



Make your business decision

blinkit

Home

Overview

Sales Overview

Customer

Feedback

Inventory

Marketing

blinkit

India's Last Minute App

>>>

-2.79%
Growth

Sales Quantity
🛒 73.14K
FY2025

Sales Quantity
🛒 75.24K
FY2024

Inventory

Details

114.05%

Available Stocks%

3.51%

Damaged Stocks%

● Received ● Period Value ● Damaged Stock ● Sold

5K

0K

Apr Aug Dec Feb Jan Jul Jun Mar May Nov Oct Sep

Dashboard

Home

Sales Overview

Customer

Feedback

Inventory

Marketing

Marketing

Details

855.45K
Clicks

269.97K
Conversions

3.45M
Impression

1.48M
Revenue

Sales Overview

Details

2025 and 2024 Monthly Growth

● 2025 ● 2024 ● 2023 ● Growth

0.02M

0.01M

0.00M

Jan Mar May Apr Jun Feb

10% 0% -10%

Customer

Details

Count (25,24) 20K / 21K

Sale (25,24) 73K / 75K

Feedback

Details

Aachal Ahluwalia
★★★★

Aachal Amble
★★★★★

Aachal Badami
★★★★★

blinkit

India's Last Minute App

>>>

-2.79%

Growth

Sales Quantity

🛒

73.14K

FY2025

Sales Quantity

🛒

75.24K

FY2024

Default Locations

Default

Top 05

Top 10

Top 20

Top 30

Top 50

Ghaziabad	1.5K
Aurangabad	1.3K
Bhopal	1.2K
Kharagpur	1.1K
Begusarai	1.0K
Gaya	1.0K
Deoghar	1.0K
Jamalpur	1.0K
Shimoga	1.0K

Sales Overview

HomeOverviewCustomerFeedbackInventoryMarketing

Payment Methods

Cash	54.36K
Wallet	57.89K
Card	55.95K
UPI	55.99K

Customer Segments

Premium	54.71K
Regular	56.81K
New	56.09K
Inactive	56.57K

DefaultTop 05Top 10

Top 20Top 30Top 50

Top 20 Customers By Quantity

Saanvi Johal	86
Ishani Buch	83
Ikshita Sarna	78
Udant Madan	76
Libni Amble	74
Tripti Prasad	74
Wazir Shanker	74
Oliver Prashad	71
Samarth Bhakta	70
Jack Gandhi	69
Ojas Saxena	69

2025 and 2024 Monthly Units

● 2025 ● 2024 ● 2023 ● Growth

Month	2025	2024	2023	Growth
Jan	0.012M	0.012M	0.012M	0%
Mar	0.012M	0.012M	0.012M	0%
May	0.012M	0.012M	0.012M	0%
Apr	0.012M	0.012M	0.012M	0%
Jun	0.012M	0.012M	0.012M	0%
Feb	0.012M	0.012M	0.012M	0%

blinkit

India's Last Minute App

>>>

-2.79%

Growth

Sales Quantity

73.14K

FY2025

Sales Quantity

75.24K

FY2024

Top 05 Customers

Last 2 Months

Saanvi Johal

86

Ishani Buch

83

Ikshita Sarna

78

Udant Madan

76

Libni Amble

74

Tripti Prasad

74

Wazir Shanker

74

Default

Top 05

Top 10

Top 20

Top 30

Top 50

Customers

Home

Overview

Sales Overview

Feedback

Inventory

Marketing

Total Customers

Count

20K / 21K

Sale

73K / 75K

New & Lost Customers

Count

4991 / 5180

Sale

67K / 70K

Repeat Customers

Count

1032 / 1095

Sale

20K / 21K

No. of Customers and Growth by Month and Year

Last 2 Months

Year

2023

2024

2025

Growth

No. of Customers

2K

1K

0K

May

Mar

Jan

Apr

Jun

Feb

Growth

0.0

-0.2

15790

Customers who orders more than 1 times

1

Order Slider

blinkit

India's Last Minute App

>>>

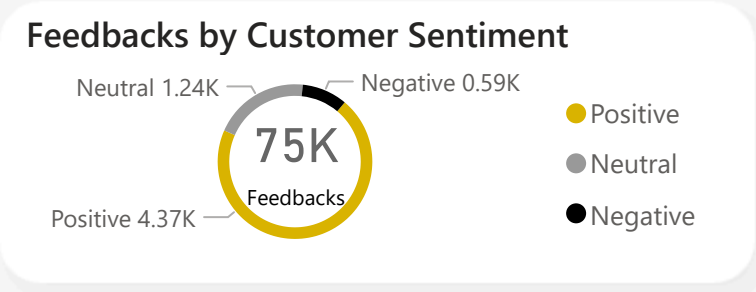
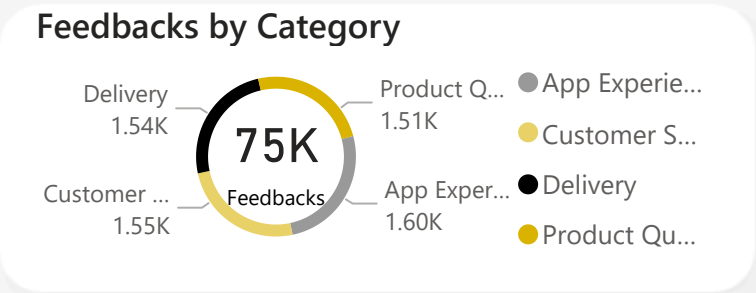
-8.4%
Growth

Sales Quantity
FY2025

7.65K

Sales Quantity
FY2024

8.36K



Feedbacks

Home

Overview

Sales Overview

Customer

Inventory

Marketing

Customer Name	Category	Customer Segment	Feedback Segment	Feedback Category	Star
Aachal Ahluwalia	Baby Care	New	Neutral	Customer Service	☆☆☆
Aachal Ahluwalia	Instant & Frozen Food	New	Neutral	Customer Service	☆☆☆
Aachal Ahluwalia	Pharmacy	New	Neutral	Customer Service	☆☆☆
Aachal Amble	Cold Drinks & Juices	New	Positive	Customer Service	☆☆☆☆
Aachal Amble	Fruits & Vegetables	New	Positive	Customer Service	☆☆☆☆
Aachal Amble	Household Care	New	Positive	Customer Service	☆☆☆☆
Aachal Amble	Pet Care	New	Positive	Customer Service	☆☆☆☆
Aachal Amble	Pet Care	New	Positive	Delivery	☆☆☆☆
Aachal Amble	Pharmacy	New	Positive	Customer Service	☆☆☆☆
Aachal Bedi	Baby Care	Inactive	Negative	Customer Service	☆☆☆
Aachal Bedi	Baby Care	Inactive	Positive	Delivery	☆☆☆☆☆
Aachal Bedi	Dairy & Breakfast	Inactive	Neutral	App Experience	☆☆☆
Aachal Bedi	Household Care	Inactive	Neutral	App Experience	☆☆☆
Aachal Bedi	Household Care	Inactive	Positive	Delivery	☆☆☆☆

186
Rating 1

197
Rating 2

831
Rating 3

2863
Rating 4

2121
Rating 5

blinkit

India's Last Minute App

>>>

Sales Quantity

-8.40%
Growth

7.65K

FY2025

Sales Quantity

8.36K

FY2024

Inventory

Home

Overview

Sales Overview

Customer

Feedback

Marketing

26.0K

Total Stock Received

3.94K

Stock Sale

86.8%

Stock Movement%

24.9K

Stock Received

1.0K

Damaged Stock

Stock Information

● Received ● Period Value ● Damaged Stock ● Sold

Month	Received	Period Value	Damaged Stock	Sold
Apr	2.5K	2.5K	0.0K	0.0K
Aug	2.0K	2.2K	0.2K	0.0K
Dec	2.3K	2.3K	0.0K	0.0K
Feb	0.0K	0.0K	0.0K	1.8K
Jan	0.0K	0.0K	0.0K	2.1K
Jul	2.0K	2.0K	0.0K	0.0K
Jun	2.2K	2.5K	0.2K	0.0K
Mar	2.4K	2.4K	0.0K	0.0K
May	2.5K	2.6K	0.1K	0.0K
Nov	2.5K	2.6K	0.0K	0.0K
Oct	3.3K	3.5K	0.2K	0.0K
Sep	3.3K	3.3K	0.0K	0.0K

Available Stock Tracker

15.17%

Available Stock%

22.0K

Damaged Stock Tracker (Loss)

3.95%

Damaged_Stock%

1.0K

blinkit

India's Last Minute App

>>>

-7.41%

Growth

Sales Quantity

4.54K

FY2025

Sales Quantity

4.90K

FY2024

- clicks
- conversions
- impressions
- revenue_generated
- roas
- spend

Marketing

Home

Overview

Sales Overview

Customer

Feedback

Inventory

434.92K

Clicks

134.95K

Conversions

1.76M

Impression

750.76K

Revenue

186.4K

Spend

