

blinkit

India's Last Minute App

Total Revenue

4.97M

Total Orders

5000

Total customers

2500

Avg. Sentiment Score

0.17

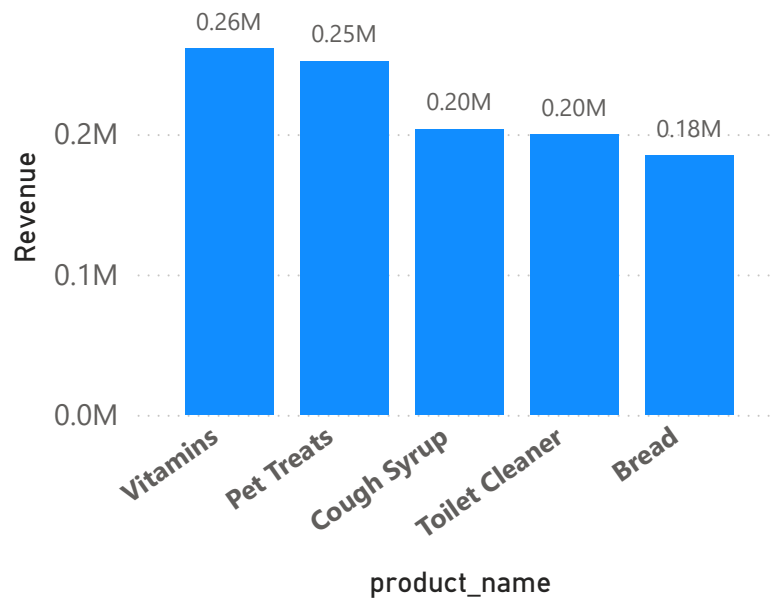
Average Order Value

994.48

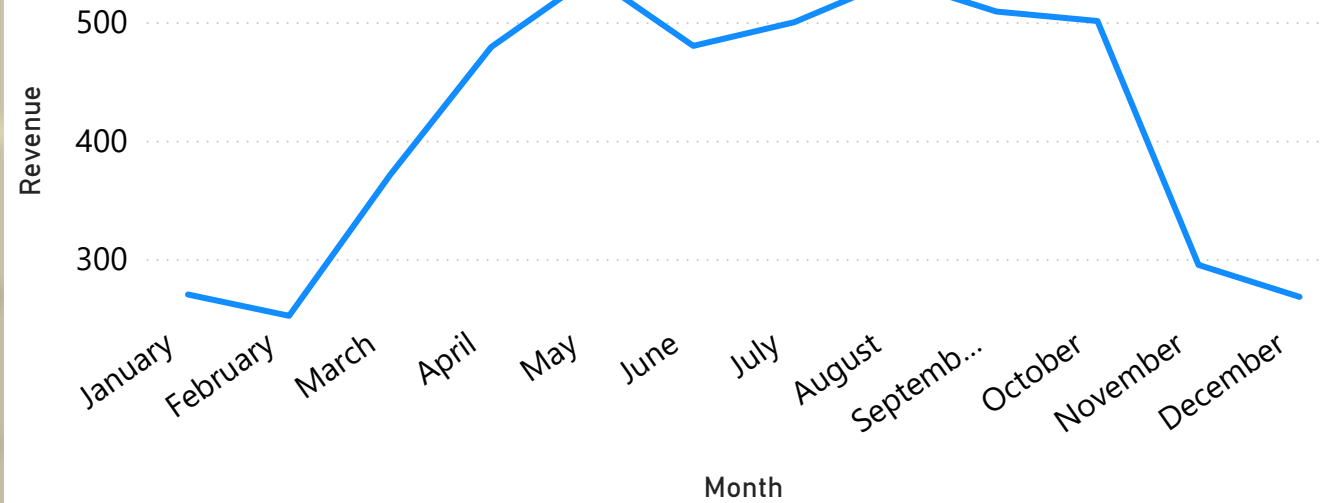
ROAS

14.80K

Top 5 Products by Revenue



Revenue Trend - Month wise



Order_date

16-03-2023

04-11-2024



Product Category

All

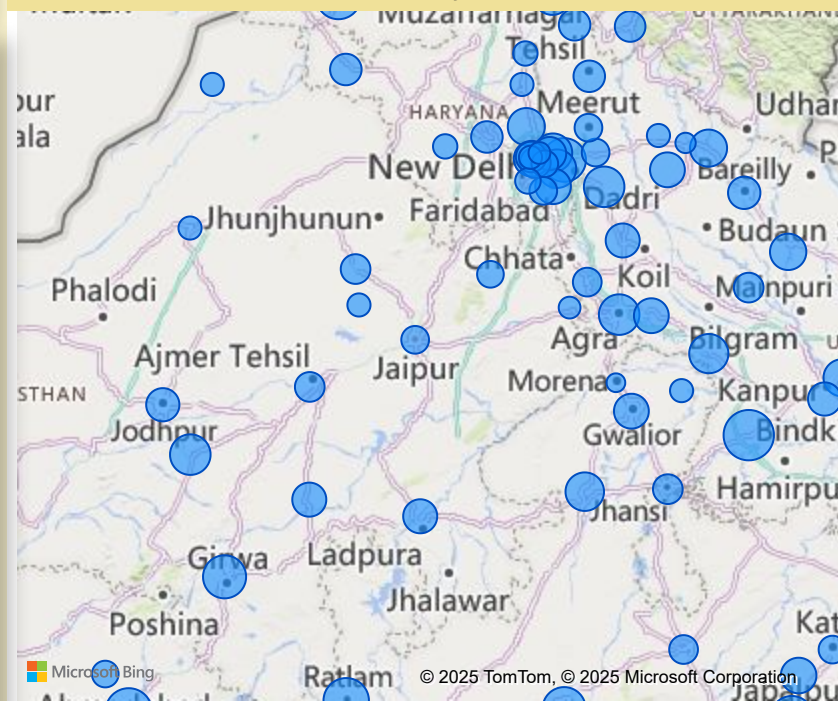
Channel

All

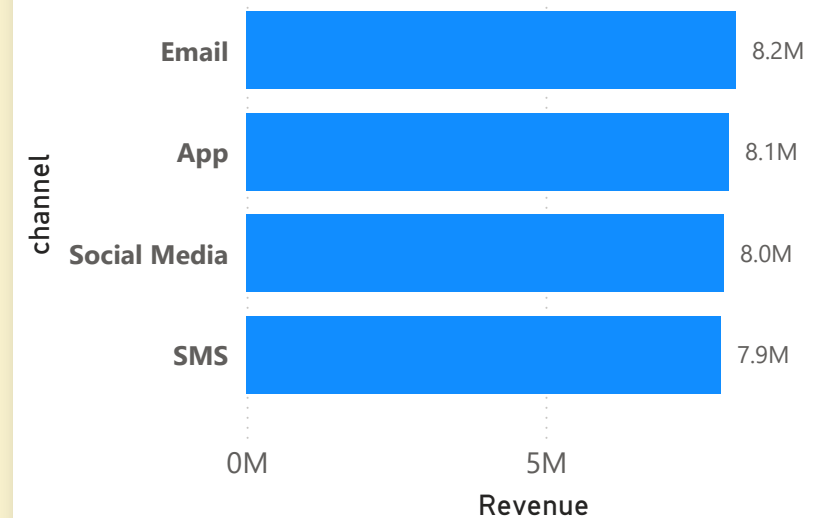
Area

All

Orders by Area



Revenue_generated by channel



Total Quantity ordered

10K

Net Inventory value

33.19M

Total Stock Recieved (Units)

148K

Total Damage %

54.41

category

☐ Baby Care

☐ Cold Drinks & Juices

product_name

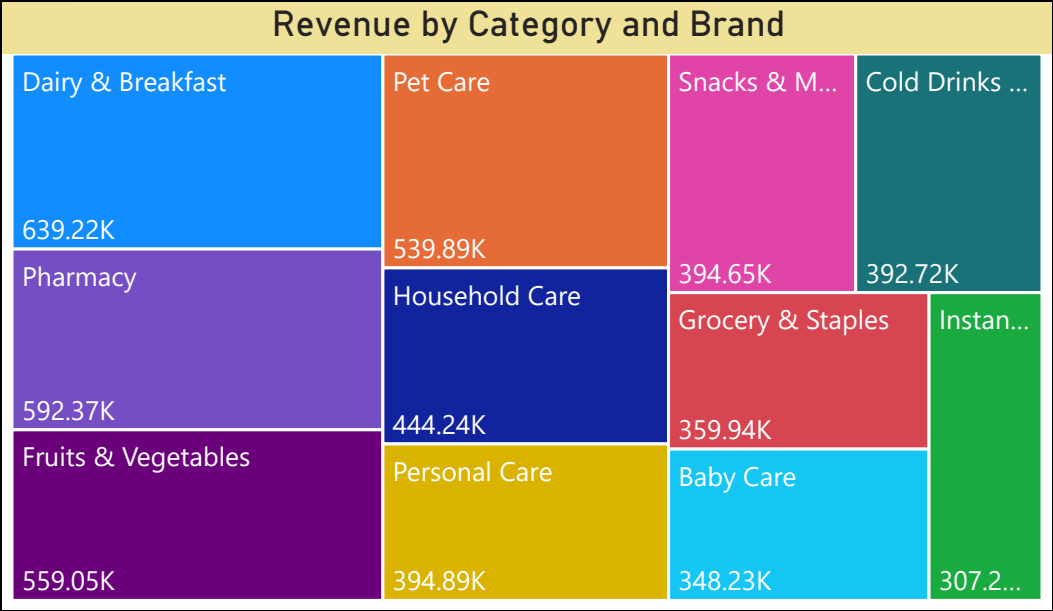
☐ Baby Food

☐ Baby Wipes

brand

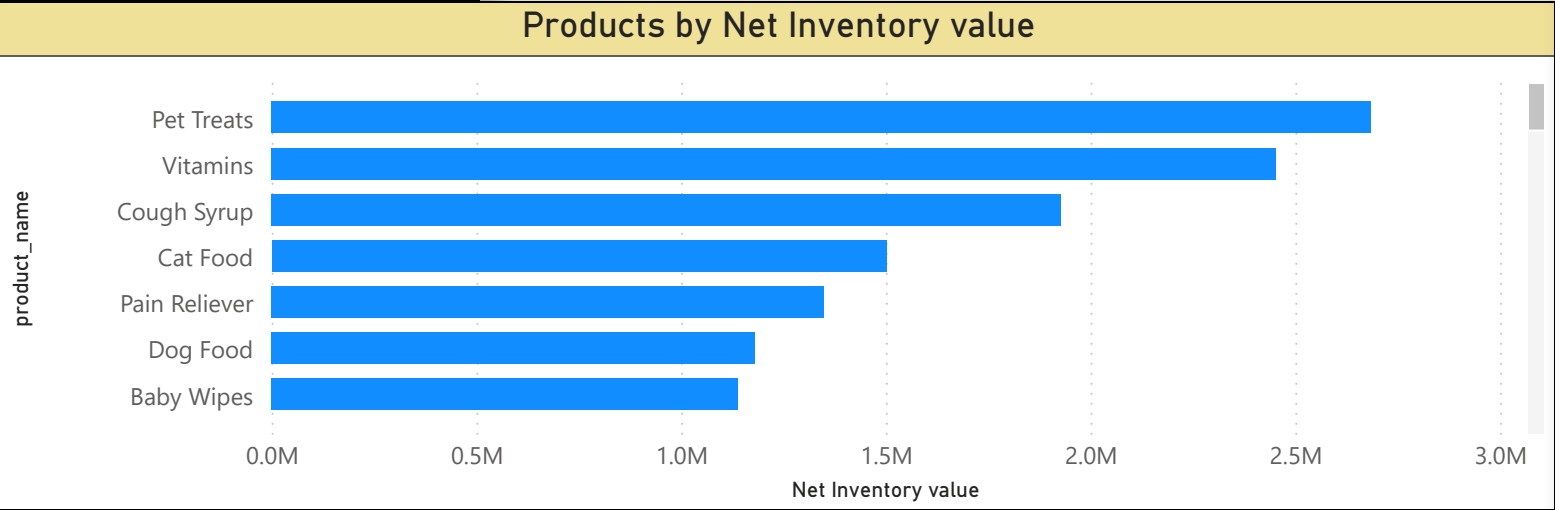
☐ Acharya Ltd

☐ Acharya PLC



Products by total stock recived and damaged stock%

product_name	Sum of stock_received	Damage percentag
Baby Food	3769	46.5
Baby Wipes	4797	51.7
Bananas	1516	62.9
Biscuits	3512	59.7
Bread	3441	61.6
Butter	1997	57.7
Carrots	2553	59.6
Cat Food	4960	42.6
Cereal	958	60.9
Cheese	2306	61.2
Chips	2061	58.2
Chocolates	2031	59.0
Cola	3589	57.8
Cookies	1568	59.6
Cough Syrup	6477	40.4
Curd	2049	59.3
Detergent	2984	72.3
Diapers	1134	51.8
Dish Soap	3886	77.7
Dog Food	4029	47.6
Egg	2560	50.4
Total	147526	54.4



Total marketing revenue

32.19M

Total customers

2500

customer_segmn... ▾

☐ Inactive

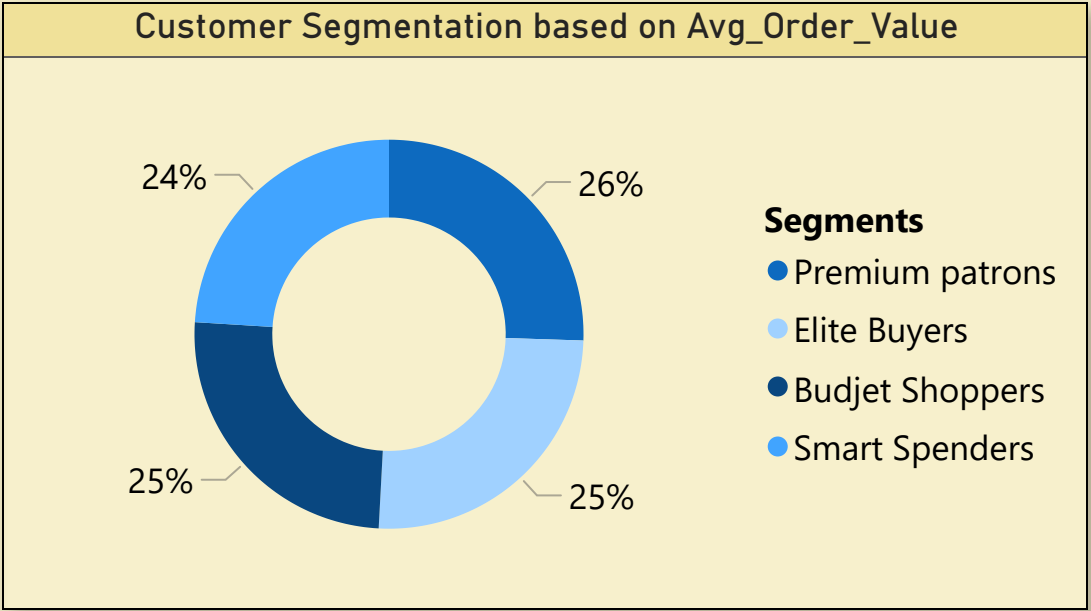
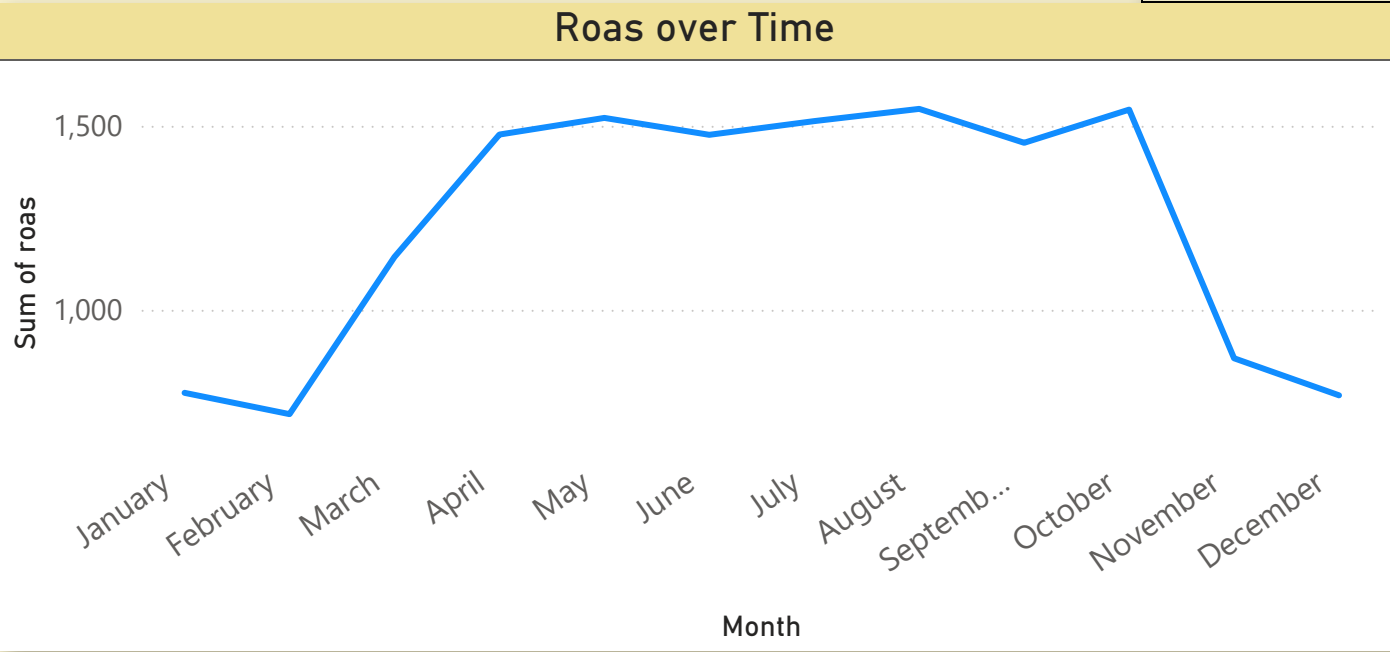
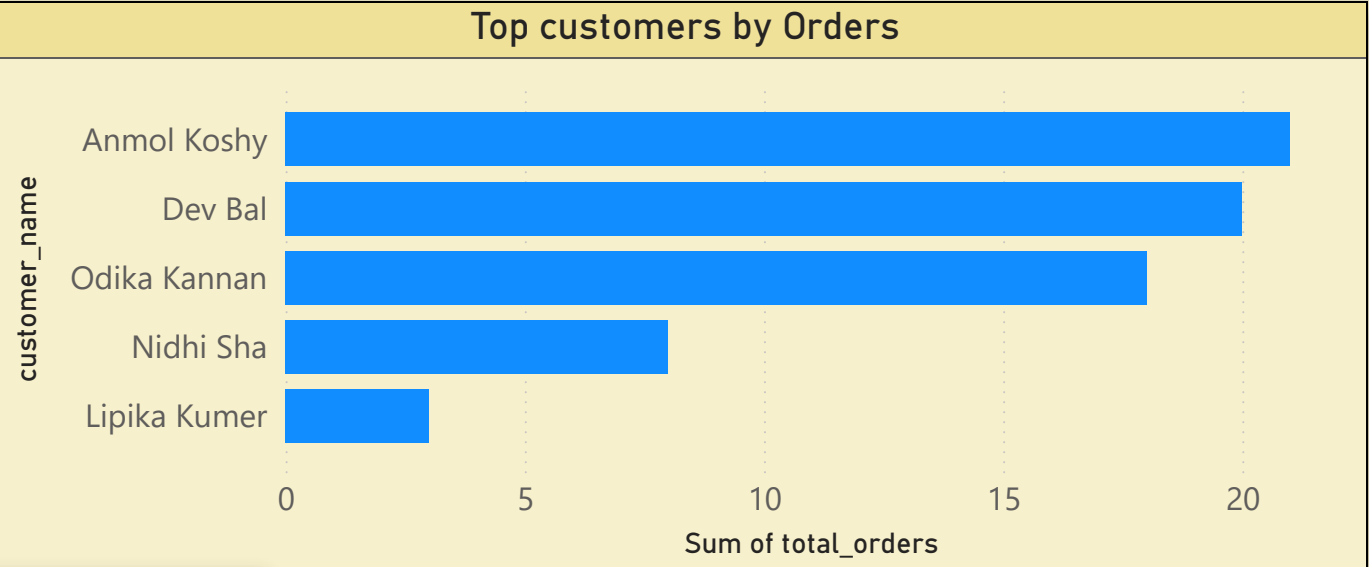
channel ▾

☐ App

area ▾

☐ Adoni

Marketing performance over channels			
channel	Sum of spend	Sum of revenue_generated	Sum of roas
App	42,13,378.75	80,75,010.49	3,784.41
Email	39,97,488.04	81,89,331.58	3,691.72
SMS	39,98,607.54	79,38,649.32	3,631.55
Social Media	41,10,363.91	79,90,415.98	3,692.16
Total	1,63,19,838.24	3,21,93,407.37	14,799.84



Average Delivery Time

4.44

Average Sentiment score

0.17

Sentiment

☐ Negative

category

☐ Baby Care

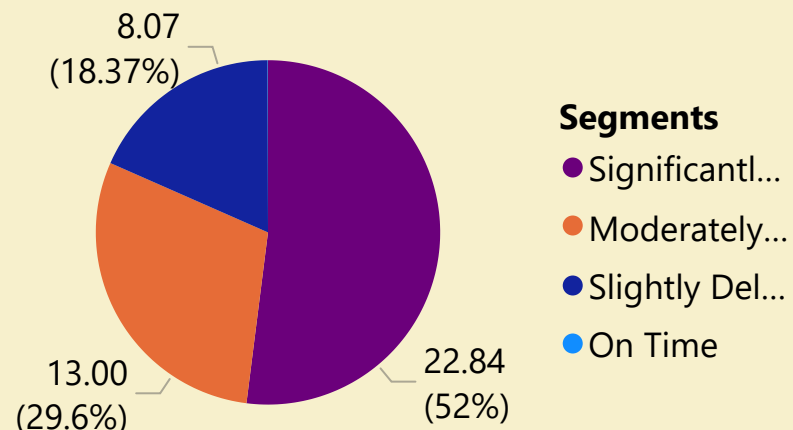
area

☐ Adoni

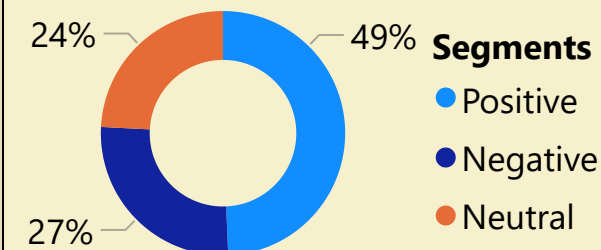
Average delivery time by area



Delay in delivery (minutes)



Customer sentiment



Sales V/s sentiment

