

Case Study On Blinkit Website

Introduction

Blinkit, formerly known as Grofers, is an Indian instant delivery service that promises grocery and essential item deliveries within 10 minutes. The company has revolutionized quick commerce (q-commerce) by leveraging an optimized supply chain, dark stores, and an efficient tech infrastructure.

The platform offers a wide range of products, including groceries, electronics, personal care items, and even medicines. Competing with services like Zepto, Swiggy Instamart, and BigBasket Now, Blinkit leverages technology, data analytics, and AI to optimize delivery efficiency. With a strong presence in major Indian cities, Blinkit continues to expand its services, revolutionizing the way people shop for everyday needs.

1. Company Overview

- Founders: Albinder Dhindsa & Saurabh Kumar
- Headquarters: Gurugram, India
- Rebranded: 2021 (From Grofers to Blinkit)
- Acquired By: Zomato (2022)
- Service Model: Instant grocery and essentials delivery

3. Technology Stack

Frontend:

- **React.js & Next.js** – Used for fast, responsive UI.
- **Flutter & React Native** – Used for mobile applications.

Backend:

- **Node.js & Python (Django/Flask)** – For handling requests efficiently.
- **Java (Spring Boot)** – Used for scalability and handling high traffic.

Database & Storage:

- **PostgreSQL / MySQL** – For structured data storage.
- **MongoDB** – For handling dynamic data.
- **Redis** – For caching frequently accessed data.

Cloud & Infrastructure:

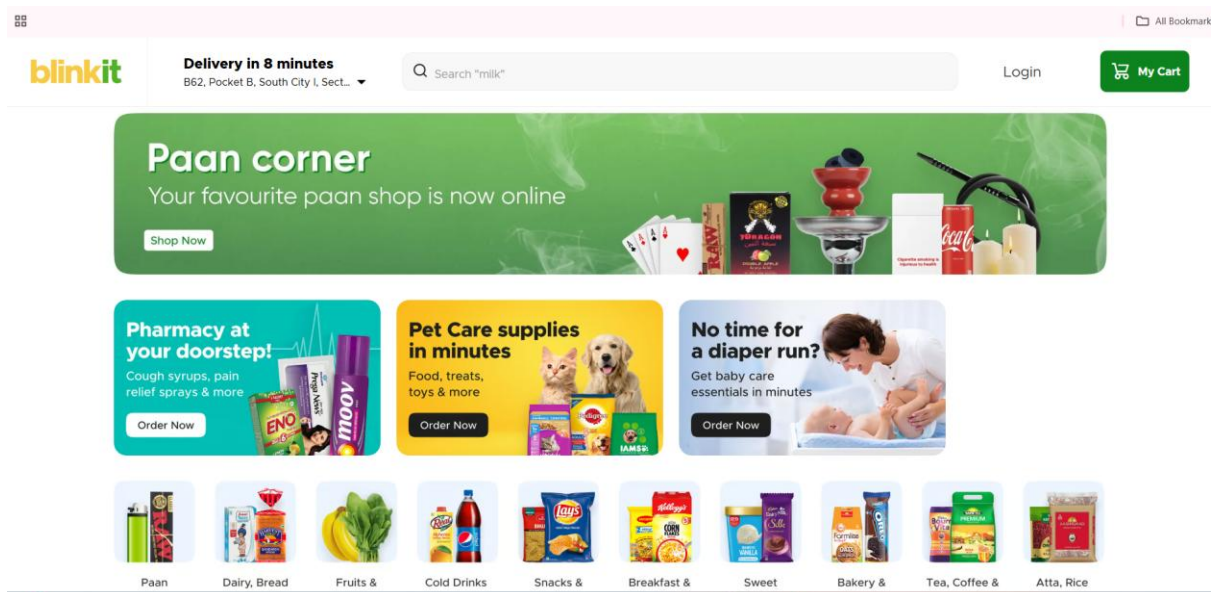
- **AWS & Google Cloud** – For hosting and scaling services.
- **Kubernetes & Docker** – For containerization and microservices deployment.

AI & ML Usage:

- **Recommendation Engine** – Personalized product recommendations.
- **Route Optimization** – For efficient delivery scheduling.
- **Demand Forecasting** – To stock the right products in dark stores.

SnapShots:

1.Home Page

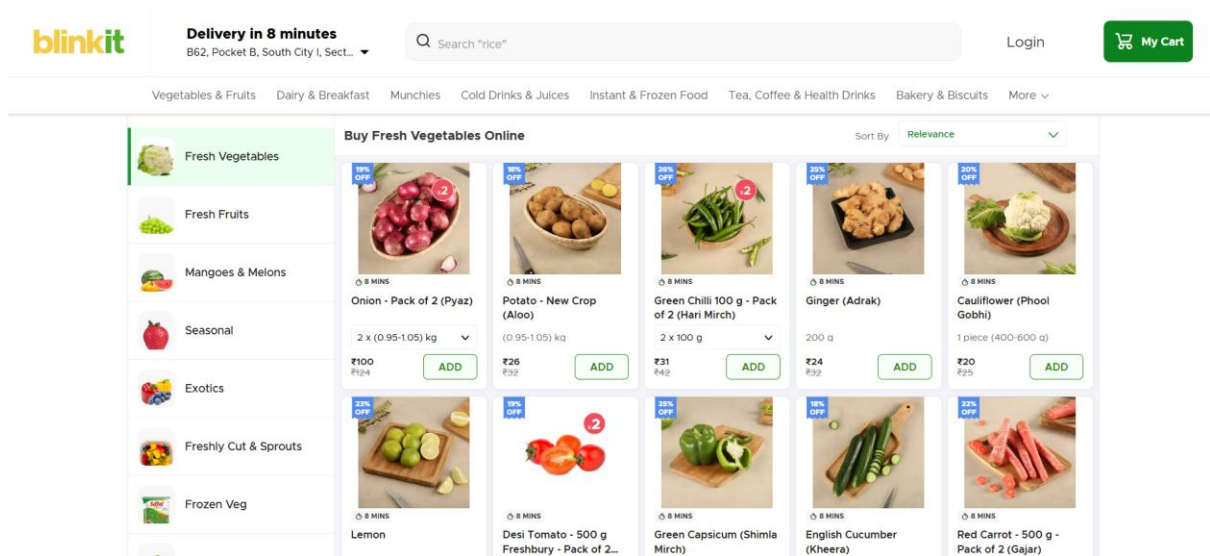


Description:

The Blinkit homepage showcases a fast and convenient grocery delivery service. At the top, it highlights a delivery time of just 8 minutes and provides a search bar for quick product lookups. The main banner promotes a "Paan Corner," offering paan-related products online. Below, there are featured sections for pharmacy essentials, pet care supplies, and baby care products, ensuring quick access to daily needs. Various product categories like dairy, bread, fruits, cold drinks, snacks, and breakfast items are displayed with images for easy selection. The page maintains a clean and user-friendly design with a login option and a shopping cart for a seamless shopping experience.

2.Categories

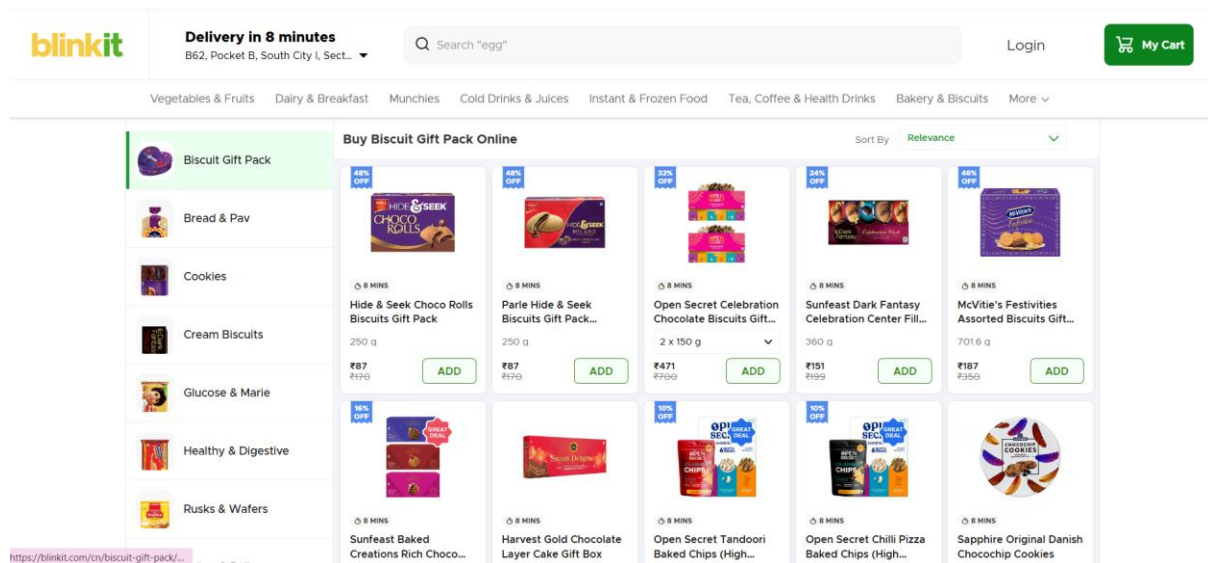
Fresh Vegetables:



Description:

The page displays a selection of fresh vegetables available for purchase, including onions, potatoes, green chilies, ginger, cauliflower, and more. Discounts on various items are highlighted with percentage-off labels. Each product card shows an image, weight, price, and an "Add" button for adding items to the cart. The sidebar on the left contains categories like Fresh Fruits, Mangoes & Melons, Seasonal, Exotics, and more. The header features a search bar, login option, and cart button. The estimated delivery time is mentioned as "8 minutes."

Bakery & Biscuits

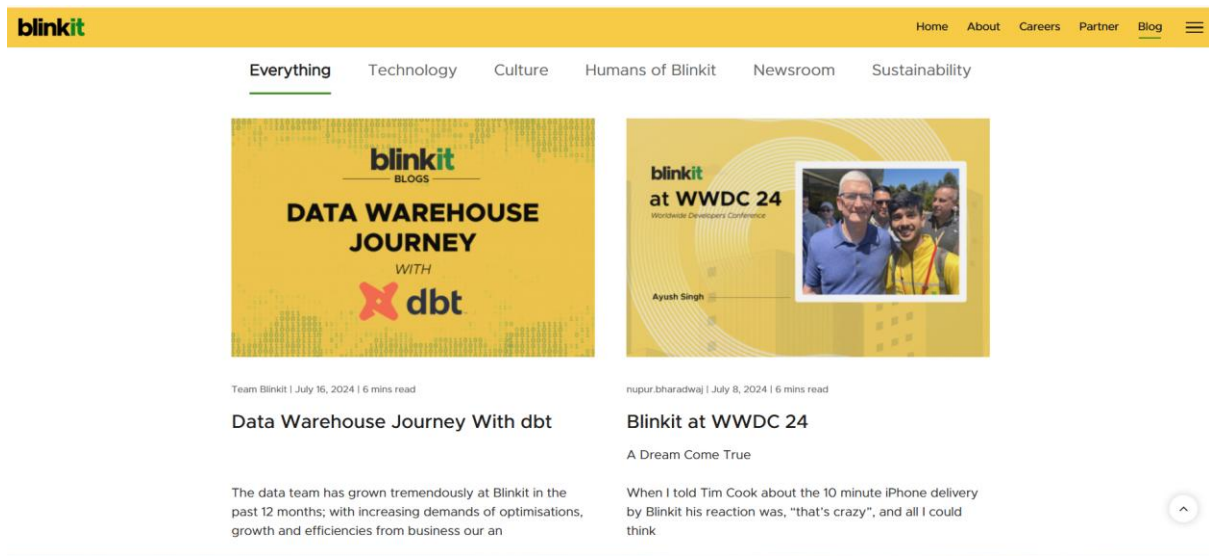


Description:

The page features various biscuit gift packs available for purchase, including brands like Hide & Seek, Sunfeast, McVitie's, and Open Secret. Discounts are highlighted on different products, with offers ranging from 10% to 48% off.

On the left sidebar, categories such as Bread & Pav, Cookies, Cream Biscuits, Glucose & Marie, Healthy & Digestive, Rusks & Wafers are listed for easy navigation. The products are sorted by relevance, and each listing shows an image, weight, discounted price, original price, and an "ADD" button for quick purchase.

3. Blog



Description:

The page has a yellow and white theme, featuring a navigation bar at the top with options like Home, About, Careers, Partner, and Blog.

The blog section includes two highlighted articles:

1. "Data Warehouse Journey With dbt"
 - Published by Team Blinkit on July 16, 2024 (6 min read).
 - Discusses the growth of Blinkit's data team and its optimization efforts.
2. "Blinkit at WWDC 24"
 - Written by Nupur Bharadwaj on July 8, 2024 (6 min read).
 - Features a personal experience at Apple's WWDC 24, where the author met Tim Cook and shared Blinkit's achievement of 10-minute iPhone delivery.