

11.01M

Total sales rev

963.77K

Profit Margin

5K

Total orders

2.18

StockDamgRatio

Month Name

All

Year

2023

2024

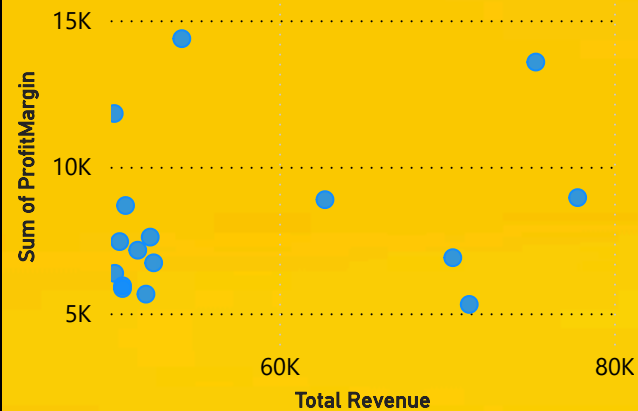
Custom

End

Mid

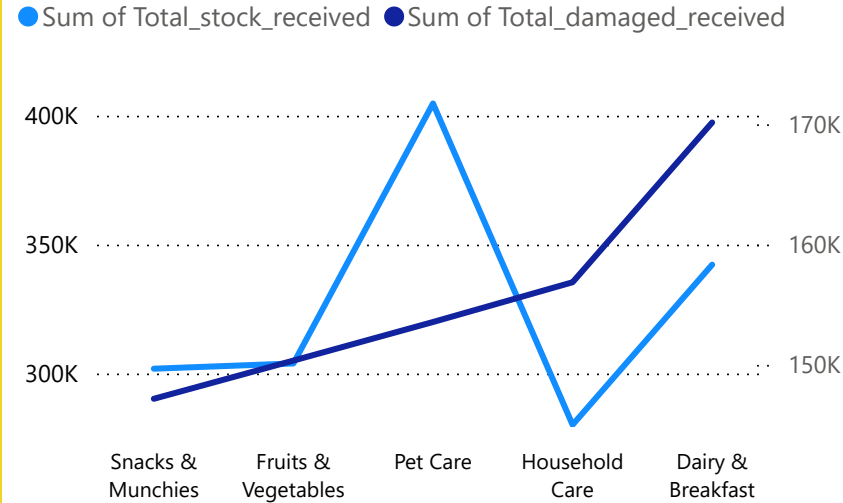
Starting

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

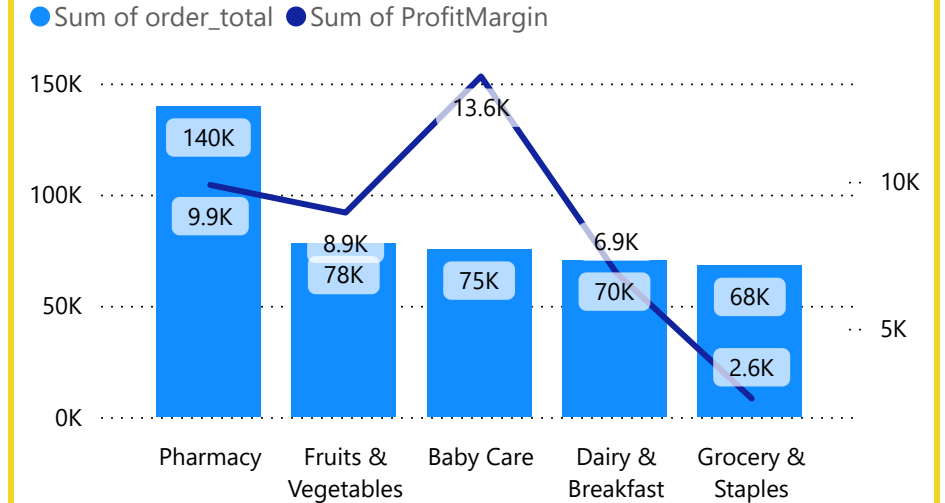


# Blinkit Sales 2023-2024

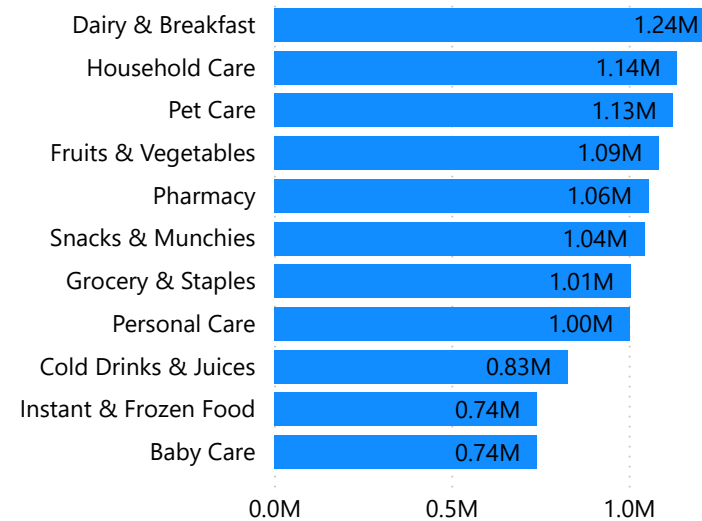
## Brands Damages & Stock Received



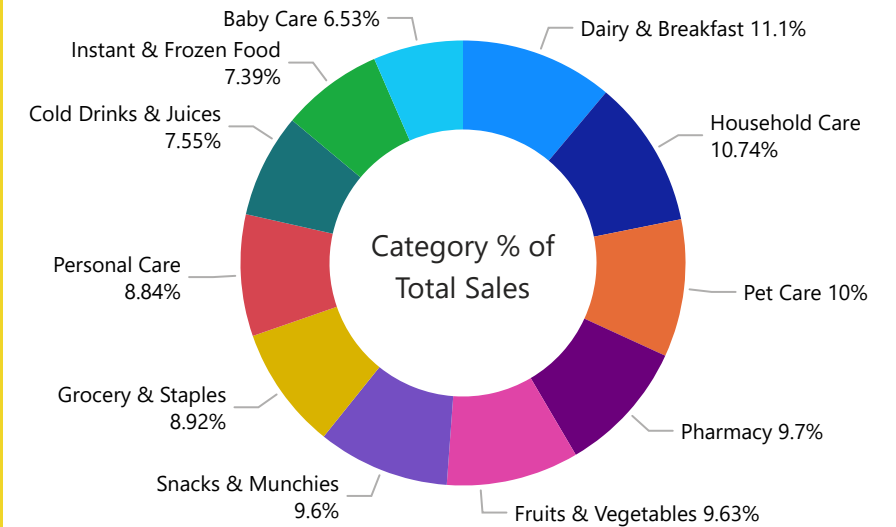
## Top 5 Category Profit Margin on the Total Revenue



## Total Revenue by Category



## Category % of Total Sales



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All

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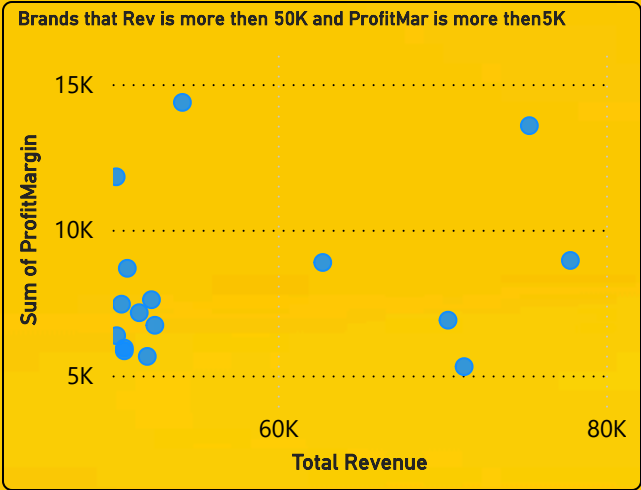
2024

Custom

End

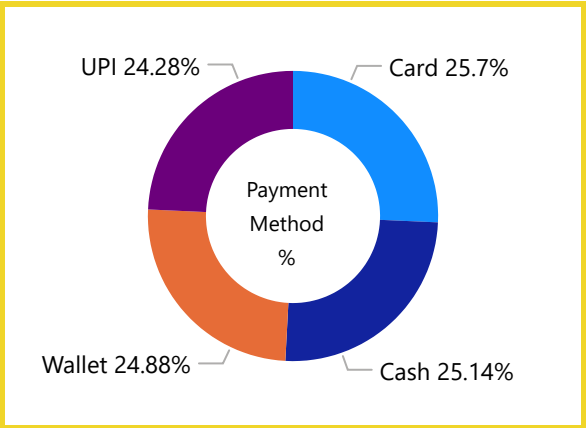
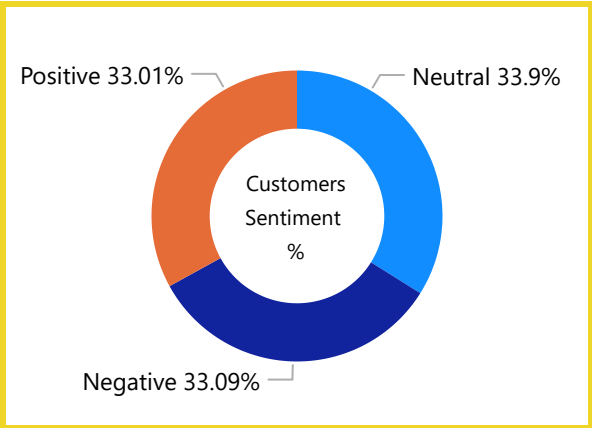
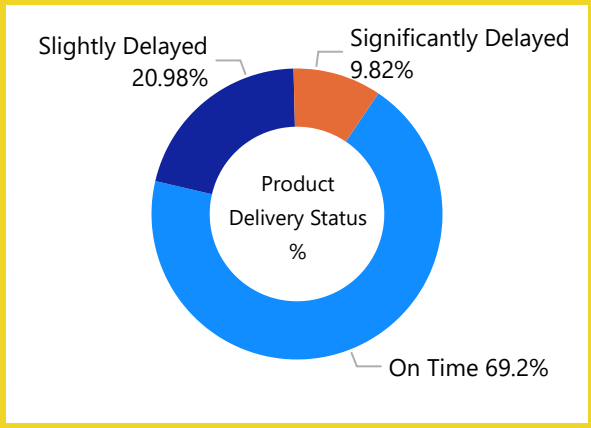
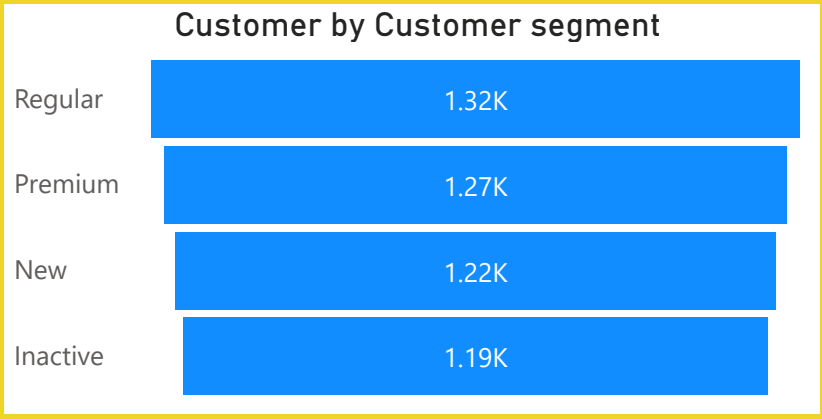
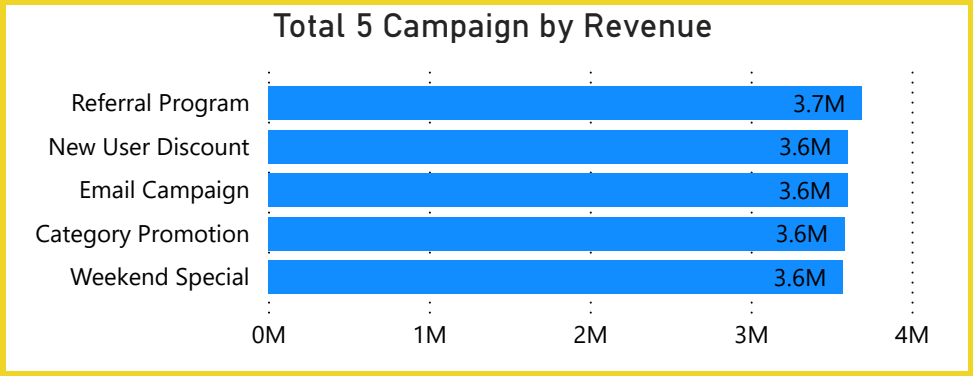
Mid

Starting



# Blinkit Sales 2023-2024

target_audience	Sum of impressions
New Users	7495975
Premium	7422990
All	7290747
Inactive	7277898
Total	29487610



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

Sum of ProfitMargin

15K

10K

5K

60K

80K

Total Revenue

Blinkit Sales 2023-2024

32.19M  
Total Revenue Genrated by campaign

2.74  
profit ratio on spend every 1 Rupees

Impressions, clicks and conversions by Cmpaign

Sum of clicks

Sum of impressions

Sum of conversions

Sum of clicks and Sum ...

4M

2M

0M

App Push Notific...

Flash Sale

New User Discount

Referral Program

Weekend Special

Email Campaign

Festival Offer

Category Promotion

Membership Drive

Sum of conversions

34K

33K

32K

Impression % of click by channel

Email 24.67%

App 25.65%

SMS 24.98%

Social Media 24.69%

Spend and Revenue generated by campaign

Sum of spend

Sum of roas

Sum of spend

2M

1M

0M

Category Promoti...

New User Discount

Flash Sale

Referral Program

Email Campai...

Weekend Special

Festival Offer

Membe...

App Push Notifica...

roas earned

1,650

1,600

Impression by Campaign

Membership Drive

3.33M

Category Promotion

3.32M

Festival Offer

3.31M

Email Campaign

3.29M

Weekend Special

3.29M

0.0M

2.0M

4.0M