



blinkit

Value 2023

629.82K

Last 9 Months

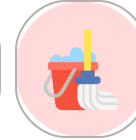
Value 2024

1.25M

Last 9 Months

Growth%

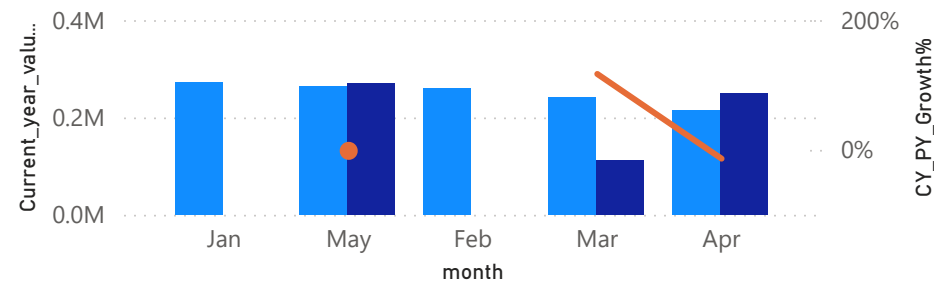
99.13%



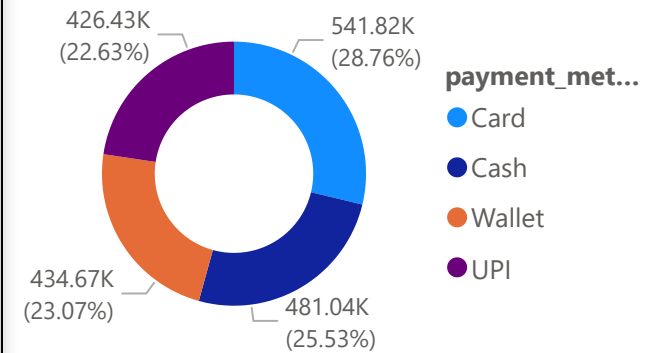
### Current\_year\_value, Previous\_year\_value and CY\_PY\_Growth% by month

Last 9 Months

● Current\_year\_value ● Previous\_year\_value ● CY\_PY\_Growth%

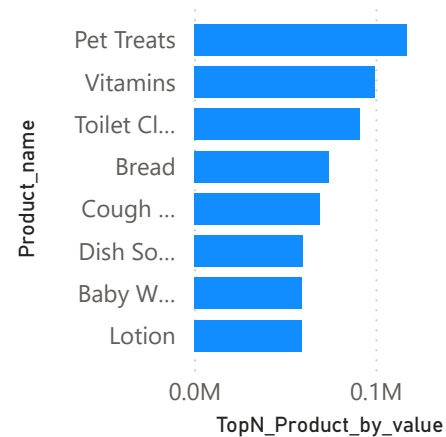


### Period\_Value by payment\_method



### Default Products Value

Last 9 Months



option

Default

Top 10

Top 100

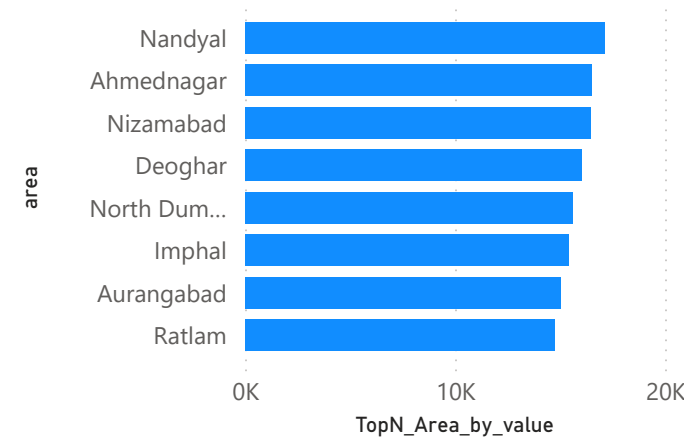
Top 20

Top 5

Top 50

### Default Area Value

Last 9 Months



option

Default

Top 10

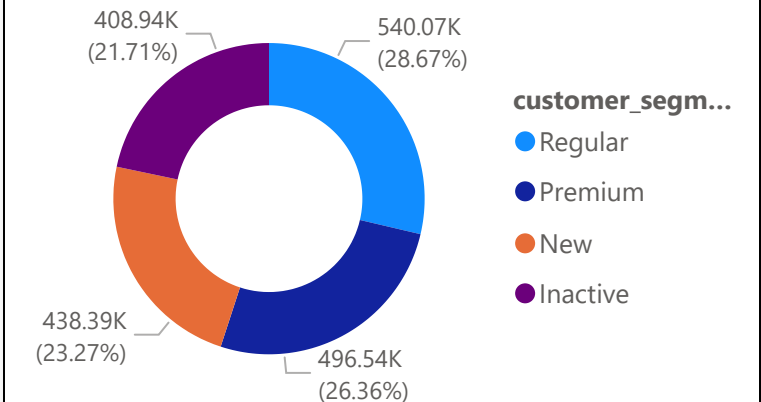
Top 100

Top 20

Top 5

Top 50

### Period\_Value by customer\_segment



blinkit

Value 2023

629.82K

Last 9 Months

Value 2024

1.25M

Last 9 Months

Growth%

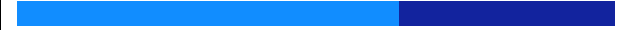
99.13%



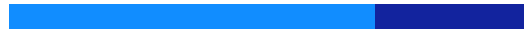
2023 and 2024



2024 and 2023



New\_Customer and  
Lost\_Customer

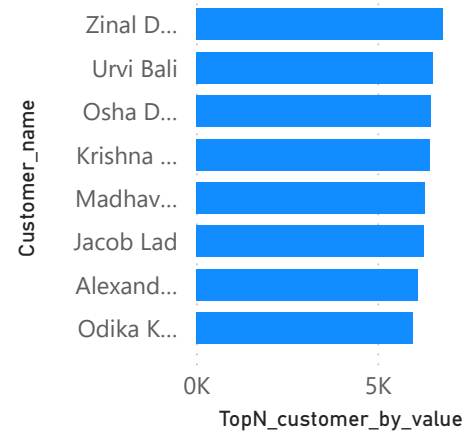


New\_Customer\_sale and  
Lost\_Customer\_sale



### Top 20 Customers Value

Last 9 Months

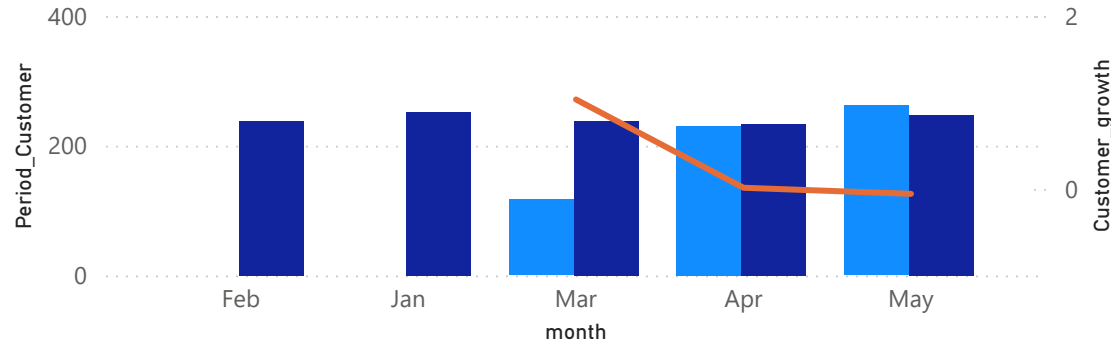


product\_by

- ☐ Default
- ☐ Top 10
- ☐ Top 100
- ☒ Top 20
- ☐ Top 5
- ☐ Top 50

### Period\_Customer and Customer\_growth by month and Year

Year ● 2023 ● 2024 ● Customer\_growth



Customer who order more than 1  
Times

1



Repeat\_Customers\_Dynamic

1K

Value 2023

863.49K

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Value 2024

1.49M

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Growth%

72.94%

<<<



Rating\_label

246

Rating 1

258

Rating 2

667

Rating 3

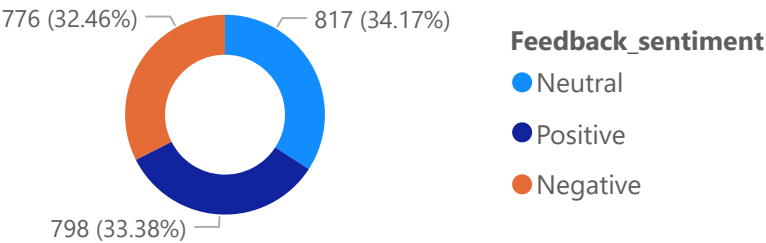
822

Rating 4

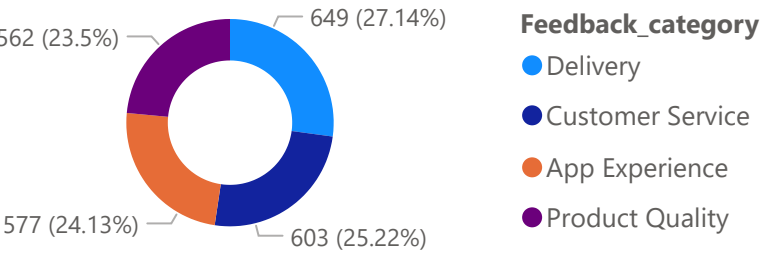
398

Rating...

Period\_Feedback by Feedback\_sentiment



Period\_Feedback by Feedback\_category



Customer_name	Customer_segment	Feedback_sentiment	Rating_label	Feedback_category	Star	Category
Aachal Mangat	New	Negative	Rating 2	Customer Service	★ ★	Instant & Fr
Aachal Nazareth	Premium	Negative	Rating 1	Customer Service	★	Baby Care
Aachal Nazareth	Premium	Neutral	Rating 4	Delivery	★ ★ ★ ★	Household (
Aadhya Cherian	New	Negative	Rating 1	Product Quality	★	Pharmacy
Aadhya Cherian	New	Negative	Rating 2	Product Quality	★ ★	Dairy & Bre
Aadhya Padmanabhan	Inactive	Positive	Rating 5	Product Quality	★ ★ ★ ★ ★	Fruits & Veg
Aadhya Palla	Inactive	Negative	Rating 1	Delivery	★	Baby Care
Aadhya Palla	Inactive	Negative	Rating 2	Product Quality	★ ★	Snacks & M
Aadhya Ravi	Inactive	Neutral	Rating 3	Customer Service	★ ★ ★	Grocery & S
Aadhya Ravi	Inactive	Positive	Rating 4	Customer Service	★ ★ ★ ★	Household (
Aadi Bains	Regular	Negative	Rating 3	Customer Service	★ ★ ★	Fruits & Veg
Aadi Bains	Regular	Neutral	Rating 4	App Experience	★ ★ ★ ★	Pet Care
Aadi Bains	Regular	Neutral	Rating 4	Delivery	★ ★ ★ ★	Baby Care
Aadi Bains	Regular	Positive	Rating 4	Delivery	★ ★ ★ ★	Pharmacy
Aadi Bains	Regular	Positive	Rating 5	Delivery	★ ★ ★ ★ ★	Grocery & S
Aadi Gole	Premium	Neutral	Rating 4	Customer Service	★ ★ ★ ★	Cold Drinks
Aahana Menon	Inactive	Neutral	Rating 4	Customer Service	★ ★ ★ ★	Household (
Aahana Menon	Inactive	Positive	Rating 5	App Experience	★ ★ ★ ★ ★	Personal Cai

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Quantity 2023

1.27K

Last 9 Months

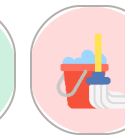
Quantity 2024

2.53K

Last 9 Months

Growth%

99.37%



Available\_Stock

82.66K



stock\_received

55.93K



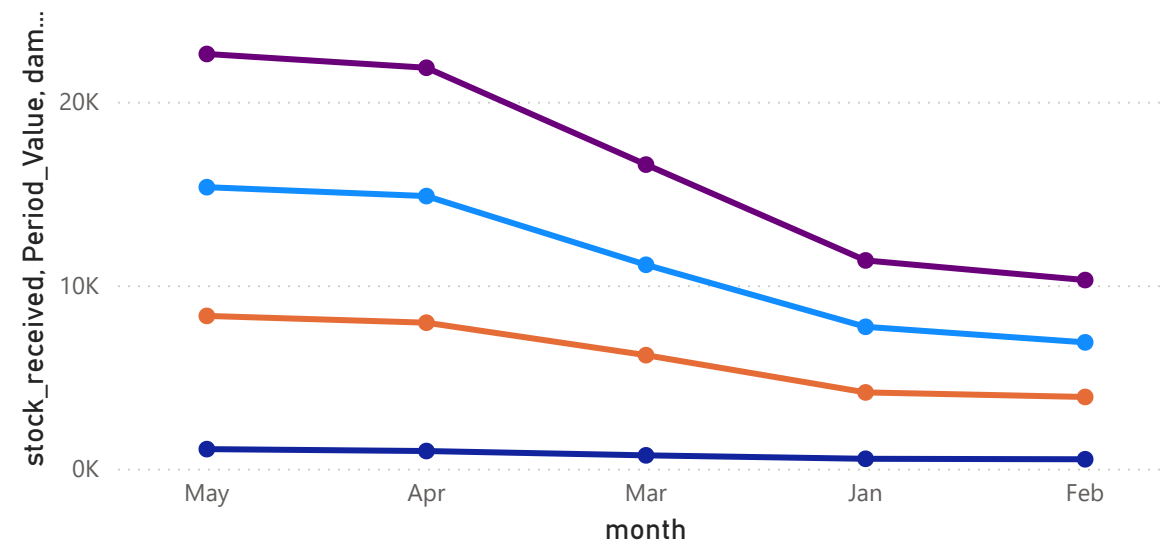
damaged\_stock

30.53K

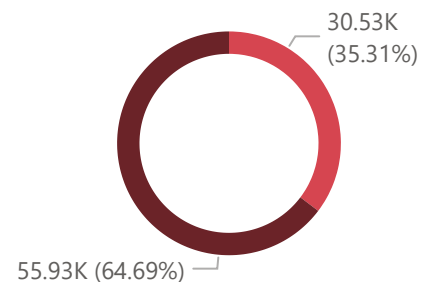


stock\_received, Period\_Value, damaged\_stock and Available\_Stock by month

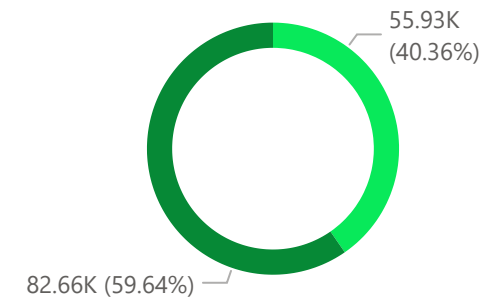
● stock\_received ● Period\_Value ● damaged\_stock ● Available\_Stock



damaged\_stock and  
stock\_received



stock\_received and Available\_Stock



blinkit

Value 2023

629.82K

Last 9 Months

Value 2024

1.25M

Last 9 Months

Growth%

99.13%



Impression

11.08M

Clicks

1.13M



Conversions

113.55K



Spend

7.38M



Revenue

13.39M



Select all

clicks

conversions

impressions

revenue\_generated

roas

spend

Period\_Marketing\_Value by month and Key

Key clicks conversions impressions revenue\_generated roas spend

