



Make your business decision

blinkit





blinkit



14.46%
Growth

value 2024



720.9...

Last 3 Month

value 2023



629.8...

Last 3 Month

Top 5 Products value

Last 3 Month

Default

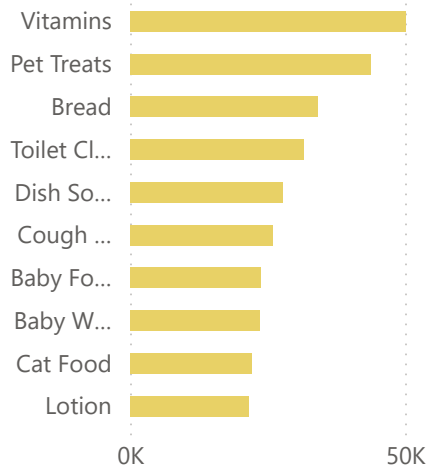
Top 5

Top 10

Top 20

Top 50

Top 100

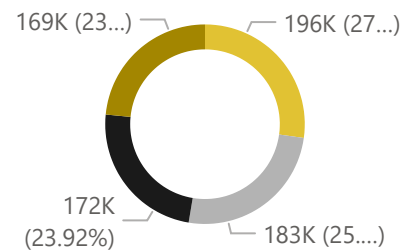


Sale Overview



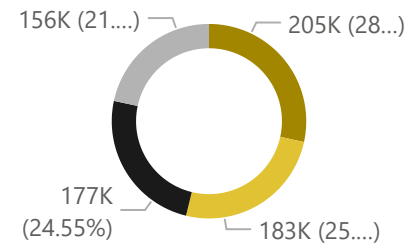
Payment Method

Last 3 Month



Customer Segment

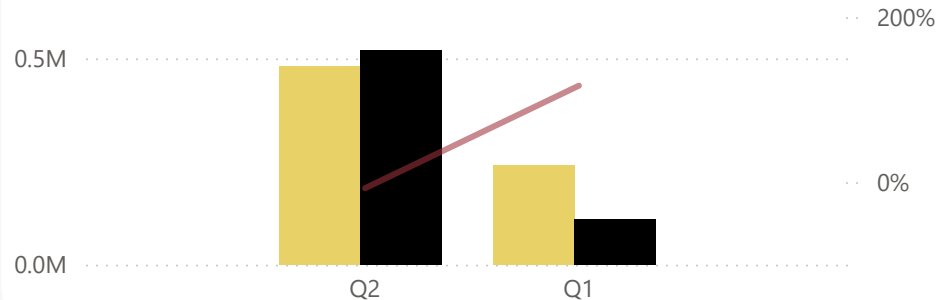
Last 3 Month



2024, 2023 and Growth by Quater

Last 3 Month

2024 2023 Growth



Default

Top 5

Top 10

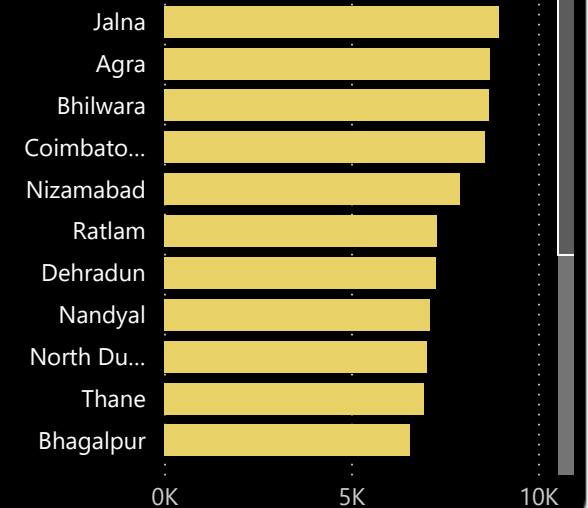
Top 20

Top 50

Top 100

Top 20 Area value

Last 3 Month



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14.46%

Growth

value 2024

value 2023



720.91K



629.82K

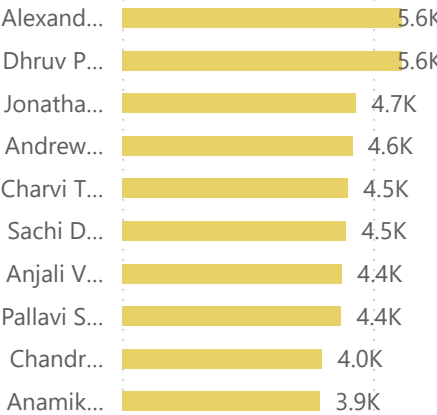
Last 3 Month

Last 3 Month

Default Customer value

Last 3 Month

Default



0K

5K

Top 5

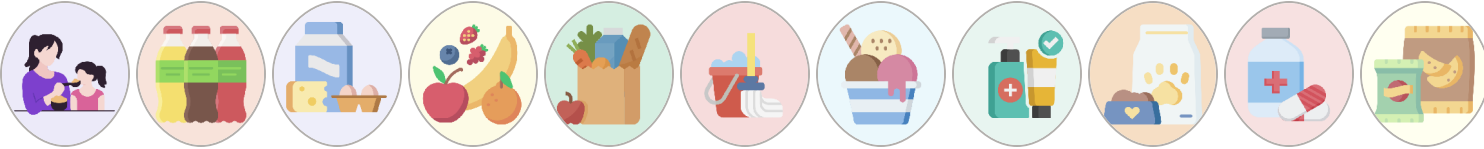
Top 10

Top 20

Top 50

Top 100

Customers Overview



Total Customers

Count



660 / 567

Sale



721K / 630K

New & Lost Customers

Count



509 / (Blank)

Sale



540K / (Blank)

Repeat Customers

Count



87 / 63

Sale

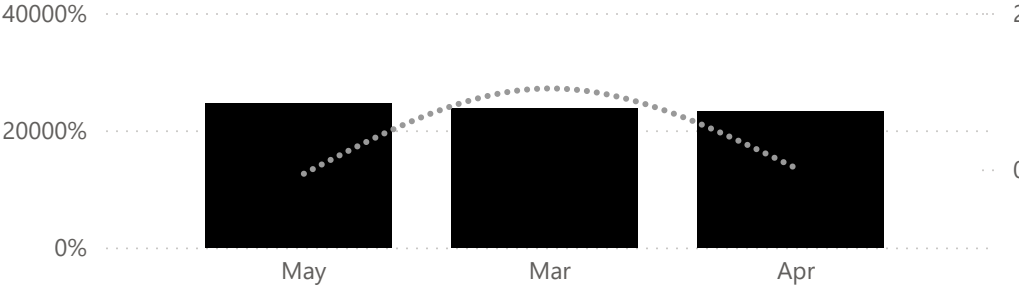


188K / 137K

Customer Counts by Month

Last 3 Month

Year ● 2024 ● Customer Growth



2

Customer Who Order More
then 4 Times

4

Order Slicer

blinkit



14.46%

Growth

value 2024

value 2023



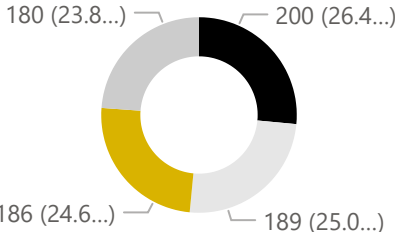
720.91K



629.82K

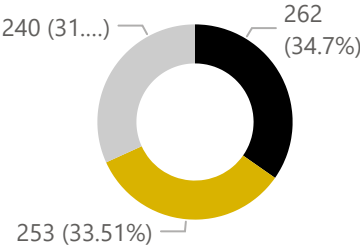
Last 3 Month

Last 3 Month



feedback_cate...

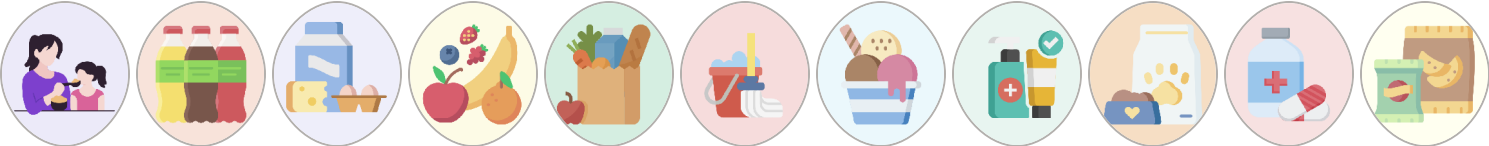
- Customer Se...
- App Experie...
- Delivery
- Product Qua...



feedback_seg...

- Positive
- Neutral
- Negative

Feedback Overview



| Name | Category | Customer Segment | Feedback Segment | Feedback Category | Feedback |
|-----------------|-----------------------|------------------|------------------|-------------------|------------------|
| Aachal Nazareth | Household Care | Premium | Neutral | Delivery | Average experien |
| Aarush Samra | Snacks & Munchies | Inactive | Neutral | Customer Service | Average experien |
| Aashi Behl | Personal Care | Inactive | Neutral | Product Quality | Average experien |
| Aayush Oza | Pharmacy | Inactive | Neutral | App Experience | Average experien |
| Abeer Merchant | Instant & Frozen Food | Regular | Neutral | App Experience | Average experien |
| Abeer Ravel | Fruits & Vegetables | Inactive | Neutral | App Experience | Average experien |
| Adweta Bumb | Baby Care | Inactive | Neutral | App Experience | Average experien |
| Adya Wason | Dairy & Breakfast | Inactive | Neutral | Delivery | Average experien |
| Akshay Comar | Fruits & Vegetables | Premium | Neutral | App Experience | Average experien |
| Amara Lad | Grocery & Staples | Premium | Neutral | Delivery | Average experien |
| Amara Palan | Cold Drinks & Juices | New | Neutral | App Experience | Average experien |
| Amara Patel | Household Care | Premium | Neutral | Delivery | Average experien |
| Anirudh Bose | Personal Care | New | Neutral | Product Quality | Average experien |
| Ansh Agrawal | Snacks & Munchies | Regular | Neutral | App Experience | Average experien |

74
Rating 1



81
Rating 2



201
Rating 3



266
Rating 4



133
Rating 5



blinkit



14.46%

Growth

value 2024



720.91K

Last 3 Month

value 2023



629.82K

Last 3 Month

Inventory Overview



1.65M

Total Received



929.07K

Available Stock



43.7%

Stock Movement%



1.59M

Stock Received

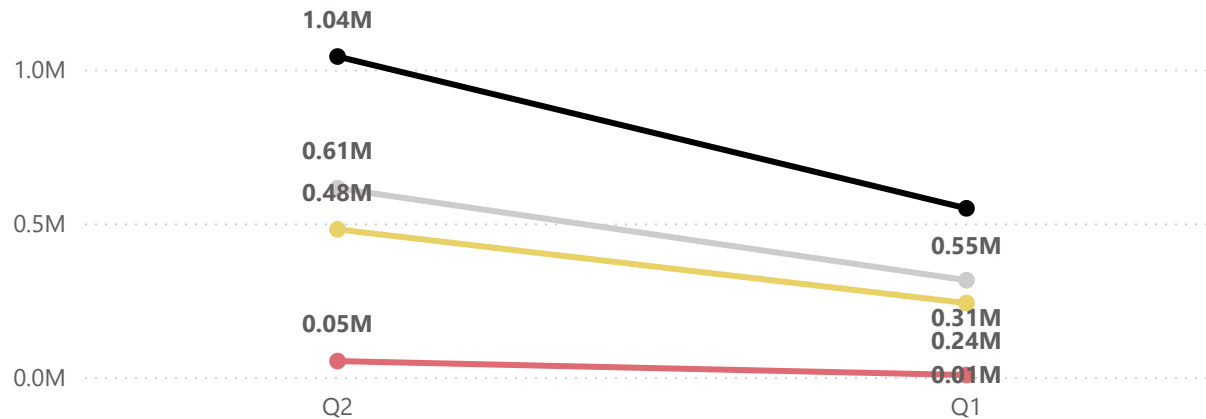


59.0K

Damaged Stock

Stock Information

● Stock Received ● Period_value ● Damaged_Stock ● Available_stock



Stock Available

56.3%

Available Stock%
929.07K

Damaged Stock

3.58%

Damaged_Stock%
59.0K

blinkit



14.46%

Growth

value 2024



720.91K

Last 3 Month

value 2023



629.82K

Last 3 Month

clicks

conversions

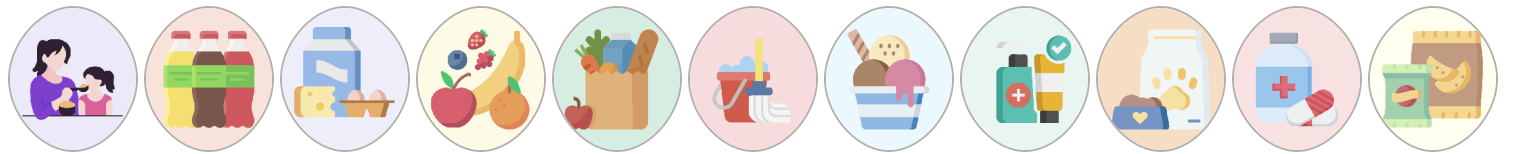
impressions

revenue_generated

roas

spend

Inventory Overview



461.45K

Click's



45.08K

Conversion



4.55M

Impression



4.98M

Revenue generated



2.55M

Spend

Marketing Value by Month and Keys

Keys ● clicks ● conversions ● impressions ● revenue_generated ● roas ● spend

