Sales Performance Analysis of Blinkit (2023–2024)

A Data-Driven Approach to Understanding Revenue, Orders, and Customer Trends

Introduction

This report presents a comprehensive analysis of Blinkit's sales performance over the period from March 2023 to March 2024. Using SQL-based data exploration and cleaning techniques, we examined trends in monthly revenue and order volume, customer behavior, product performance, delivery efficiency, and marketing effectiveness.The findings in this report aim to support stakeholders in evaluating growth opportunities, enhancing customer satisfaction, and improving operational efficiency.

Data Analysis & Insights

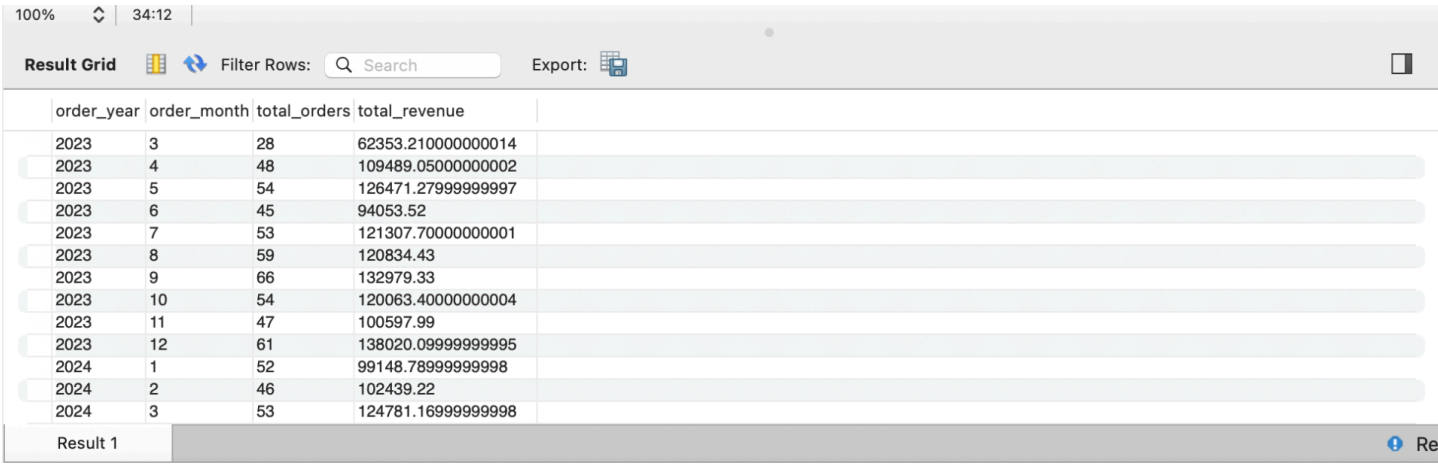
1. Monthly Revenue and Order Volume

Objective: To analyze how revenue and order volume have changed over time, and identify peak and low-performing months.

Query Overview:

The SQL query grouped orders by year and month, and calculated:
SUM(order_total) as total revenue, COUNT(DISTINCT order_id) as total order volume

Result Snapshot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Result Grid Filter Rows: Search Export:

order_year	order_month	total_orders	total_revenue
2023	3	28	62353.210000000014
2023	4	48	109489.05000000002
2023	5	54	126471.27999999997
2023	6	45	94053.52
2023	7	53	121307.70000000001
2023	8	59	120834.43
2023	9	66	132979.33
2023	10	54	120063.40000000004
2023	11	47	100597.99
2023	12	61	138020.09999999995
2024	1	52	99148.78999999998
2024	2	46	102439.22
2024	3	53	124781.16999999998

Result 1

Insights:

1. Revenue and orders steadily increased from March to September 2023, peaking in September with 66 orders and revenue of ₹13,279.33.
2. A slight dip followed in November but bounced back in December, likely due to holiday demand.
3. In early 2024, revenue and volume remained healthy, indicating sustained customer engagement.March 2024 saw another strong performance with ₹12,481.17 in revenue and 53 orders.

2. Top Performing Products by Quantity Sold

Objective: To identify which products were sold the most in terms of quantity, helping understand customer preferences and potential stock priorities.

Query Overview:

The SQL query grouped the order data by product_id and product_name, and calculated:

SUM(quantity) as the total quantity sold per product. Results were ordered in descending order to get the top performers.

Result Snapshot:

product_...	product_na...	total_quantity_s...
771228	Pet Treats	23
679321	Cola	21
820973	Baby Wipes	20
883013	Eggs	19
432617	Baby Wipes	18
647462	Lotion	18
382511	Butter	18
557908	Vitamins	18
264803	Vitamins	17
602241	Nuts	17

Insights:

1. Pet Treats was the top-selling product with 23 units sold, indicating strong demand in the pet category.
2. Beverages and essentials followed, with Cola (21 units) and Baby Wipes (20 units) showing strong performance.
3. Household staples like Eggs, Butter, and Lotion also appeared in the top 10. The repetition of Baby Wipes and Vitamins under different product IDs suggests either duplicates or multiple variants performing well.

3. Top Performing Products by Revenue

Objective: To determine which products generated the highest total revenue, helping identify high-value items and optimize pricing and promotions.

Query Overview:

The SQL query grouped order data by product_id and product_name, then calculated: SUM(amount) as total revenue per product. Results were sorted in descending order to get the top earners.

Result Snapshot:

product_...	product_na...	total_revenue
883013	Eggs	18807.72
557908	Vitamins	16962.66
264803	Vitamins	16931.66
602241	Nuts	16601.35
455083	Butter	16303.17
432617	Baby Wipes	15537.24
679321	Cola	15507.66
194682	Iced Tea	14596.64
349294	Onions	14021.25
51036	Baby Food	13974.15

Insights:

1. Eggs led with the highest revenue of ₹18,807.72, showing both high demand and strong pricing impact
2. Vitamins appeared twice with a combined revenue of over ₹33,000, possibly due to different product variants or duplicates.
3. Other essentials like Nuts, Butter, and Baby Wipes followed closely, each contributing over ₹15,000.
4. Beverages like Cola and Iced Tea were also strong revenue contributors, showing consistent performance across categories.

4. Most Active Customers

Objective: To identify the customers who placed the most orders, helping tailor loyalty programs and personalized marketing strategies.

Query Overview:

The SQL query grouped data by customer_id and customer_name, then calculated: COUNT(order_id) as total_orders per customer. Results were sorted in descending order to find the top active customers.

Result Snapshot:

cust...	customer_name	total_orders
549...	Azad Nath	4
516...	Vasana Chandran	4
939...	Xalak Goyal	3
698...	Yashica Madan	3
379...	Eta Srinivasan	3
930...	Lekha Rout	3
132...	Ekalinga Vasa	3
757...	Vasana Ganesh	3
209...	Kashish Misra	3
396...	Advika Keer	3

Insights:

1. Azad Nath and Vasana Chandran were the most active customers, placing 4 orders each.
2. Eight other customers, including Xalak Goyal, Yashica Madan, and Eta Srinivasan, followed closely with 3 orders each.
3. This list highlights a small but loyal customer base. These individuals could be prime candidates for rewards, early-access offers, or referral incentives to further boost engagement.

5. Order Trends by Weekday

Objective: To analyze how customer order volume varies across different days of the week, aiding in operational planning and marketing campaign scheduling.

Query Overview: The SQL query extracted the weekday from each order date, grouped the data by weekday, and calculated:
COUNT(order_id) as total_orders. The result was sorted chronologically (Monday to Sunday) for intuitive readability.

Result Snapshot:

weekday	total_orders
Monday	152
Tuesday	157
Wednesday	170
Thursday	154
Friday	132
Saturday	143
Sunday	153

Insights:

1. Wednesday recorded the highest number of orders (170), indicating a mid-week peak in user activity.
2. Tuesday (157) and Thursday (154) also showed strong order volumes.
3. The lowest order volume was observed on Friday (132), followed by Saturday (143).
4. This trend suggests users are more active during the workweek, especially midweek, potentially aligning with restocking household items or pre-weekend planning.

6. Marketing Campaign Performance (ROAS)

Objective: To assess the effectiveness of various marketing campaigns using key performance metrics: ROAS (Return on Ad Spend), impressions, and conversions.

Query Overview:

The analysis aggregated campaign-level metrics:
SUM(impressions) and SUM(conversions) The data was grouped by campaign name to measure relative performance.

Result Snapshot:

campaign_id	campaign_name	roas	impressions	conversions
946149	Festival Offer	4	4391	41
952072	New User Discount	4	6326	20
664981	Email Campaign	4	1002	63
566146	New User Discount	4	6607	11
959105	Flash Sale	4	5885	24

Insights:

1. All campaigns maintained a consistent ROAS of 4, indicating strong returns relative to spend.
2. The Email Campaign had the highest number of conversions (63) despite lower impressions than other campaigns like “New User Discount.”
3. The Festival Offer and Flash Sale also performed well, showing solid conversion numbers (41 and 24 respectively).
4. Among the two “New User Discount” campaigns, one had higher impressions (6607) but yielded only 11 conversions, suggesting diminishing returns or targeting inefficiency.

7. Customer Feedback vs Delivery Timeliness

Objective:

To evaluate how the timeliness of deliveries affects customer satisfaction, measured through average rating scores.

Query Overview:

The analysis calculated the average customer rating by delivery status:

AVG(rating) was computed for both **On Time** and **Delayed** deliveries.
Data was grouped by delivery_status to compare feedback between the two categories.
Also AVG_delay and Top_Delayed was calculated

Result Snapshot:

Insights:

1. Orders delivered on time received a higher average rating of 3.4354.
2. Delayed deliveries saw a slightly lower average rating of 3.3514.
3. Total delayed delivery was 666 and average delay per minute is 8.40.
4. Although the difference is subtle, it highlights that timely delivery has a positive impact on customer perception and satisfaction, reinforcing the importance of logistics in customer experience.

Summary:

By focusing on key levers such as delivery efficiency, product assortment, and targeted marketing, Blinkit can improve both operational excellence and customer satisfaction. With continued tracking and iterative insights, the business can move toward even stronger growth and customer loyalty.