

11.01M

Total sales rev

963.77K

Profit Margin

5K

Total orders

2.18

StockDamgRatio

Month Name

All

Year

2023

2024

Custom

End

Mid

Starting

Brands that Rev is more than 50K and ProfitMar is more than 5K

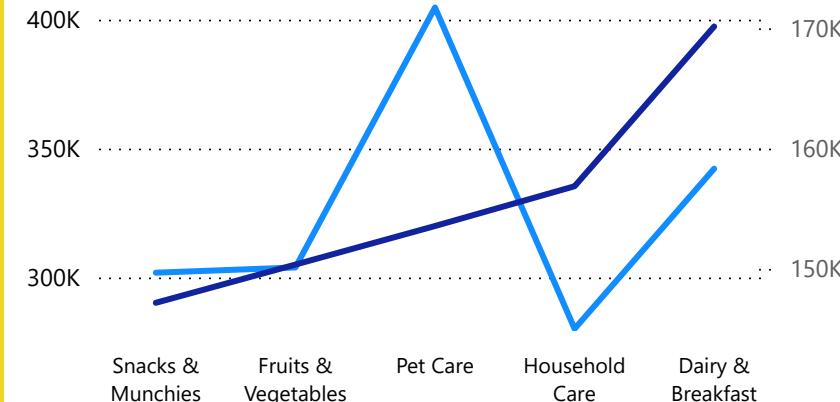
Sum of ProfitMargin

Total Revenue

# Blinkit Sales 2023-2024

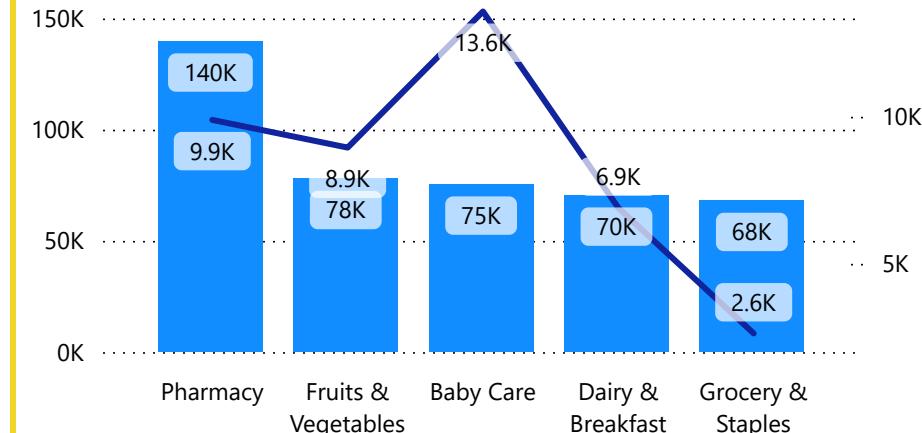
## Brands Damages & Stock Received

● Sum of Total\_stock\_received ● Sum of Total\_damaged\_received

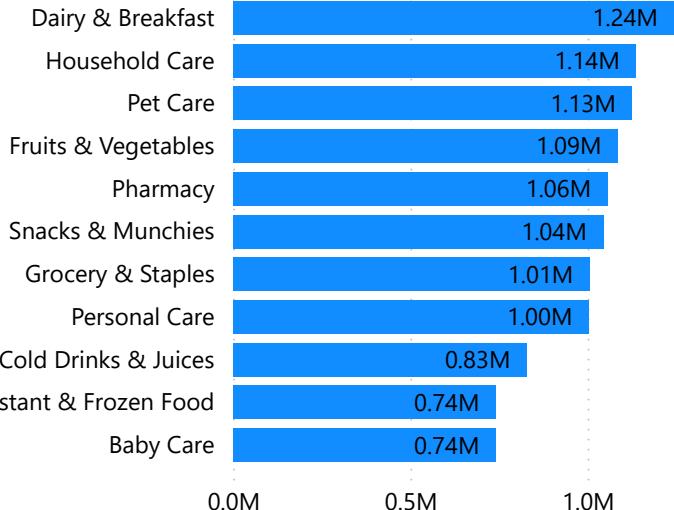


## Top 5 Category Profit Margin on the Total Revenue

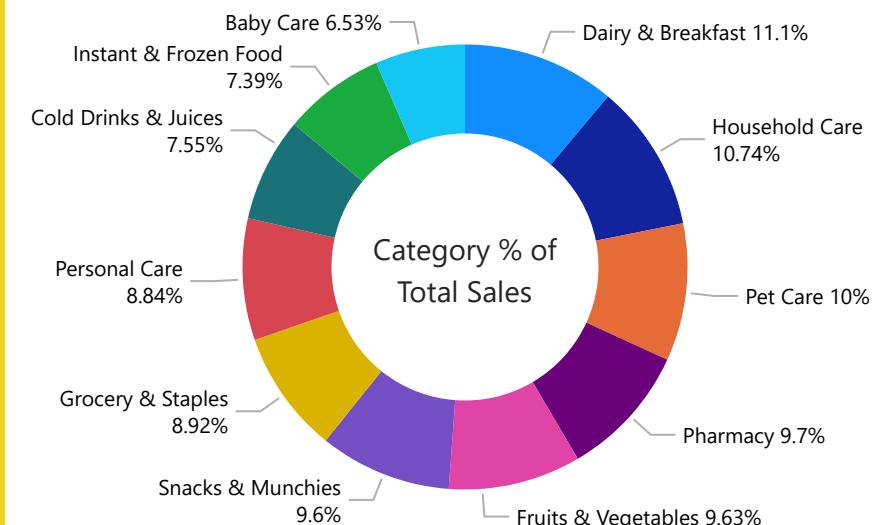
● Sum of order\_total ● Sum of ProfitMargin



## Total Revenue by Category



Category % of Total Sales



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2024

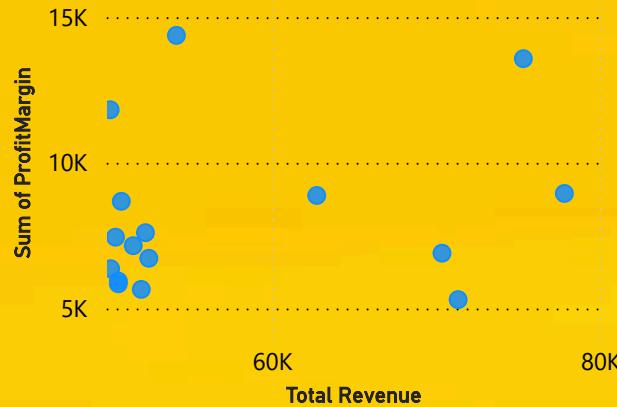
Custom

End

Mid

Starting

Brands that Rev is more then 50K and ProfitMar is more then5K



# Blinkit Sales 2023-2024

target\_audience

Sum of impressions

New Users

7495975

Premium

7422990

All

7290747

Inactive

7277898

Total

29487610

## Total 5 Campaign by Revenue

Referral Program

3.7M

New User Discount

3.6M

Email Campaign

3.6M

Category Promotion

3.6M

Weekend Special

3.6M

0M

1M

2M

3M

4M

## Customer by Customer segment

Regular

1.32K

Premium

1.27K

New

1.22K

Inactive

1.19K

Pet Treats

473

Dish Soap

397

Cough Syrup

373

Baby Wipes

328

Cat Food

307

Toilet Cleaner

430

Vitamins

380

Lotion

350

Pulses

273

Bread

270

Slightly Delayed  
20.98%Significantly Delayed  
9.82%

%

Product  
Delivery Status

On Time 69.2%

Positive 33.01%  
Neutral 33.9%

Negative 33.09%

Customers  
Sentiment

%

UPI 24.28%  
Card 25.7%Wallet 24.88%  
Cash 25.14%Payment  
Method

%

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Brands that Rev is more than 50K and ProfitMar is more than 5K

Sum of ProfitMargin

15K  
10K  
5K

60K Total Revenue 80K

# Blinkit Sales 2023-2024

**32.19M**

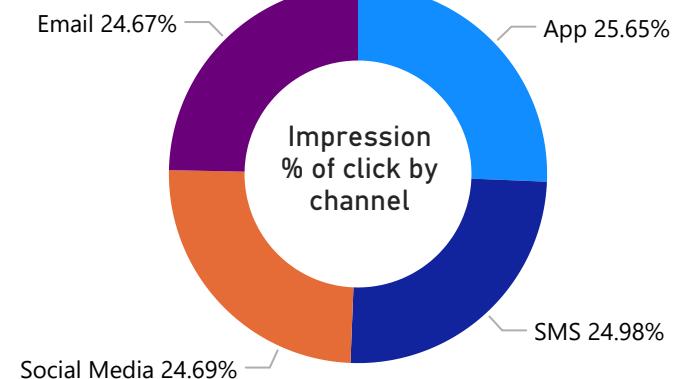
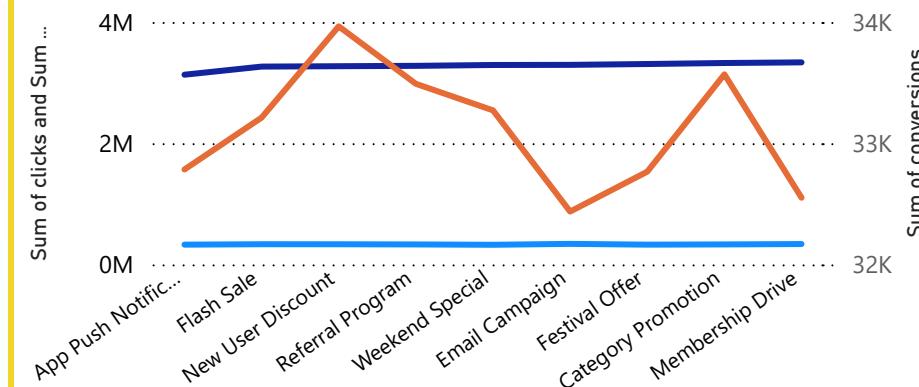
Total Revenue Generated by campaign

**2.74**

profit ratio on spend every 1 Rupees

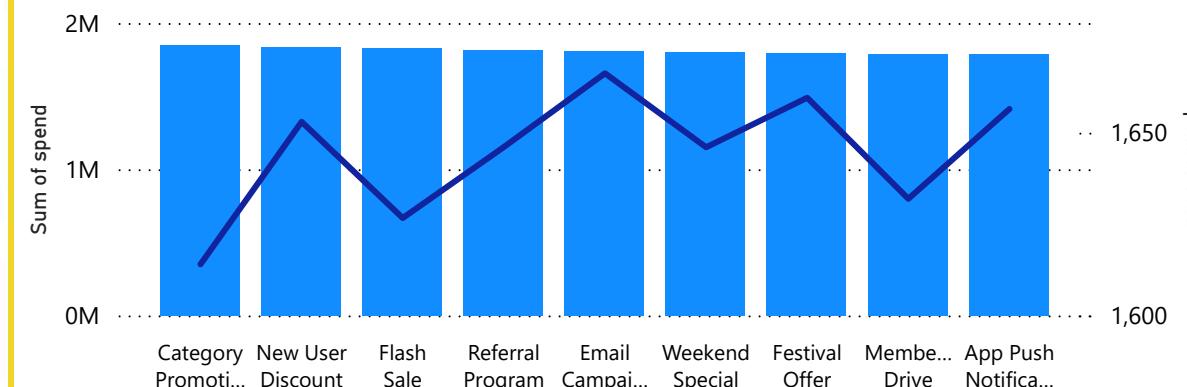
## Impressions, clicks and conversions by Campaign

● Sum of clicks ● Sum of impressions ● Sum of conversions



## Spend and Revenue generated by campaign

● Sum of spend ● Sum of roas



## Impression by Campaign

