# REDUCING DUMP & QNG REPORT

2 Months Store-Level Operations Review on Dump%, QNG%, and Targeted Interventions with Root Cause Analysis

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blinkit

# INTRODUCTION

THIS IS A CURATED REPORT OF EVERYDAY EFFORT ON IMPROVING STORE-LEVEL OPERATIONS AT BLINKIT, BUILT THROUGH DAILY PERFORMANCE TRACKING AND ONE-ON-ONE CALLS WITH BOTTOM-PERFORMING PARETO STORE SMS AND ASMS. EVERY DAY, USING T-1 DATA ON DUMP% AND QNG%, I IDENTIFIED 16 STORES SHOWING OPERATIONAL LAPSES AND I EXPECT THE TEAM TO HAVE A FURTHER BIRDS EYE ON THESE STORES. ALSO CONTAINS THE OTHER TASKS DURING THE INTERNSHIP PERIOD TO HAVE A COMPETITIVE EDGE IN THE FAST GROWING QUICK COMMERCE MARKET

# KEY RESPONSIBILITIES

## Daily GRN Tracking

- BASED ON EVERYDAY UPDATES ENSURED THE DAILY GRN TO BE ON TIME

## Incorrect Milk Dump Data

- EXPLAINED THE DUMP MARKING SOP WITH THE STORE REGARDING MILK

## Daily T-1 Dump/QNG Tracking

- WITH THE FNV SHEETS AND SUMMARY DASHBOARD ORGANISED 1:1 CALL WITH STORE MANAGERS AND ASMS GETTING THE RCA DONE

- CATEGORY WISE INVENTORY CHECK FOR TOP 100 BEST SELLERS ON AMAZON

## Repacking Material Optimisation

- WITH THE HELP OF FORECASTED SALES ON DAILY STOREWISE BASIS AGAINST THE DAILY INDENT CALCUALTED STORE WISE AND CITY WISE DIFFERENT REPACKING MATERIAL NEEDS

## Competitors Price Analysis

- COMPARED THE PRICE OF SEVERAL COMPETITORS TO HAVE AN EDGE WITH ACTIVE DYNAMIC PRCING AND MAPPING OTHER COMPETITORS ENTERING INTO THE SPACE

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# 2 MONTHS BLR REPORT

In the past 2 months there were uncertain instances across Bangalore that played important role in the DUMP and QNG levels of store. Issues get resolved but they highlight a particular day in there Statistics

| Unexpected Strikes | → | DUE TO SALARY ISSUE |
| Bangalore Weather | → | FREQUENT RAINS |
| Store Infra issues | → | STORE HAVING WATER LEAKAGES, COLD ROOM TEMP ISSUES |
| Man power issue | → | UNEXPECTED RESIGNING OF SM ASM TL, THAT CAUSED LACK OF SUPERVISION |
| High Indent & Less Sale | → | THE PREDICTIONS ON INDENT AND SALES HAVE SOME INACCURACIES |

# REPACKING MATERIAL

| | |
|---|---|
| Net | Garlic |
| Net | Lemon |
| Net | Tomato |
| Plastic Roll | Coconut tender |
| Plastic Roll | Amlaa |
| Plastic Roll | Dragon fruit |
| Paper Wraps (Manual) | Banana |

| Store Name | Net Needed |
|---|---|
| SS Bengaluru Abbigere ES175 | 106.3 |
| SS Bengaluru Adarsh Palm ES145 | 180.15 |
| SS Bengaluru Agara Village ES158 | 225.95 |
| SS Bengaluru Bagalur ES100 | 142.85 |
| SS Bengaluru Banashankari ES113 | 196.45 |
| SS Bengaluru Basavanagudi ES51 | 185.2 |
| SS Bengaluru Basavangudi 14th Cross ES186 | 149.65 |
| SS Bengaluru Belathur ES141 | 224.75 |
| SS Bengaluru Bellandur 2 ES34 | 243.7 |

USING THE FORECASTED DATA AND PREDICTED SALES PER STORE LEVEL, THE CPC (CONTROL AND PROCESSING CENTRES) PROVIDE EVERY STORE WITH THE DESIRED QUANITIY OF P-TYPES, BUT THE STORES ARE INSTRUCTED TO FOLLOWING REPAKCING THAT HELPS THEM REDUCE DUMP.
BASED ON THE DATA AVAILABLE, CALCULATED THE MONTHLY AND WEEKLY REQUIRED REPACKING MATERIAL OF DIFFERENT TYPES (NET, PLASTIC ROLLS, PUNNET BOXES, PAPER WRAPS) FOR THE CITY AND STORE LEVEL. THIS HELPS US REDUCE THE DUMP % IN FNV SEGMENT

**CLICK HERE TO ACCESS THE PACKING MATERIAL DATA SHEET**

# PRICE COMPARISON

| Top 10 SKUs | Blinkit Price | Zepto Price |
|---|---|---|
| Desi Tomato | 18 | 18 |
| Hybrid Tomato | 18 | 19 |
| Organically Grown Tomato | 31 | 45 |
| Yellaki Banana | 65 | 58 |
| Baby Banana | 33 | |
| Normal Banana Robusta | 34 | 27 |
| Raw Banana | 40 | 36 |
| Orange Carrot | 34 | 35 |
| Ooty Carrot | 56 | 44 |
| Lemon | 37 | 17 |
| Green Cucumber | 20 | 22 |
| English Cucumber | 31 | 31 |
| Chilli | 10 | 11 |
| Safeda / Banganapalli Mango | 85 | 74 |
| Kesar Mango | 125 | |
| Badami Mango | 77 | 135 for 1kg |
| Alphonso Mango RATNAGIRI | 181 | 168 |
| Dasheri Mango | 76 | 173 for 1kg |
| Langra Mango | 91 | |

CLOSELY OBSERVED THE WEBSITE AND APPS OF VARIOUS COMPETITORS (SWIGGY, FLIPKART, KPN FRESH, PINCODE ETC...) TO TRACKTHERE PRICING AND HAVE A COMPETITIVE EDGE WITH DYNAMICALLY CHANGING OUR PRICES MAKING US THE CUSTOMERS FIRST CHOICE.
ALSO KEEPING AN INVENTORY CHECK AS PER THE ONGOING TRENDS TO MEET THE CUSTOMER EXPECTATION AND DEMANDS IN EXOTIC AND LOCAL FRUITS AND VEGETABLES P TYPES

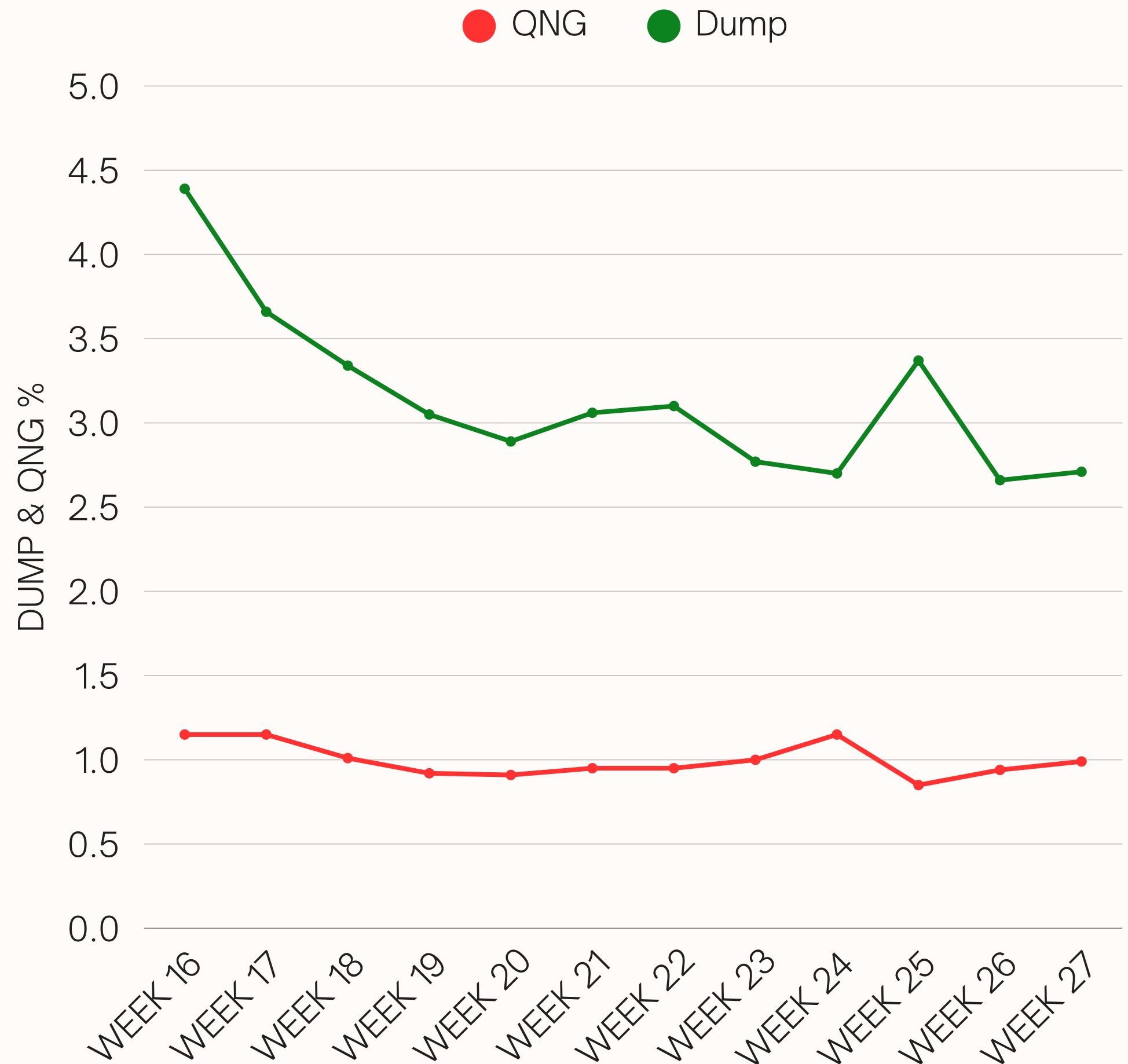CLICK HERE TO PRICE COMPARISON SHEET

# CITY LEVEL ANALYSIS

TRACKING EVERYDAY PROGRESS FOR 2 MONTHS FROM 12 MAY- JULY HERE IS THE WEEKWISE STATISTICS FOR BANGALORE CITY

INITIAL -
- HIGH DUMP AT 4.11%
- QNG COMPLAINTS AT 1.18%

IMPACT ACHIEVED -
- AVERAGE CITY DUMP % -
- AVERAGE CITY QNG % -

# QNG ISSUE AT STORE LEVEL

AS OBSERVED MOST OF THE STORES WERE INCONSISTENT WITH THERE QNG COMPLAINTS COUNT AND IT IS UNCERTAIN TO MATCH THE CUSTOMER EXPECTATIONS

CHANGES IMPLEMENTED:

- UPDATING PHOTOS TO REAL-TIME VISUALS TO BE TRANSPARENT WITH CUSTOMERS
- TRACKED CUSTOMERS WITH HIGH COMPLAIN COUNTS TO BACK TRACE THE ROOT CAUSE
- STORES TRIED AGGRESSIVE DUMP TECHNIQUES AS WELL TO REDUCE THE CUSTOMER COMPLAINTS THAT INDICATES TEH BALANCE OF QND VS DUMP AS AN IMPORTANT PARAMETER TO OBSERVE STORE WISE

# LIST OF POOR PERFORMING STORES

BASED ON DAILY 1:1 STORE WISE TRACKING I COULD FINALLY TRACK DOWN 17 STORES IN THE SPAN OF 40 DAYS WITH THE MOST REPEATED COMPLAINTS AND ISSUES, THESE STORE MIGHT NEED REGULAR MONITORING IN FUTURE AS WELL BECAUSE CALLING AND INFORMING IS ONLY A OPERATIONAL FIX FOR A TEMPORARY BASIS, BUT THE STORE MANAGERS AND STAFF NEEDS A LITTLE MORE AWARENESS ON PERSONAL LEVEL.

1. SS BENGALURU BHARTIYA CITY ES130
2. SS BENGALURU CHANDAPUR ES208
3. SS BENGALURU DEVANAHALLI ORCHARDS ES230
4. SS BENGALURU DLF-AKSHAY NAGAR ES73
5. SS BENGALURU FRAZER TOWN ES43
6. SUPER STORE BENGALURU ANANDPURA ES12 PR
7. SS BENGALURUR SARJAPURA ES103
8. SS BENGALURU KORAMANGALA EXTN ES160
9. SS BENGALURU KUMARASWAMY LAYOUT ES215
10. SS BENGALURU MATHIKERE ES140
11. SS BENGALURU NEW CITY YELAHANKA ES187
12. SS BENGALURU SIDDAPURA ES123
13. SS BENGALURU YELENAHALLI GATE ES167
14. SUPER STORE BENGALURU AREKERE ES33
15. SUPER STORE BENGALURU HARALUR ES25
16. SUPER STORE BENGALURU KADUGODI ES7
17. SUPER STORE BENGALURU MANIPAL COUNTY RD ES20
18. SS BENGALURU MANIPAL COUNTY 2 ES152

# COMMON REASON

- LESS INDENT, HIGHER DUMP % (LOW SALES STORES)
- NEW STORES ( INFRASTRUCTURAL ISSUES)
- CPC BAD QUALITY RECEIVED
- MANPOWER ISSUE — FNV EXECUTIVE ABSENT
- HIGH INDENT VS LOW SALES
- PACKAGING OR REPACKING ERRORS
- EXTERNAL FACTORS (POLYGON OVERLAP, LANDLORD REPAIR)
- STORE ACCOUNTABILITY (NEVER AWARE OF PREVIOUS DAY DUMP)

# PROPOSED RECOMMENDATIONS

ACCORDING TO MY KNOWLEDGE OF THE OPERATIONAL FLOW AND STRUCTURE, I BELIEVE THERE CAN BE SOME CHANGES INCORPORATED THAT MIGHT HELP IN THE EFFICIENCTY AND BETTER UTILISATION OF THE WASTE

1. AI DUMP DETECTION

CORE ISSUE: STORE PICKERS AND FNV EXECUTIVE HAVE NO IDEA OF PRECISION DUMPING AND THEY DECIDE GOOD/BAD QUALITY BASED ON THEIR REASONING

SUGGESTED FIX: WE CAN EQUIP EVERY STORE WITH THE AI DUMP DETECTION MACHINE WHICH IS TRAINED ON A VERY LARGE SAMPLE SET TO IDENTIFY THE QUALITY OF FNV P-TYPE BASED ON SIMPLE VISUAL INSPECTION. THEY CAN GIVE A SUGGESTED TIME OF DUMP BASED ON ENVIRONMENTAL CONDITIONS AND RECORD THE DUMP IMAGES AS WELL. THIS WILL MAKE THE PROCESS MORE TRANSPARENT AND WILL REDUCE THE UNNECESSARY DUMP.

# PROPOSED RECOMMENDATIONS

2. COLLABORATING WITH A JUICE VENDOR TO UTILISE THE DUMP

CORE ISSUE:  THE FRUIT DUMP CURRENTLY IS THROWN AWAY COMPLETELY AND USED TO PRODUCE BIOGAS OR ENERGY AT THE CPC CENTRES THAT ESSENTIALLY DO NOT PROVIDE IMPACTFUL RETURNS.

SUGGESTED FIX:  WITH PROPER APPROVALS, FRUITS DUMPED DUE TO MINOR SPOTS OR PATCHES CAN BE SEGREGATED AND SUPPLIED TO LOCAL JUICE VENDORS. THIS NOT ONLY REDUCES DUMP % BUT ALSO GENERATES SIDE REVENUE FROM OTHERWISE WASTED STOCK.

EXPECTED BENEFITS:

- REDUCTION IN CPC DUMP %.
- SIDE REVENUE GENERATION.
- IMPROVED SUSTAINABILITY IMAGE

# PROPOSED RECOMMENDATIONS

3. SOP ONBOARDING MANUAL

CORE ISSUE : HIGH STAFF CHURN, ESPECIALLY AMONG STORE PICKERS AND OPERATIONS STAFF, IS IMPACTING STORE PERFORMANCE. FREQUENT NEW JOINERS, WITHOUT PROPER TRAINING, CONTRIBUTE TO HIGHER DUMP AND OPERATIONAL ERRORS.

SUGGESTED FIX:

IMPLEMENT A STANDARD ONBOARDING AND TRAINING MANUAL (SOP) FOR ALL STORE STAFF. THIS ENSURES THAT EVERY TEAM MEMBER IS EQUIPPED WITH THE NECESSARY SKILLS FROM DAY ONE, AND THE STORE'S PERFORMANCE IS NOT DEPENDENT ON A FEW INDIVIDUALS.

FURTHER IMPLEMENTATIONS -

- BUILD A QUICK, ROLE-SPECIFIC TRAINING MODULE (VIDEO + HANDBOOK).
- TRACK TRAINING COMPLETION AS PART OF THE ONBOARDING CHECKLIST.
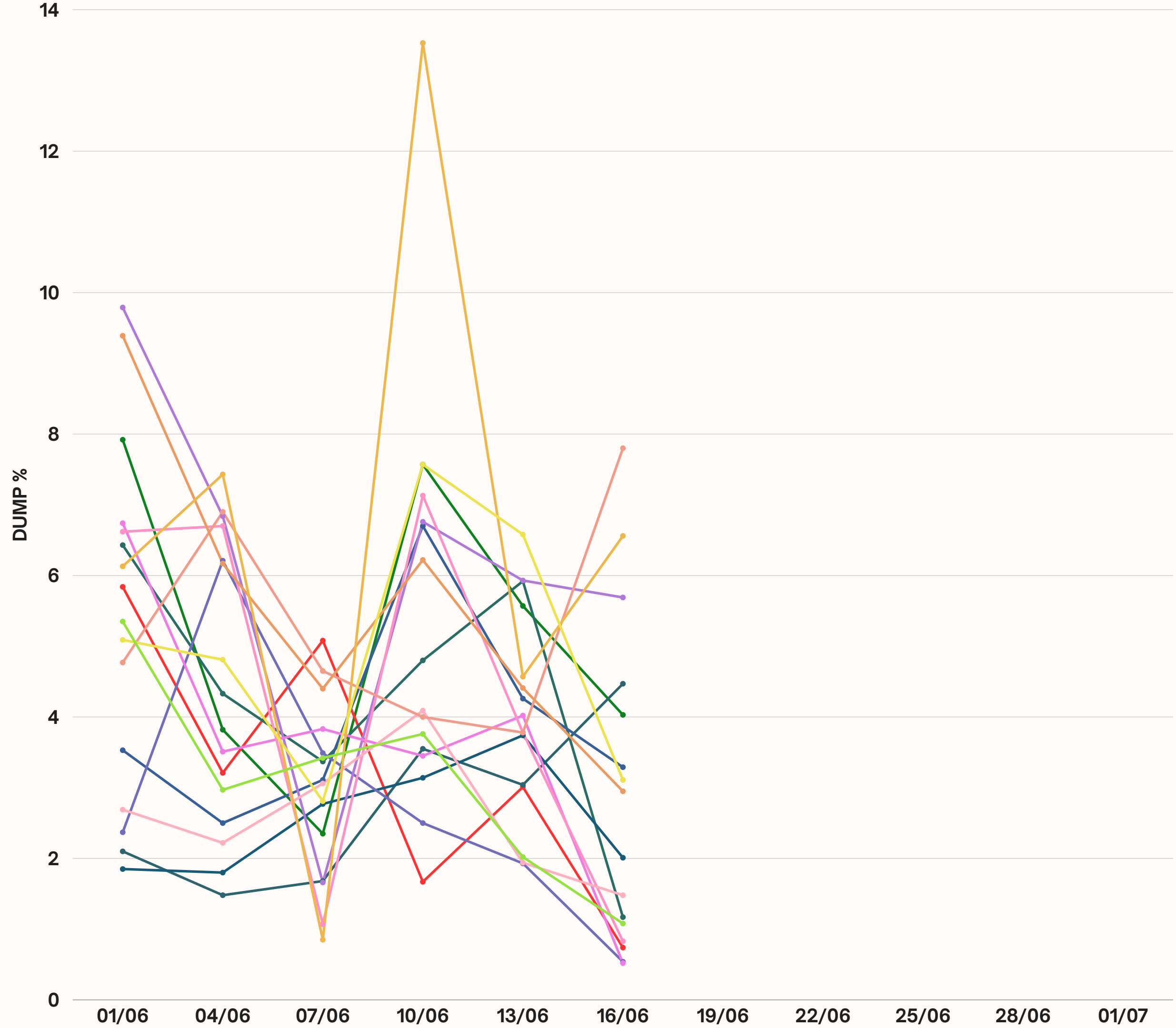
# PROPOSED RECOMMENDATIONS

THERE WERE MULTIPLE EVENTS AND CAMPAIGNS, PRICE DROPS, AND DISCOUNTS I COULD FIGURE OUT AS I OFTEN HAD TO OPEN THE BLINKIT APP FOR PRICE COMPARISON.
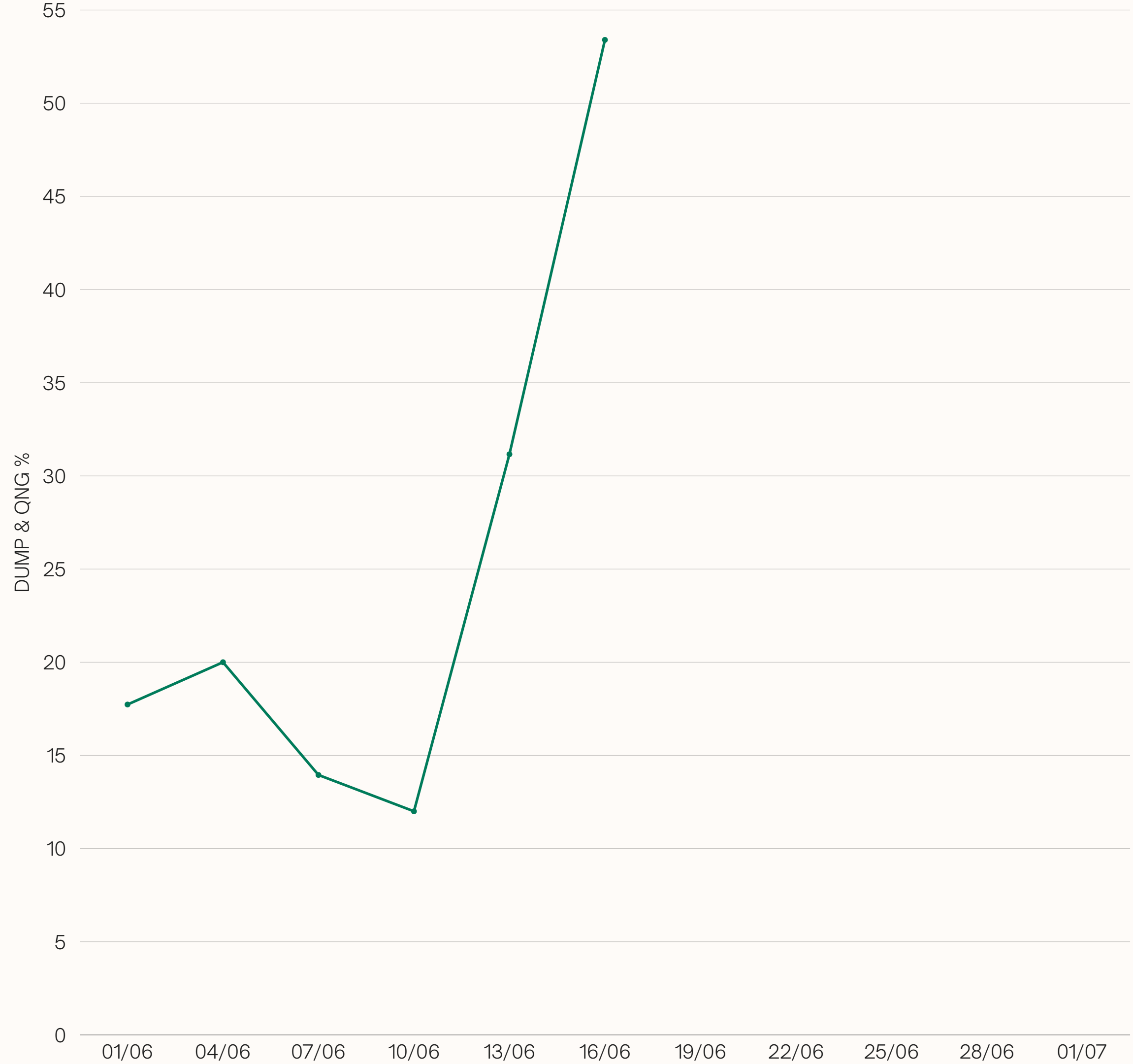TO COMPETE, BLINKIT DROPPED ITS PRICES FOR SEVERAL ARTICLES, REGULATED THE DELIVERY CHARGES, AND MANY MORE, BUT ALL THIS I FOUND ONE THING LACKING, WHICH IS NO PROMOTIONAL ACTIVITY.
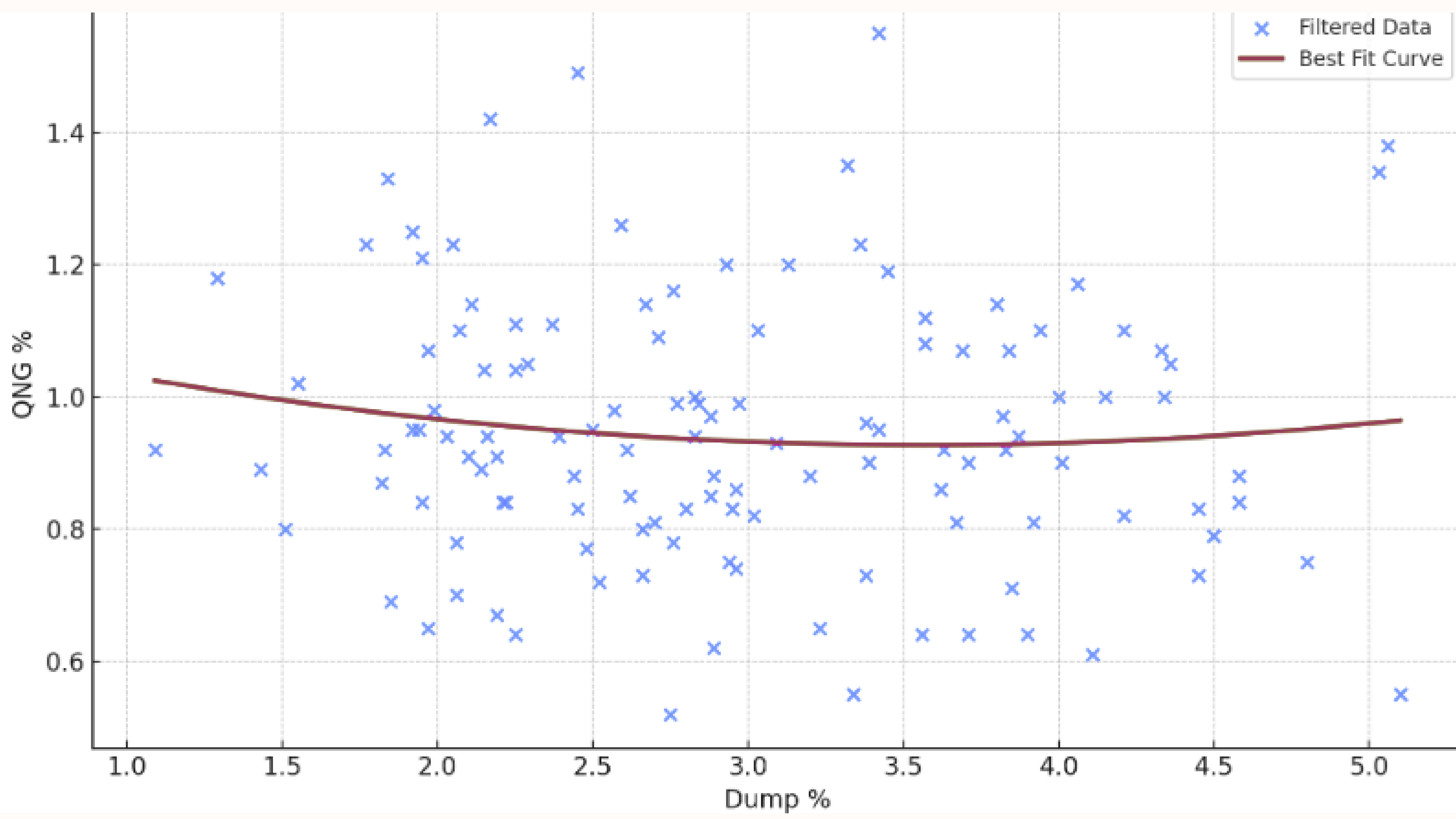AS A CONSUMER, UNLESS I AM INFORMED, I DONT GET TO KNOW IF THERE IS A BENEFICIAL ACT DONE FOR ME. I FOUND NONE OF THE INITIATIVES WERE COMMUNICATED WELL TO THE CONSUMER. I MAY BE WRONG IN JUDGMENT AS I DO NOT KNOW ABOUT THE ENTIRE CITY BUT I STILL THINK THERE IS AN ADVERTISEMENT AND COMMUNICATION LAPSE IN THIS DOMAIN, AND CAN WE IMPROVED.

Legend:
- SS Bengaluru Bhartiya City ES130
- SS Bengaluru Chandapur ES208
- SS Bengaluru Devanahalli Orchards ES230
- SS Bengaluru DLF-Akshay Nagar ES73
- SS Bengaluru Frazer Town ES43
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# THANK YOU

JULY 12,2025