



Make your business decision

**blinkit**

Home

Overview

Sales Overview

Customer

Feedbacks

Inventory

Marketing

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India's Last Minute App



Quantity 2024

Quantity 2023

-7.46%

Growth



4.07K

Last 9 Months

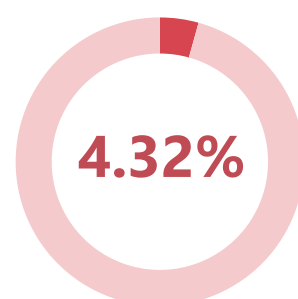
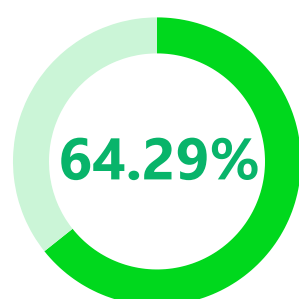


4.39K

Last 9 Months

## Inventory

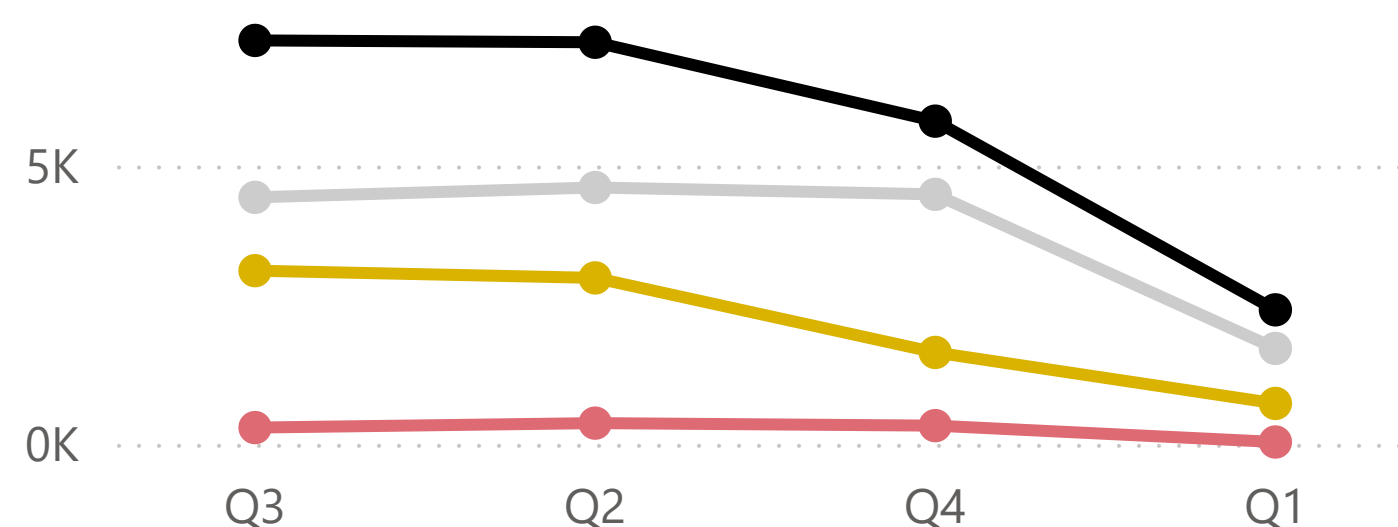
Detail



Available Stock%

Damaged Stock%

● Stock Recei... ● Period\_Value ● damaged\_s... ● Available\_...



## Sales Overview

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## Marketing

Detail



2.53M

Clicks



252.96K

Conversions



25.17M

Impressions



27.34M

Revenue

## Customer

Detail

Count (24,23)

1406 / 1468

Sale (24,23)

4.1K / 4.4K

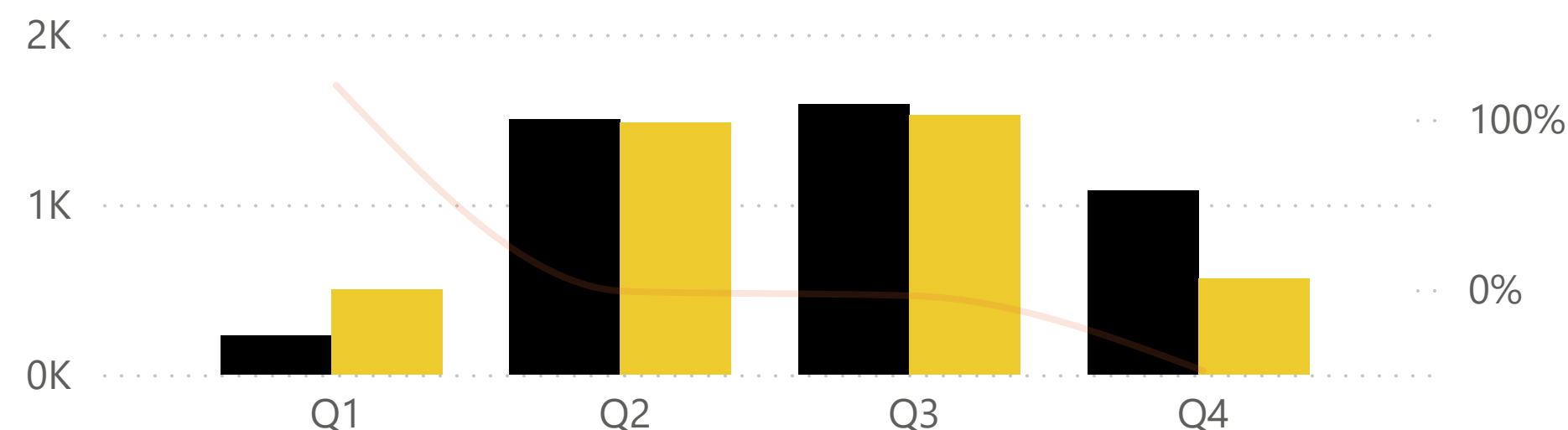
## Sales Overview

Detail

2023, 2024 and Growth by Quater

Last 9 Months

● 2023 ● 2024 ● Growth



## Feedbacks

Detail

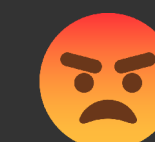
Aachal Mangat



Aachal Nazareth



Aadhya Cherian



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>>>

-20.26%  
Growth

Value 2024

Value 2023

🛒

1.26M

Last 6 Months

🛒

1.58M

Last 6 Months

Sales Overview

HomeOverviewSales OverviewCustomerFeedbacksInventoryMarketing

Payment Method

Last 6 Months

Method	Value
Cash	681.2K
UPI	733.78K
Card	721.32K
Wallet	698.53K

Customer Segment

Last 6 Months

Segment	Value
New	666.06K
Regular	755.48K
Inactive	708.34K
Premi...	704.95K

DefaultTop 5Top 10

Top 20Top 50Top 100

Top 5 Products Value

Last 6 Months

DefaultTop 5Top 10Top 20Top 50Top 100

Product	Value
Vitamins	~0.12M
Pet Treats	~0.11M
Dish Soap	~0.10M
Cough S...	~0.10M
Toilet Cl...	~0.09M

2023, 2024 and Growth by Month

Last 6 Months

● 2023 ● 2024 ● Growth

Month	2023	2024	Growth
Jun	~0.23M	~0.24M	~4%
Jul	~0.23M	~0.25M	~8%
Aug	~0.30M	~0.25M	~-17%
Sep	~0.28M	~0.23M	~-18%
Oct	~0.27M	~0.26M	~4%
Nov	~0.26M	~0.03M	~-88%

Top 5 Area Value

Last 6 Months

Area	Value
Orai	~28K
Nandyal	~24K
Hindupur	~23K
Bathinda	~23K
Darbhanga	~23K

TopN\_Area\_by\_value

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Value 2024

Value 2023

-20.26%  
Growth



1.26M

Last 6 Months

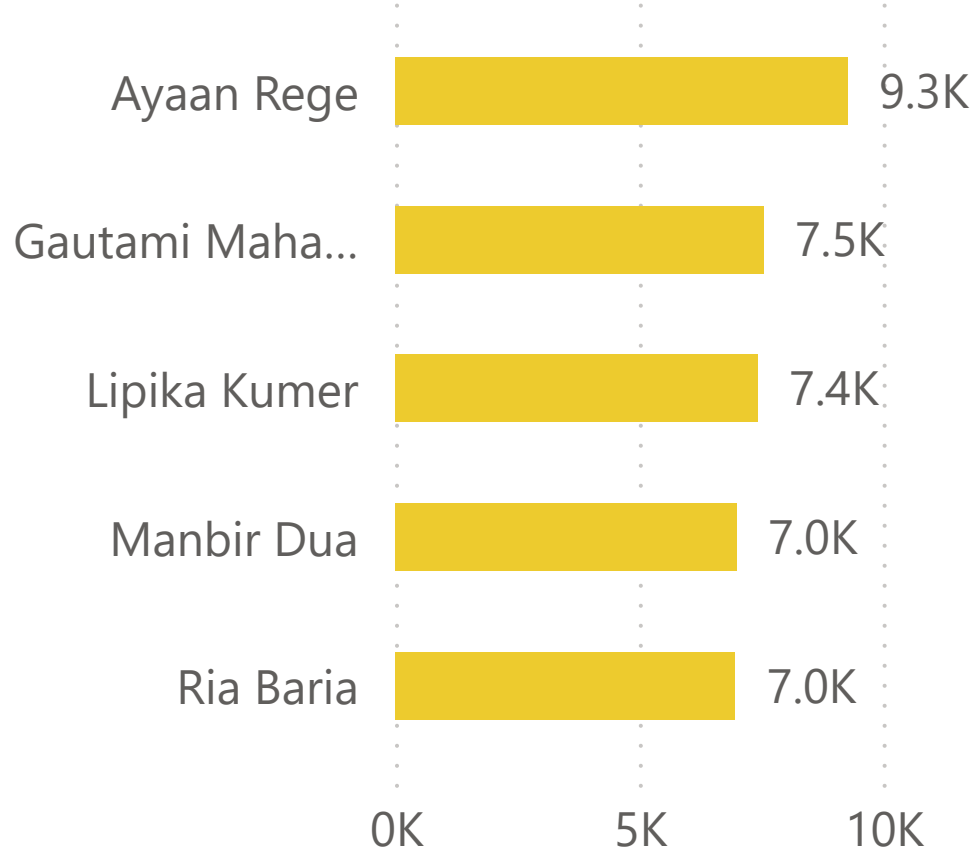


1.58M

Last 6 Months

Top 5 Customer Value

Last 6 Months



Default

Top 5

Top 10

Top 20

Top 50

Top 100

Sales Overview

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Sales Overview

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Total Customers

Count 1012 / 1174



Sale 1.3M / 1.6M



New & Lost Customers

Count 532 / 694



Sale 674.8K / 948.7K



Repeat Customers

Count 217 / 304



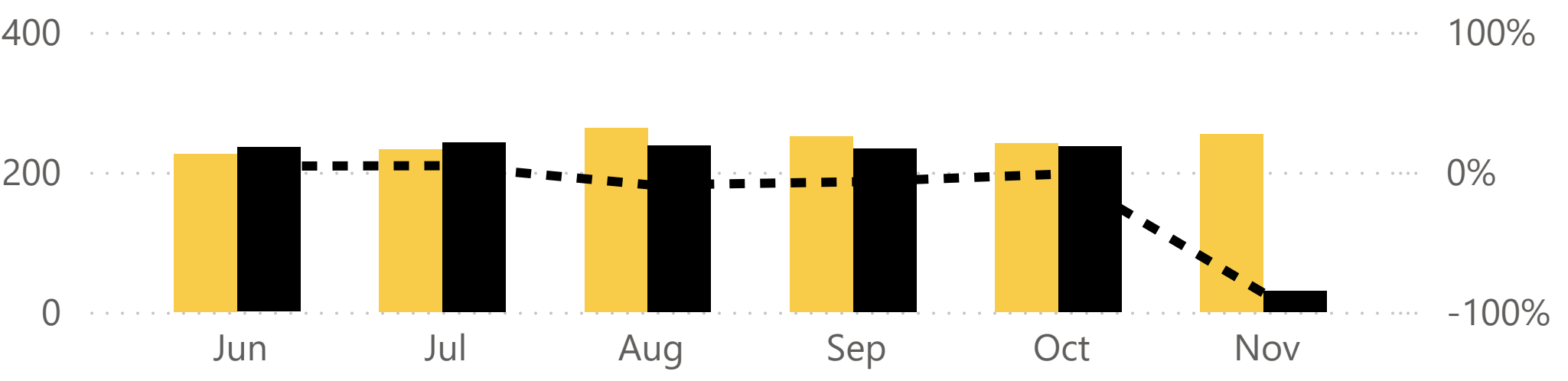
Sale 468K / 679K



Customer Counts by Month

Last 6 Months

Year 2023 2024 Customer\_Growth



13

Customer who order more than 5 times

5

Order Slicer





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-17.29%  
Growth

Quantity 2024

2.58K

Last 6 Months

Quantity 2023

3.12K

Last 6 Months

Sales Overview

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customer_name	category	customer_segment	feedback_segment	feedback_category	feedback_text
Aachal Mangat	Instant & Frozen Food	New	Negative	Customer Service	Delivery was late
Aachal Nazareth	Baby Care	Premium	Negative	Customer Service	The packaging v
Aachal Nazareth	Household Care	Premium	Neutral	Delivery	Average experie
Aadhya Cherian	Pharmacy	New	Negative	Product Quality	I had a bad expe
Aadhya Cherian	Dairy & Breakfast	New	Negative	Product Quality	Taste was not as
Aadhya Padmanabhan	Fruits & Vegetables	Inactive	Positive	Product Quality	Very happy with
Aadhya Palla	Baby Care	Inactive	Negative	Delivery	Not worth the p
Aadhya Palla	Snacks & Munchies	Inactive	Negative	Product Quality	Product was dar
Aadhya Ravi	Grocery & Staples	Inactive	Neutral	Customer Service	Nothing to com
Aadhya Ravi	Household Care	Inactive	Positive	Customer Service	Highly recomme
Aadi Bains	Fruits & Vegetables	Regular	Negative	Customer Service	Taste was not as
Aadi Bains	Pet Care	Regular	Neutral	App Experience	Delivery was fin
Aadi Bains	Baby Care	Regular	Neutral	Delivery	Nothing to com
Aadi Bains	Pharmacy	Regular	Positive	Delivery	Great prices and

322

Rating 1

296

Rating 2

780

Rating 3

970

Rating 4

453

Rating 5

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-7.46%  
Growth

Quantity 2024



4.07K

Last 9 Months



Quantity 2023

4.39K

Last 9 Months

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**Inventory**

Marketing



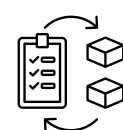
23.7K

Total Received Stocks



15.2K

Available Stock



35.7%

Stock Movement%



22.7K

Stock Received

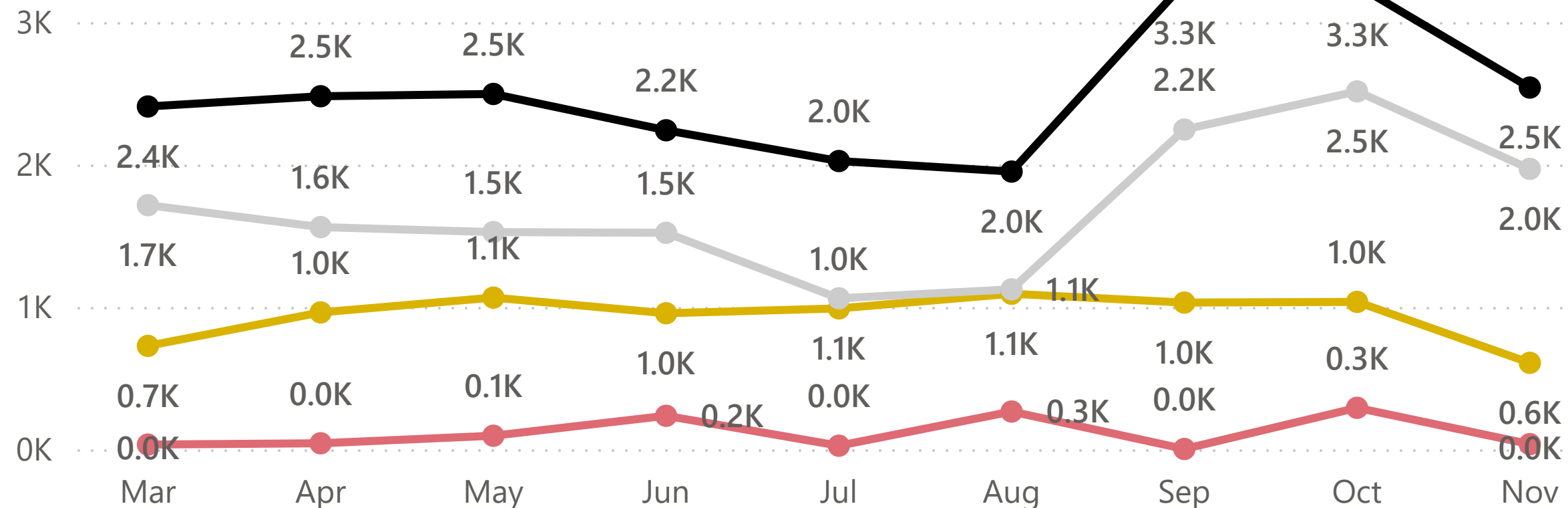


1.0K

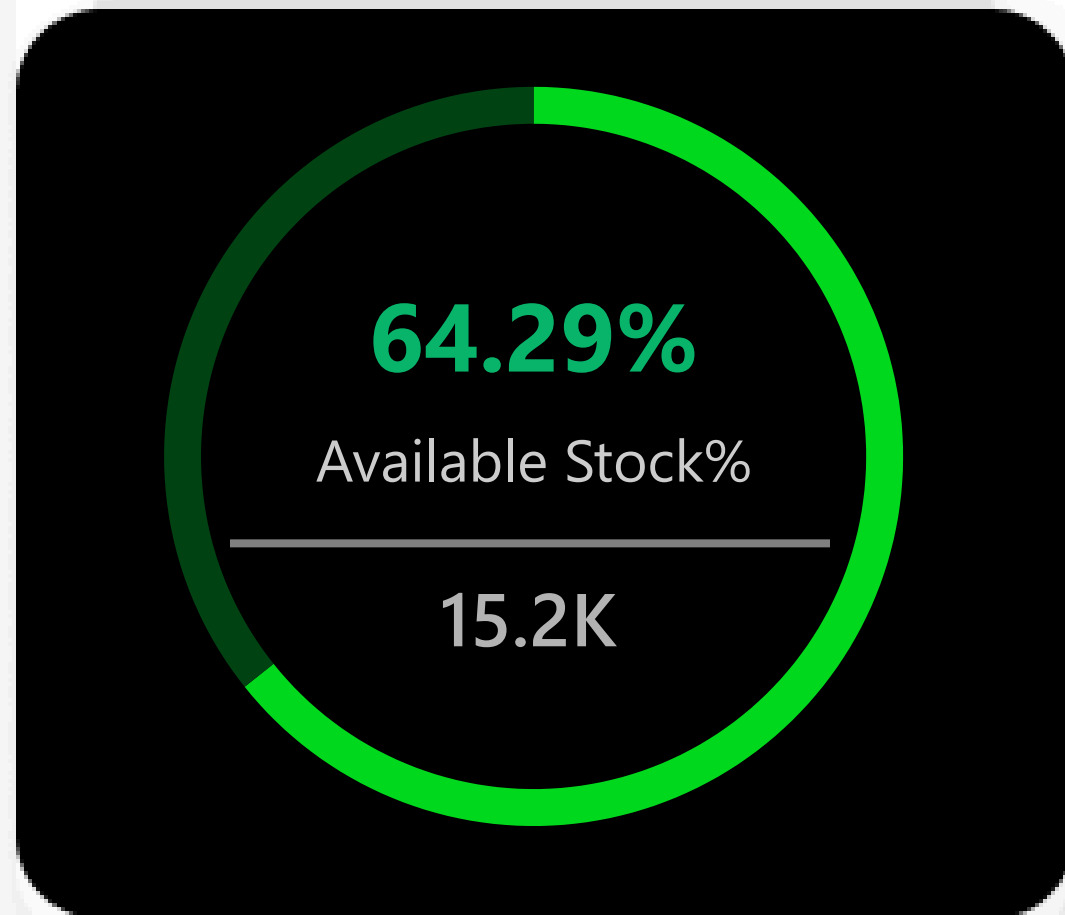
Damaged Stock

## Stock Information

● Stock Received ● Period\_Value ● damaged\_stock ● Available\_Stock



## Stock Available



## Damaged Stock



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Quantity 2024

Quantity 2023

-17.29%  
Growth



2.58K

Last 6 Months



3.12K

Last 6 Months

Sales Overview

Home

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1.69M

Clicks



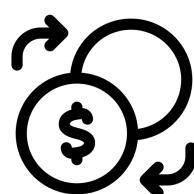
169.52K

Conversions



16.86M

Impressions



18.26M

Revenue



9.25M

Spend

clicks

conversions

impressions

revenue\_generated

roas

spend

Period\_Marketing\_Value by Month and Keys

Keys clicks conversions impressions revenue\_generated roas spend

