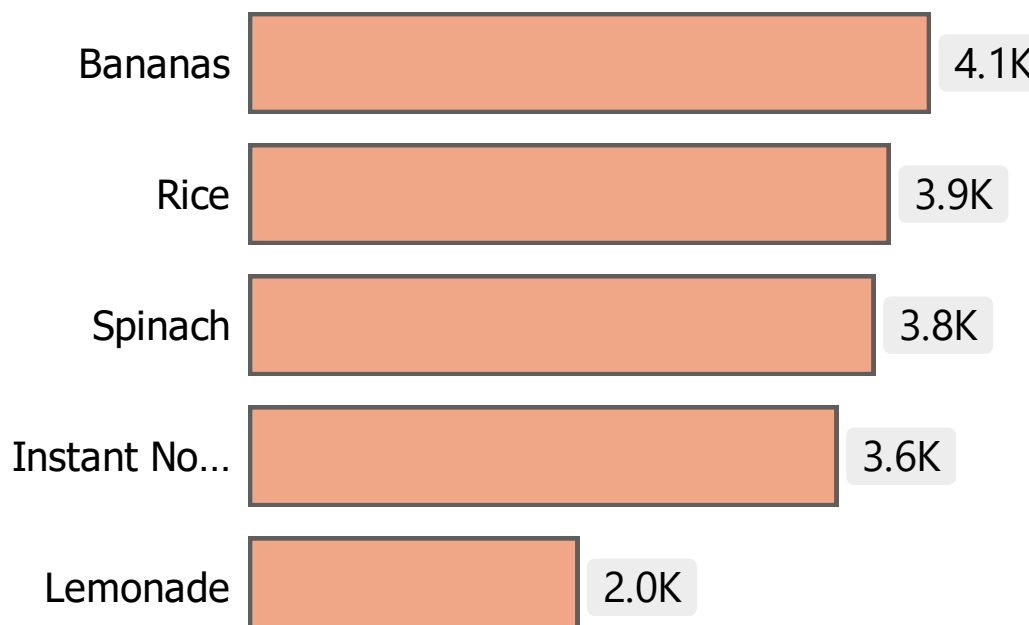
BLINKIT CUSTOMERS ANALYSIS DASHBOARD

YEAR

∧ ☐ 2023
- ☐ Qtr 1
- ☐ Qtr 2

CUSTOMER SEGMENT
- ☐ Inactive
- ☐ New
- ☐ Premium
- ☐ Regular

CATEGORY
- ☐ Dairy & Breakf...
- ☐ Fruits & Veget...
- ☐ Grocery & Sta...
- ☐ Household Care
- ☐ Pet Care

PAYMENT METHOD
- ☐ Card
- ☐ Cash
- ☐ UPI
- ☐ Wallet

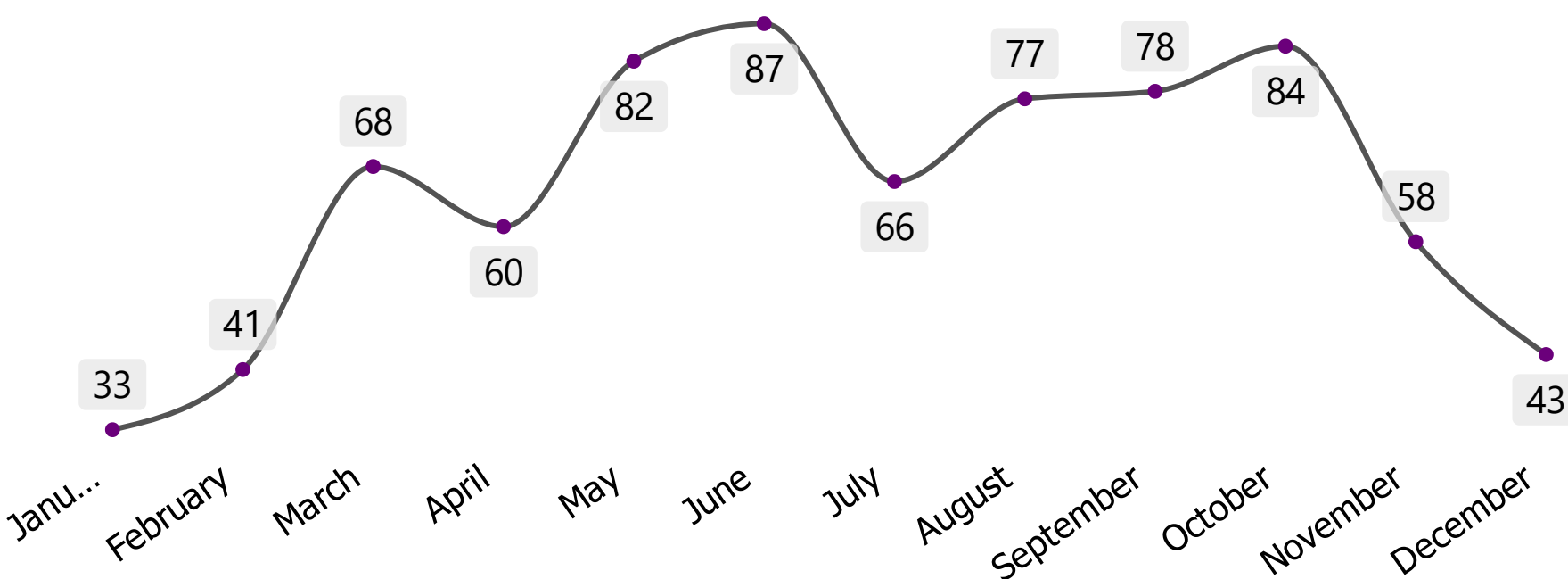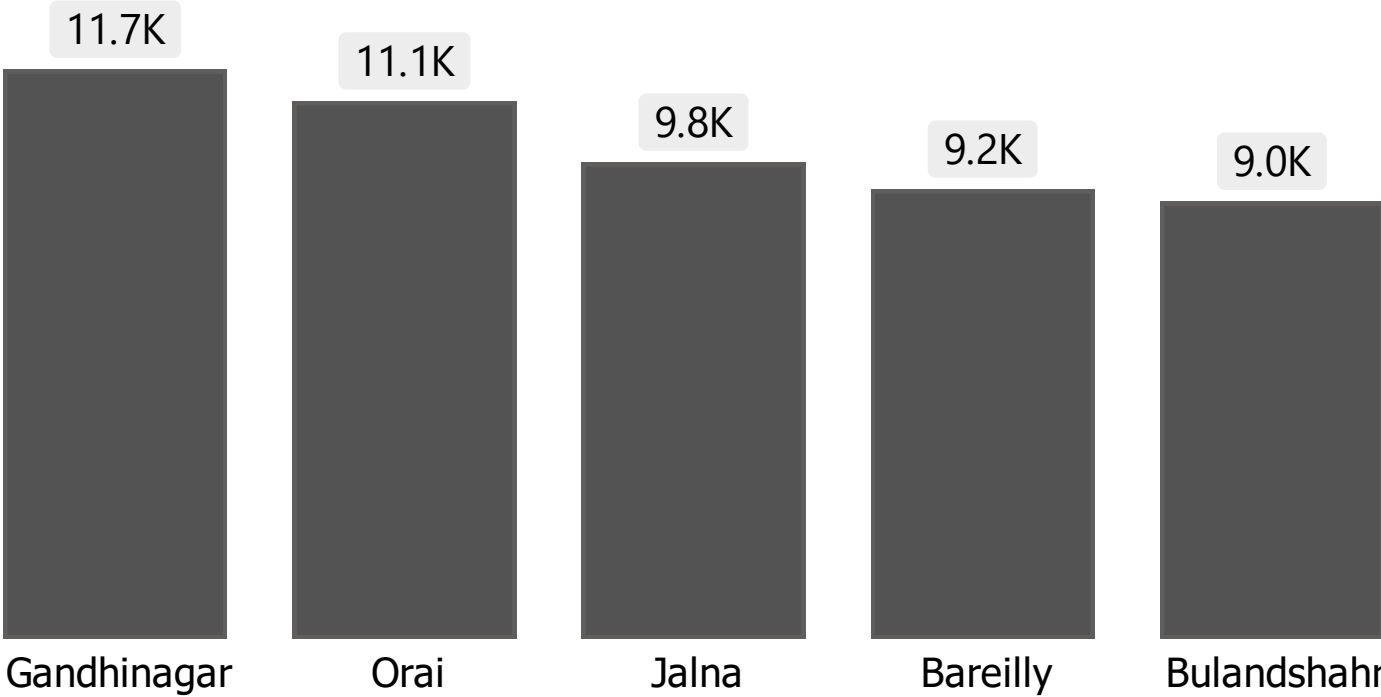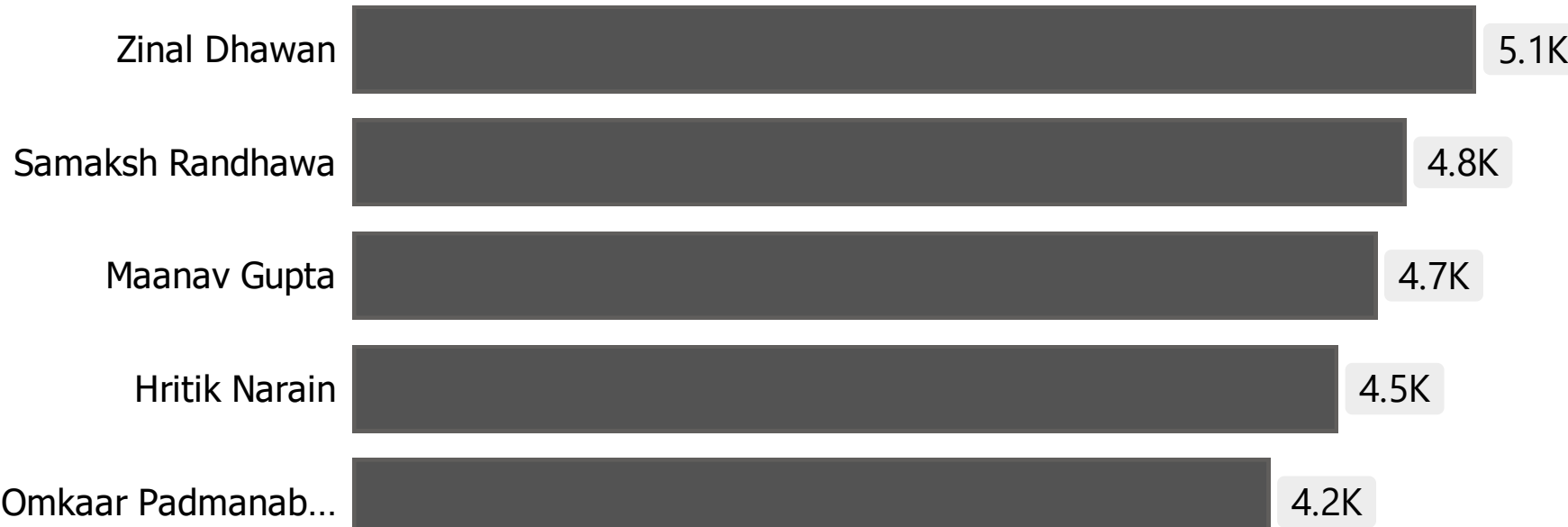| TOTAL NO. OF CUSTOMERS	CUSTOMER LIFE TIME VALUE	TOTAL UNITS SOLD	AVG ORDERS PER CUSTOMER	BUYING CUSTOMERS
2500	758.09K	1536	0.31	777

NEW CUSTOMERS TREND BY MONTH

Janu... 33, February 41, March 68, April 60, May 82, June 87, July 66, August 77, September 78, October 84, November 58, December 43

customer_clv by area

- Gandhinagar: 11.7K
- Orai: 11.1K
- Jalna: 9.8K
- Bareilly: 9.2K
- Bulandshahr: 9.0K

customer_clv by customer_name

- Zinal Dhawan: 5.1K
- Samaksh Randhawa: 4.8K
- Maanav Gupta: 4.7K
- Hritik Narain: 4.5K
- Omkaar Padmanab...: 4.2K

AOV by area

- Jalandhar: 2.8K
- Rajpur Sonarpur: 2.8K
- Durg: 2.8K
- Alwar: 2.7K
- Nashik: 2.6K
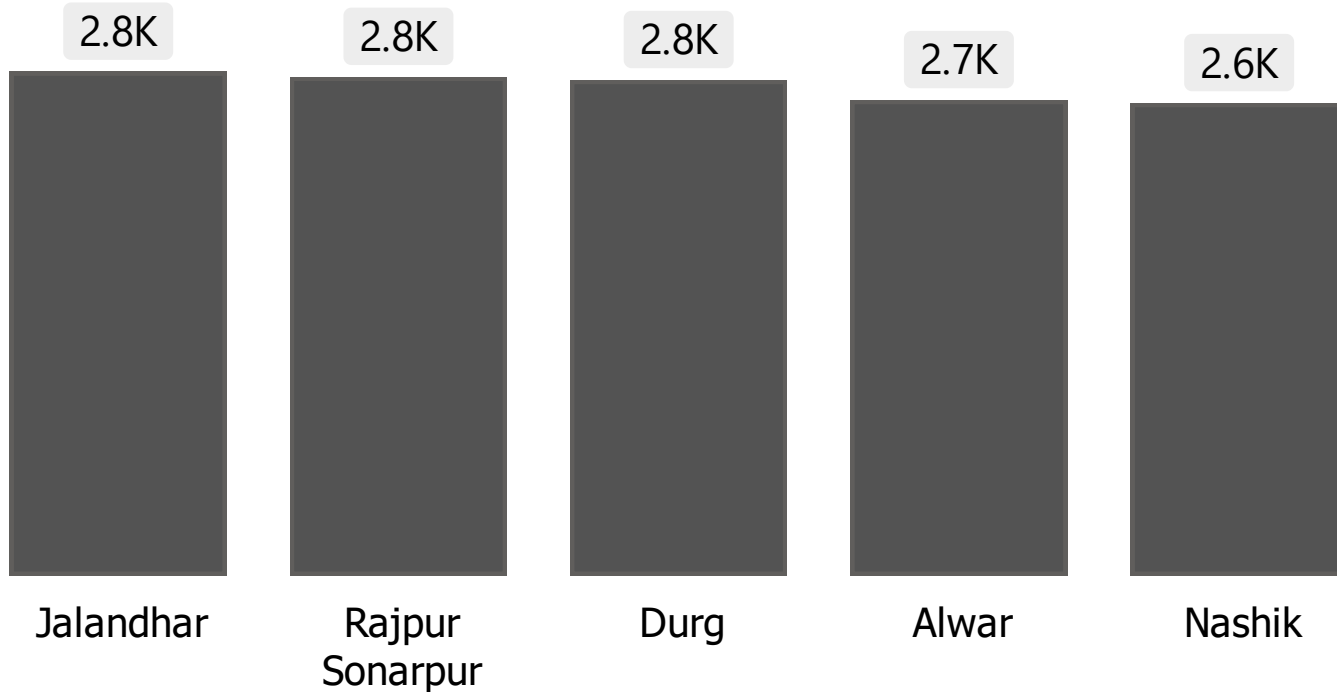
BLINKIT CUSTOMERS ANALYSIS DASHBOARD

YEAR
- ∧ ☐ 2023
  - ☐ Qtr 1
  - ☐ Qtr 2
  - ☐ Qtr 3
  - ☐ Qtr 4

STORE_ID
- ☐ 18
- ☐ 39
- ☐ 68
- ☐ 78
- ☐ 86

DELIVERY STATUS
- ☐ On Time
- ☐ Significantly D...
- ☐ Slightly Delayed

PAYMENT METHOD
- ☐ Card
- ☐ Cash
- ☐ UPI
- ☐ Wallet

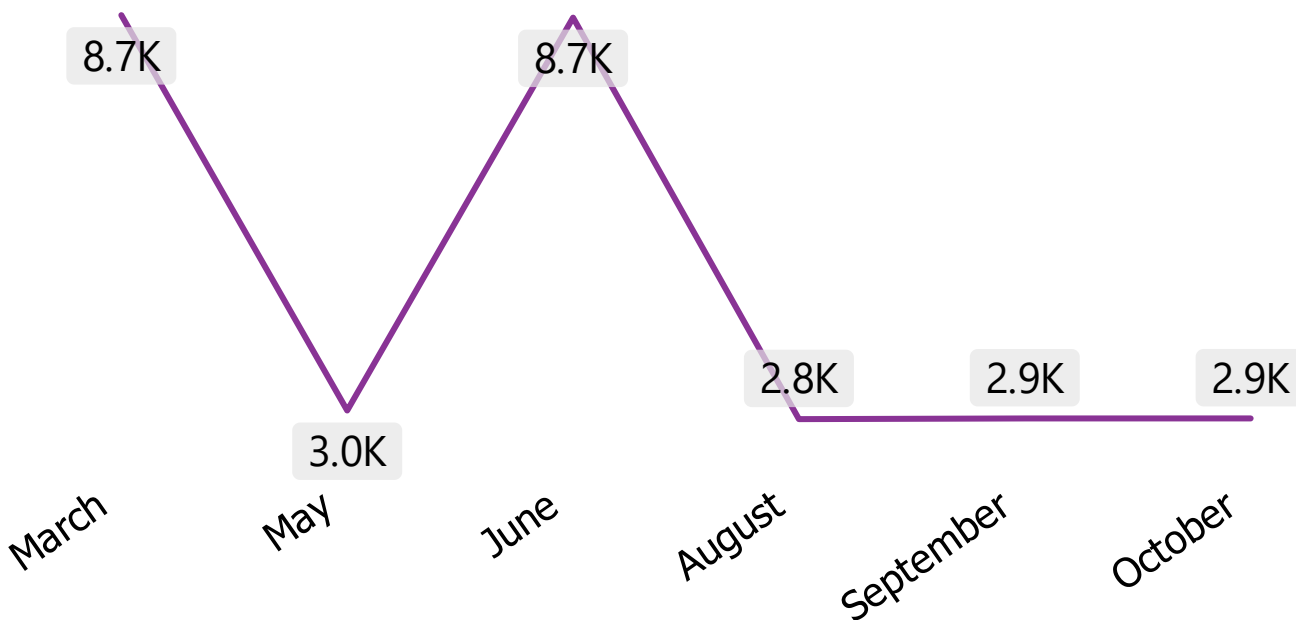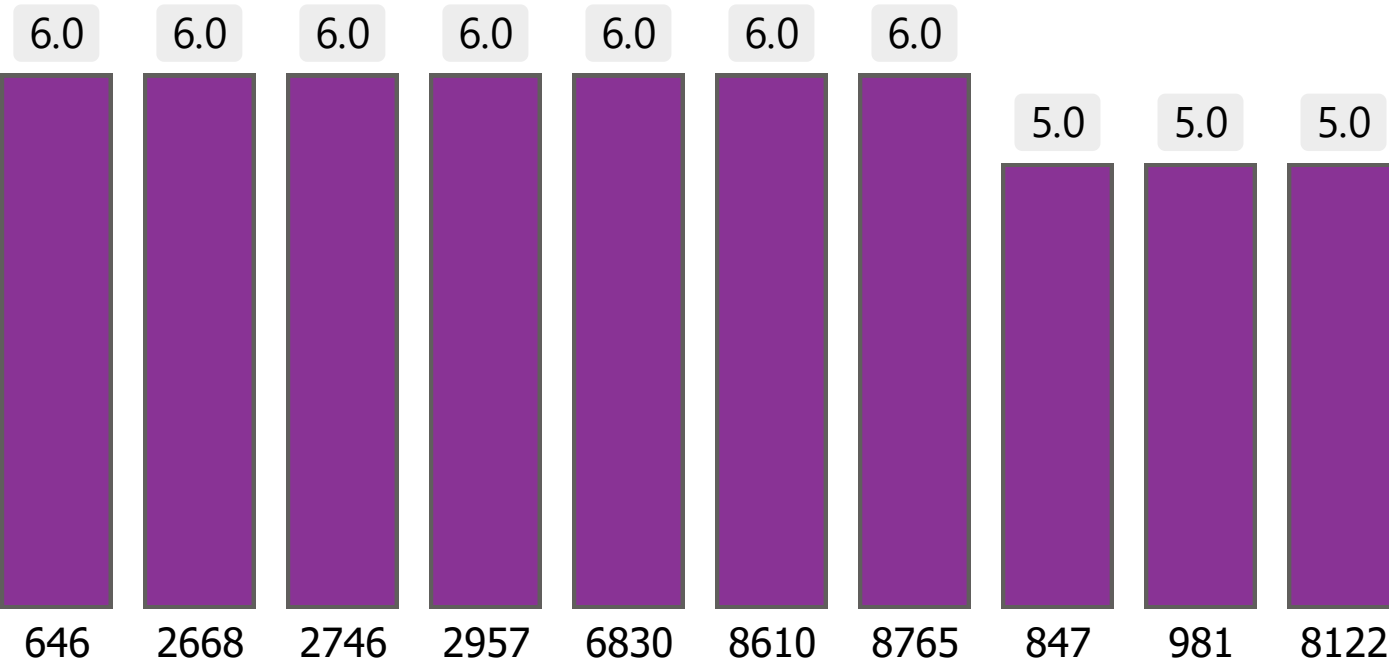| TOTAL ORDERS	TOTAL REVENUE	TOTAL MARGIN(%)	AVG DELIVERY TIME
777	758.09K	27.37%	19.33

CATEGORY
- ☐ Baby Care
- ☐ Cold Drinks & Juices
- ☐ Dairy & Breakfast
- ☐ Fruits & Vegetables
- ☐ Household Care
- ☐ Instant & Frozen Food
- ☐ Personal Care
- ☐ Pet Care
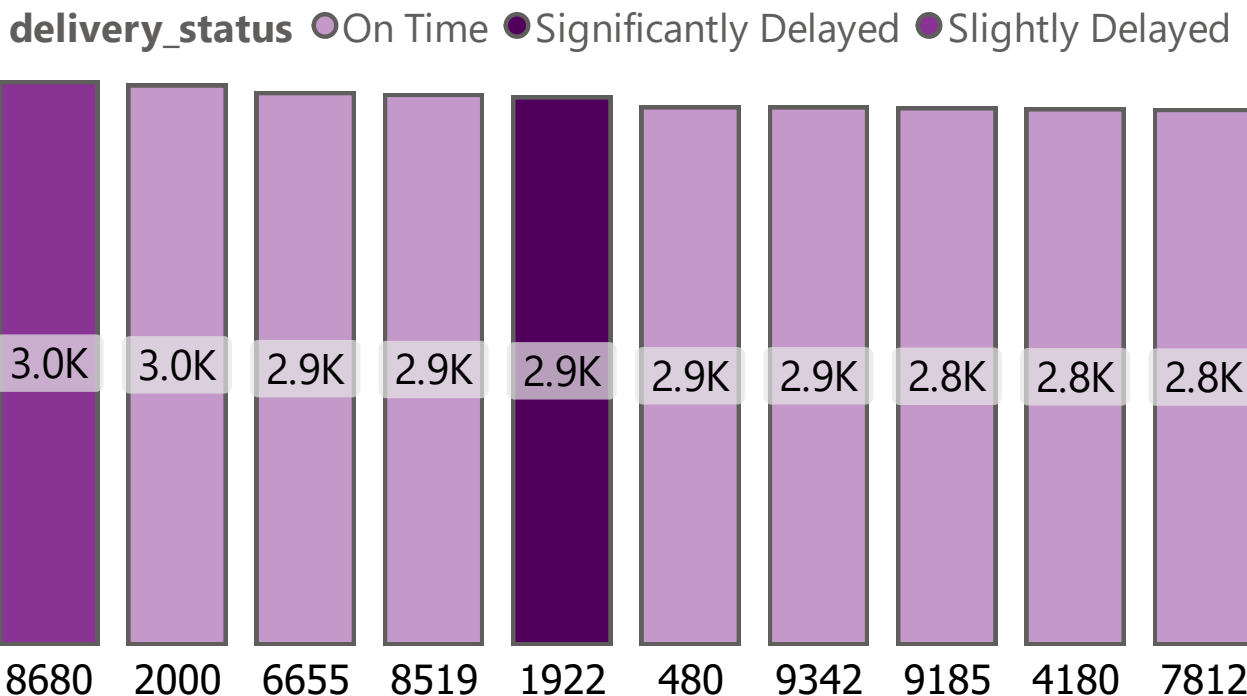- ☐ Pharmacy
- ☐ Snacks & Munchies

Sum of total_revenue by Month

- March: 8.7K
- May: 3.0K
- June: 8.7K
- August: 2.8K
- September: 2.9K
- October: 2.9K

Sum of avg_delivery_time_minutes by store_id

646	2668	2746	2957	6830	8610	8765	847	981	8122
6.0	6.0	6.0	6.0	6.0	6.0	6.0	5.0	5.0	5.0

Sum of total_revenue by store_id and delivery_status

delivery_status ● On Time ● Significantly Delayed ● Slightly Delayed

8680	2000	6655	8519	1922	480	9342	9185	4180	7812
3.0K	3.0K	2.9K	2.9K	2.9K	2.9K	2.9K	2.8K	2.8K	2.8K

Sum of total_revenue by store_id

8680	2000	6655	8519	1922	480	9342	9185	4180	7812
2988	2970	2930	2920	2907	2854	2854	2849	2844	2841