

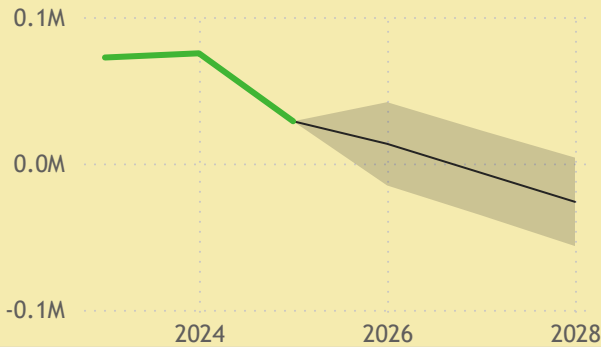
5.00K

Total Orders

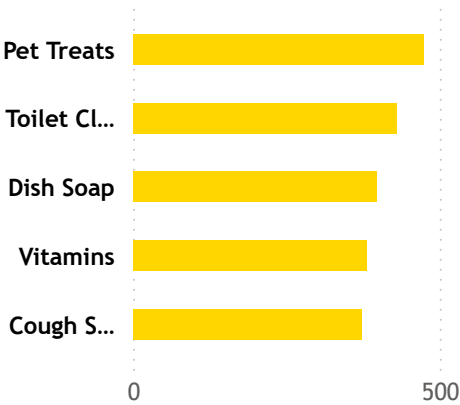
2023

2024

Sum of stock_received 22 by Year



Quantity by Top 5 Product



Sales Overview

Sales Overview

Customer

Inventory

Marketing

Feedbacks

₹ 4.97M

Total Sales

94.20%

Retention Rate

₹ 29.03M

Total CLV

Wheat Flour

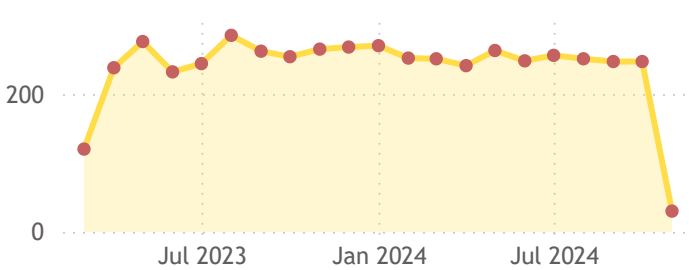
Most Frequently Ordered Product

2023 2024

₹ 2.51M (50.51%)

₹ 2.46M (49.49%)

Order count by Year and Month



blinkit

India's Last Minute App

Sum of Avg_Order_Value

₹ 5.46M

2023

2024

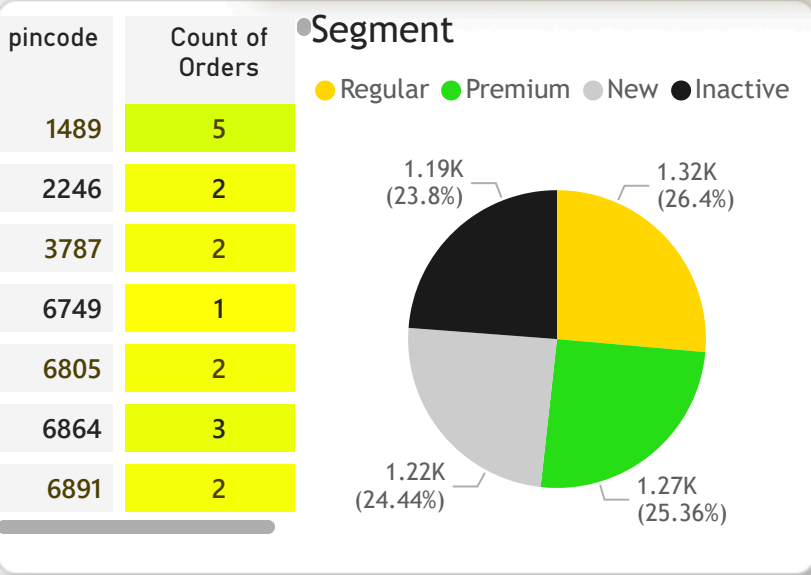
94.20%

Retention_Rate

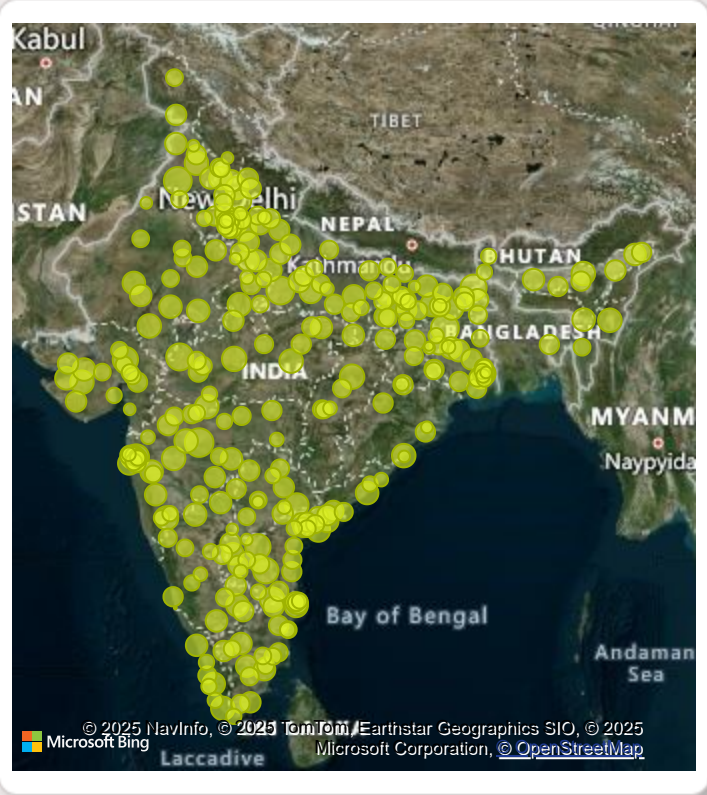
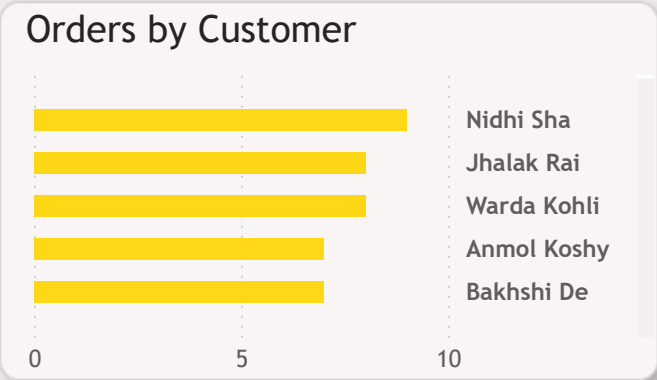
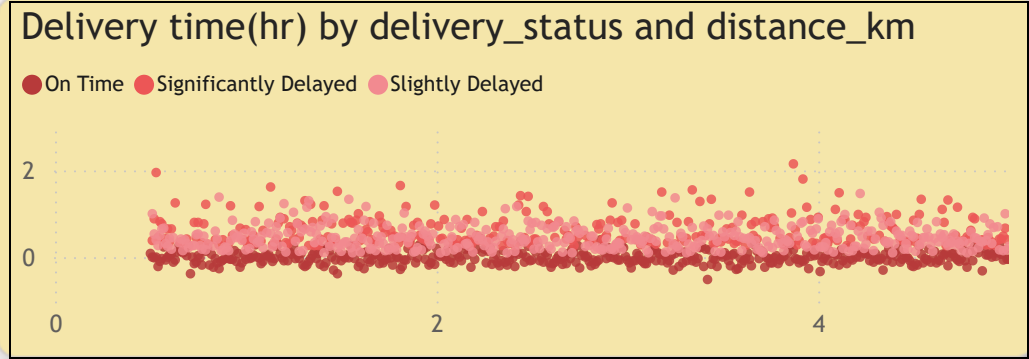
4.44

Avg Del.

store_id	order_id	Month	Day	Total Orders
9995	4564846800	August	10	3
9991	6894691072	March	22	16
9989	647012431	June	16	11
9987	3560912801	September	8	5



customer_id	customer_name	email
45383958	Aachal Mangat	yasti56@example.org
14161586	Aachal Nazareth	aadhya71@example.org
15487049	Aadhya Cherian	rushil71@example.com
87222820	Aadhya Padmanabhan	nkala@example.org
65618148	Aadhya Palla	forumshan@example.org



22K



Inventory

Sales Overview

Customer

Inventory

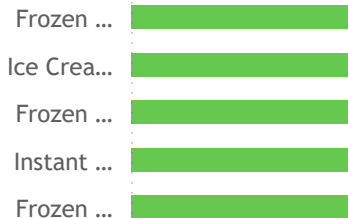
Marketing

Feedbacks

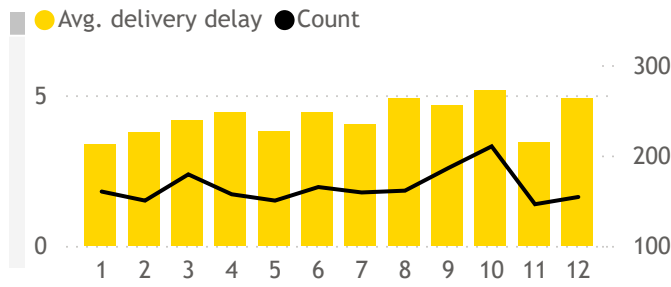
Total Orders

5.00K

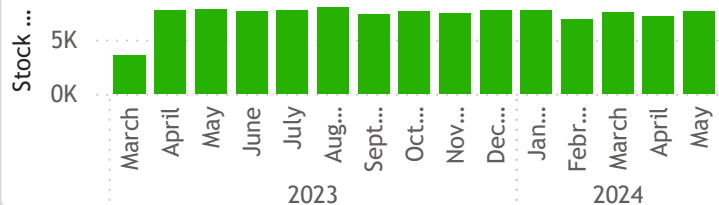
Discount by Product



Avg. delivery delay and Count by Day

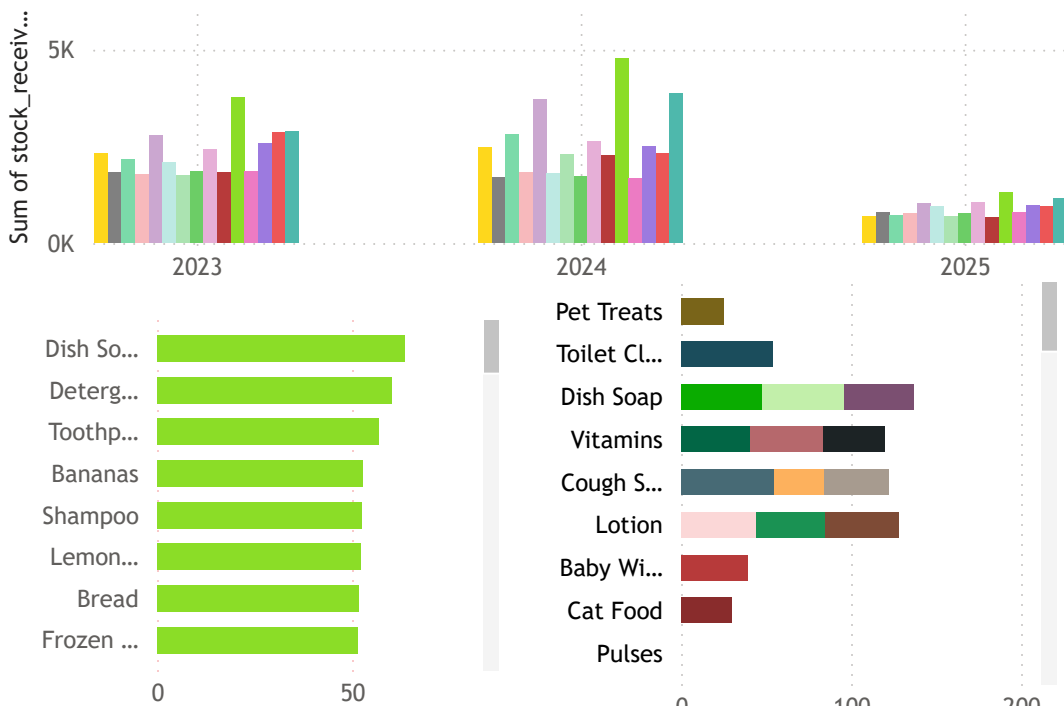


Stock received by Year and Month

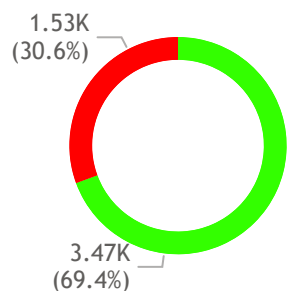


category	Current Stock	Order Status
Baby Care	6174	Reorder
Cold Drinks & Juices	6838	Reorder
Dairy & Breakfast	9121	✓ In Stock
Fruits & Vegetables	8446	✓ In Stock
Grocery & Staples	10633	✓ In Stock
Household Care	6264	Reorder
Instant & Frozen Food	6434	Reorder

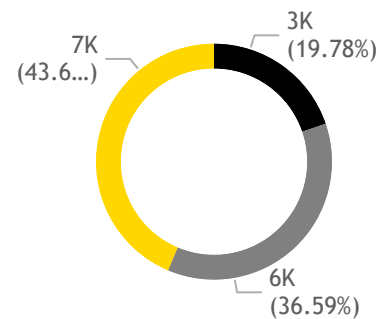
product_name Baby Wipes Biscuits Cat Food Cola Cough Syrup Dish Soap



On Time Delayed



Negative Neutral Positive



1.97
ROAS

2023

2024

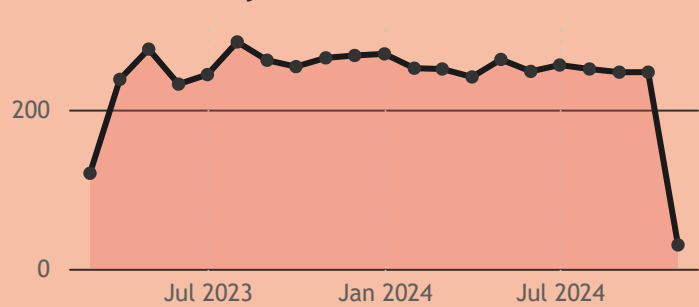
5000

Count of order id

96.58M

Revenue Generated

Order count by Year and Month



Marketing

Sales Overview

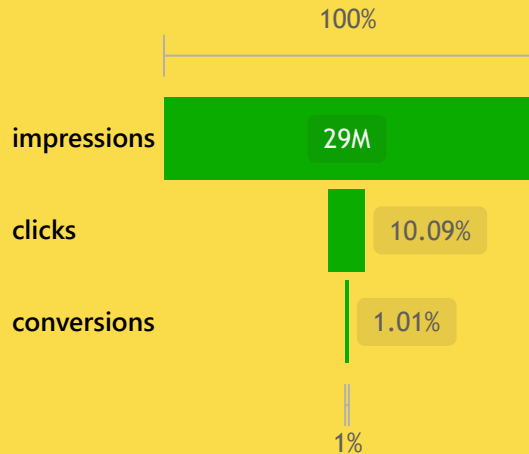
Customer

Inventory

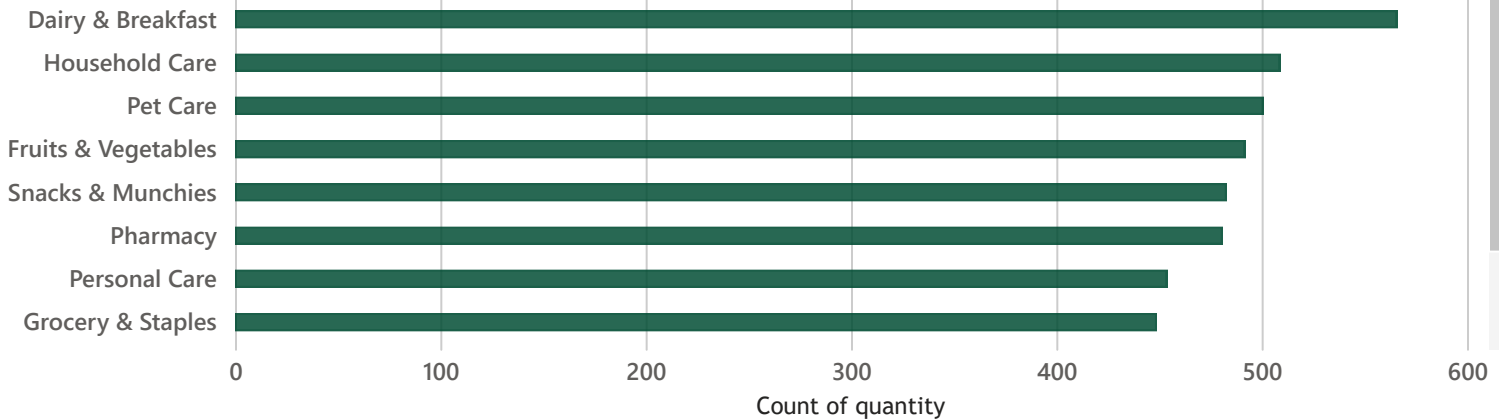
Marketing

Feedbacks

Campaign conversion by Count



Campaign Name	Spend	revenue generated
App Push Notification	5,366,967.60	10,663,110.00
Category Promotion	5,551,749.00	10,747,366.11
Email Campaign	5,432,189.01	10,805,355.66
Festival Offer	5,390,061.42	10,521,191.73
Flash Sale	5,495,063.46	10,668,261.06
Membership Drive	5,370,209.40	10,574,853.75
New User Discount	5,500,364.43	10,811,580.51
Referral Program	5,454,076.53	11,074,147.80
Weekend Special	5,398,833.87	10,714,355.49



1

2

3

4

5

5000

Count of rating

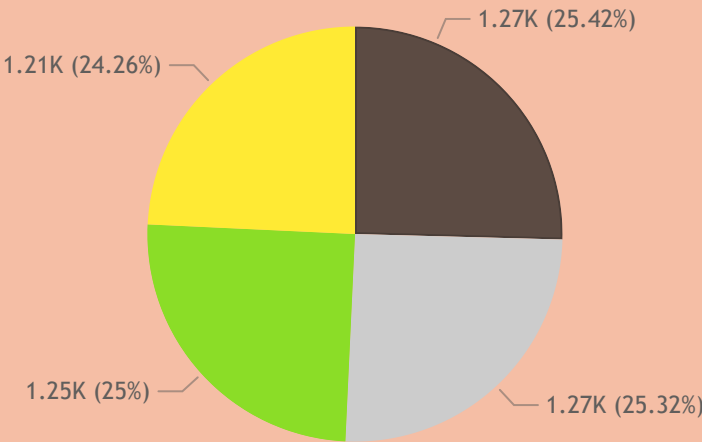
category by feedback

Delivery

Customer Service

Product Quality

App Experi...



Name	Star	feedback
Abhiram Sahni	★★★★★	Customer service was very helpful.
Ansh Bahl	★★★★★	Customer service was very helpful.
Avi Sodhi	★★★★★	Customer service was very helpful.
Ayush Lanka	★★★★★	Customer service was very helpful.
Ayushman Raghavan	★★★★★	Customer service was very helpful.
Bakhshi De	★★★★★	Customer service was very helpful.
Benjamin Kant	★★★★★	Customer service was very helpful.
Bhanumati Chauhan	★★★★★	Customer service was very helpful.
Bhavani Sood	★★★★★	Customer service was very helpful.
Bhavna Pau	★★★★★	Customer service was very helpful.
Bishakha Lanka	★★★★★	Customer service was very helpful.
Brinda Datta	★★★★★	Customer service was very helpful.
Chaman Merchant	★★★★★	Customer service was very helpful.
Chaman Setty	★★★★★	Customer service was very helpful.
Chandani Rege	★★★★★	Customer service was very helpful.
Charan Sharma	★★★★★	Customer service was very helpful.
Chasmum Raman	★★★★★	Customer service was very helpful.
Chatresh Dara	★★★★★	Customer service was very helpful.
Darika Barman	★★★★★	Customer service was very helpful.
Dev Bal	★★★★★	Customer service was very helpful.