

Blinkit

Last Minute Delivery App

category

- ☐ Baby Care
- ☐ Cold Drinks & Juices
- ☐ Dairy & Breakfast
- ☐ Fruits & Vegetables
- ☐ Grocery & Staples

customer_segmn...

- ☐ Inactive
- ☐ New
- ☐ Premium
- ☐ Regular

Total Orders

5000

Average_Order_VAL

2.20K

Average_Ratings

3

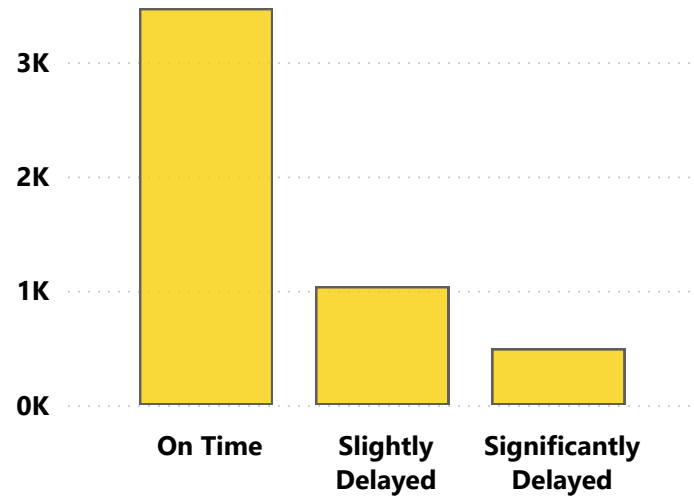
Total_Sales

5M

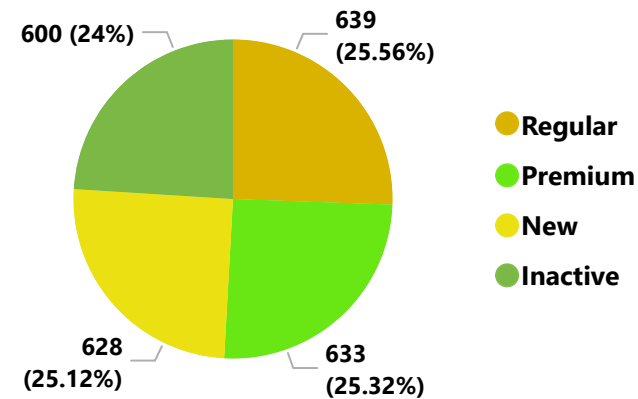
Average_Sales

994

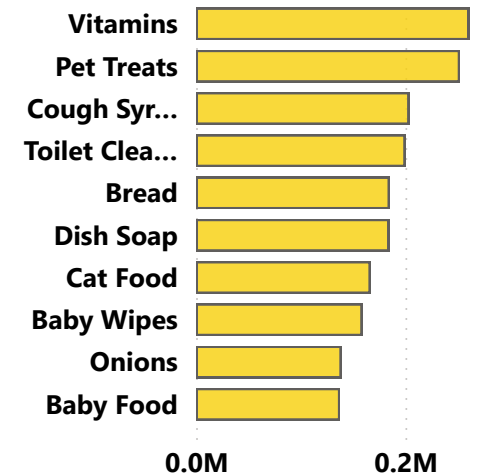
Count of order_id by delivery_status



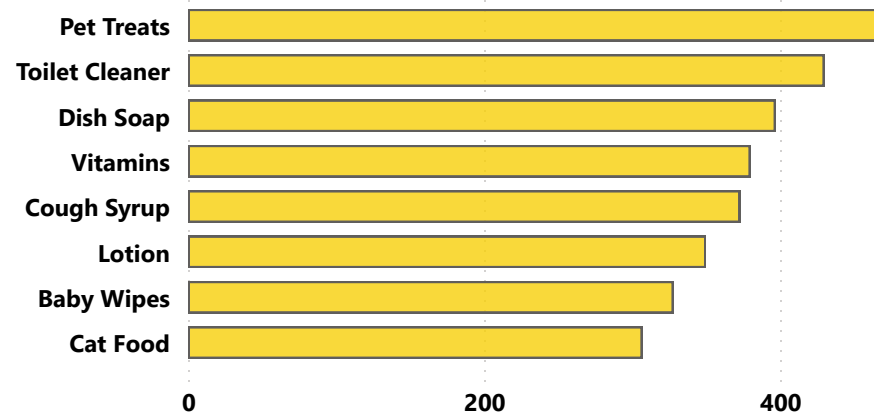
Count of avg_order_value by customer_segment and customer_segment



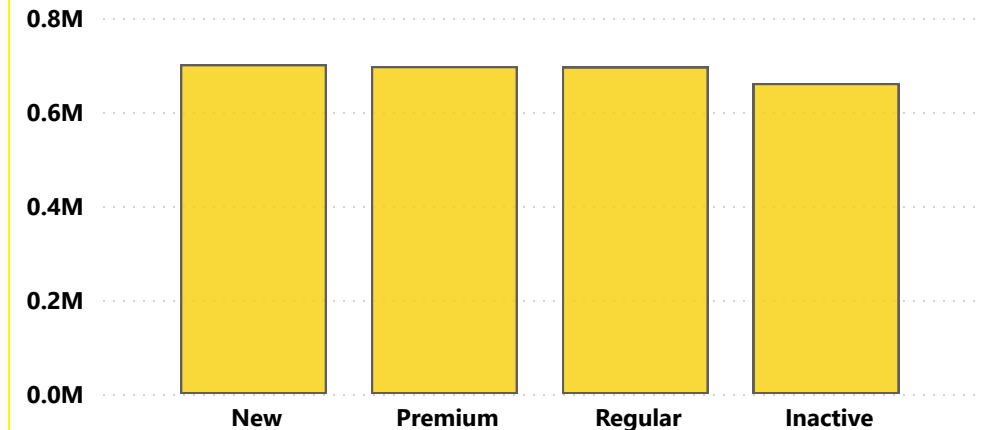
total_Sales by product_name



Sum of quantity by product_name



Sum of avg_order_value by customer_segment



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Last Minute Delivery App

date

All

order_date

All

brand

- ☐ Acharya Ltd
- ☐ Acharya PLC
- ☐ Agarwal-Dhar
- ☐ Agate and Sons
- ☐ Agate Ltd

Total Orders

5000

Average_Order_Val

2.20K

ROAS Val

2

Average_Ratings

3

Total_Sales

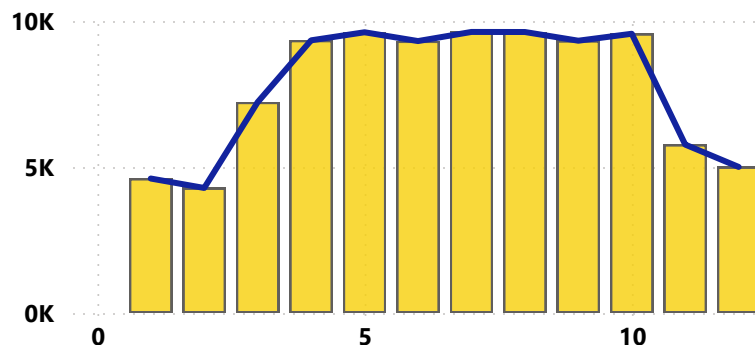
5M

Damage Stock

87

Count of stock_received and Count of date by month_name

Count of stock_received Count of date



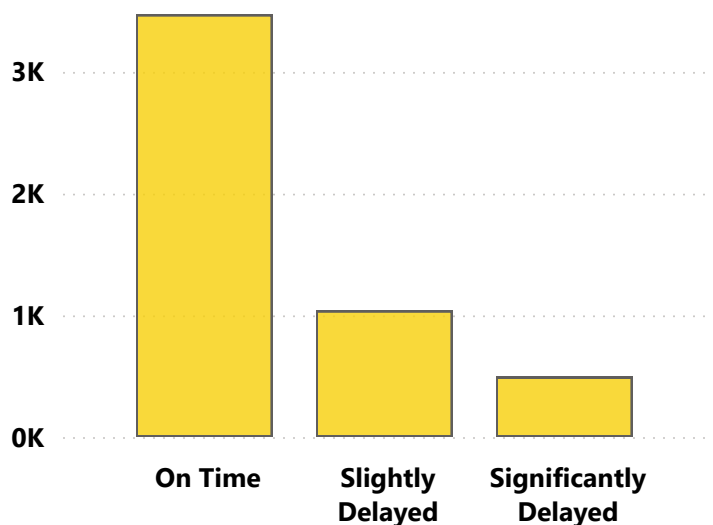
store_id Count of order_id

| | |
|-------|------|
| 1 | 1 |
| 2 | 1 |
| 9 | 1 |
| 12 | 1 |
| 14 | 1 |
| 15 | 1 |
| 16 | 1 |
| 17 | 1 |
| 18 | 1 |
| 19 | 1 |
| 20 | 1 |
| Total | 5000 |

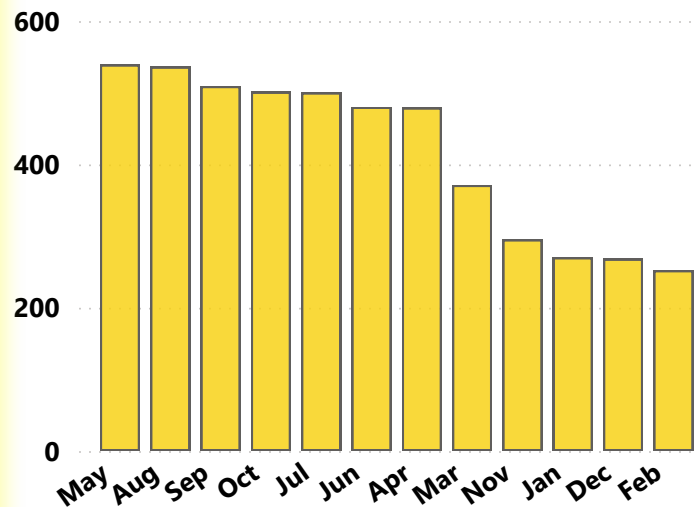
customer_name customer_id customer_segment pincode

| | | | |
|--------------------|----------|----------|--------|
| Zinal Thakkar | 65143359 | Premium | 238085 |
| Zinal Sundaram | 73061709 | Premium | 214812 |
| Zinal Shan | 5712468 | Inactive | 858342 |
| Zinal Padmanabhan | 57505804 | New | 20322 |
| Zinal Natarajan | 89051578 | Premium | 586734 |
| Zinal Dhawan | 85561151 | Regular | 515548 |
| Zinal Bahri | 16410708 | Regular | 629553 |
| Zilmil Rege | 79478655 | Regular | 627881 |
| Zilmil Ranganathan | 68906393 | Regular | 278297 |
| Zilmil Krishna | 12591752 | Inactive | 711091 |
| Zahaan Thakur | 49258916 | Inactive | 153207 |

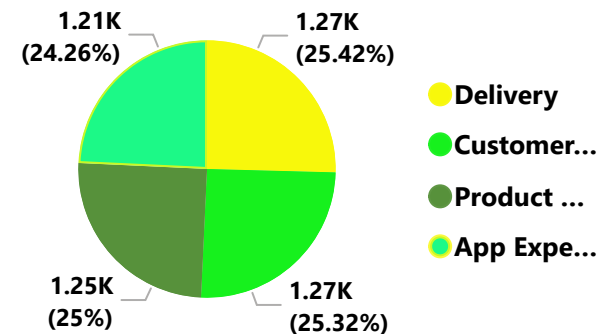
Count of order_id by delivery_status



Total Orders



rating by feedback_category



Blinkit

Last Minute Delivery App

category

- ☐ Baby Care
- ☐ Cold Drinks & Jui..
- ☐ Dairy & Breakfast
- ☐ Fruits & Vegetable
- ☐ Grocery & Staples
- ☐ Household Care
- ☐ Instant & Frozen ...

product_name

- ☐ Baby Food
- ☐ Baby Wipes
- ☐ Bananas
- ☐ Biscuits
- ☐ Bread

Gross Profit

122M

Customer_LifeTime_Val

1K

Discount

28

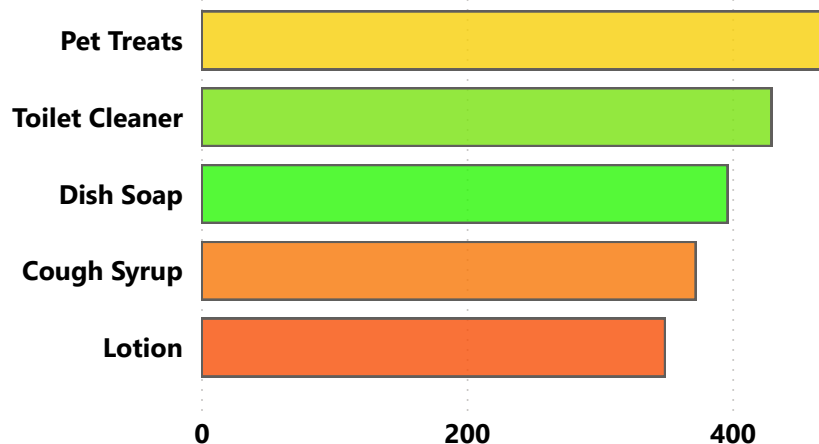
Margin

39%

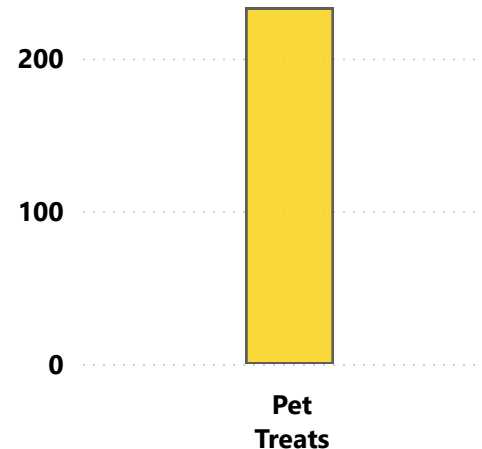
Total Orders

5000

Top 5 Product Category

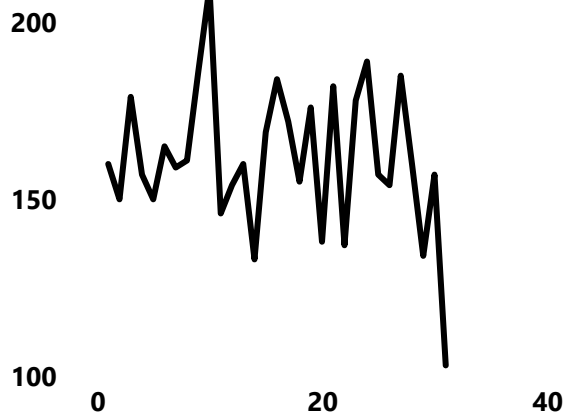


Most Frequently order

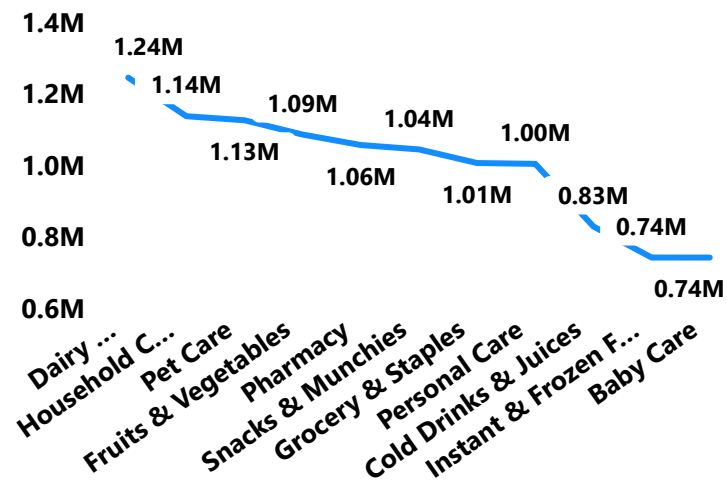


| category | Count of order_id |
|-----------------------|-------------------|
| Baby Care | 334 |
| Cold Drinks & Juices | 375 |
| Dairy & Breakfast | 566 |
| Fruits & Vegetables | 492 |
| Grocery & Staples | 449 |
| Household Care | 509 |
| Instant & Frozen Food | 356 |
| Personal Care | 454 |
| Pet Care | 501 |
| Pharmacy | 481 |
| Snacks & Munchies | 483 |
| Total | 5000 |

Order Trends



Order Trends by Category



category

Sum of price
130880

Dairy & Breakfast
17075

Pharmacy
14977

Fruits & Vegetables
14758

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Last Minute Delivery App

channel

- ☐ App
- ☐ Email
- ☐ SMS
- ☐ Social Media

campaign_name

- ☐ App Push Notific...
- ☐ Category Promot...
- ☐ Email Campaign
- ☐ Festival Offer
- ☐ Flash Sale
- ☐ Membership Drive

channel

- ☐ App
- ☐ Email
- ☐ SMS
- ☐ Social Media

Total Spend

16M

Total Conversion

298K

Impression

29M

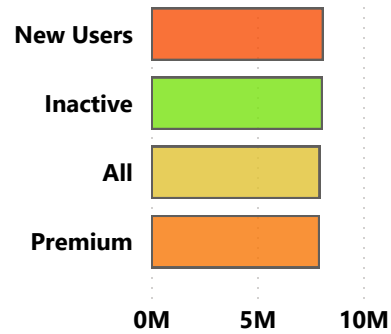
Revenue Generate

32M

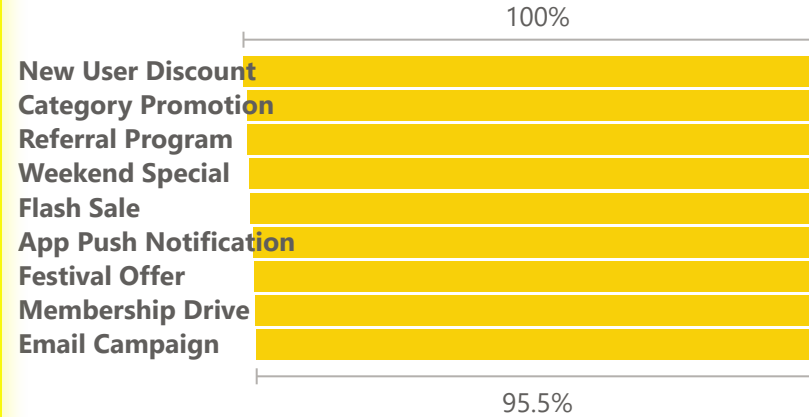
Total ROAS

1.97

Revenue_generated by target_audience

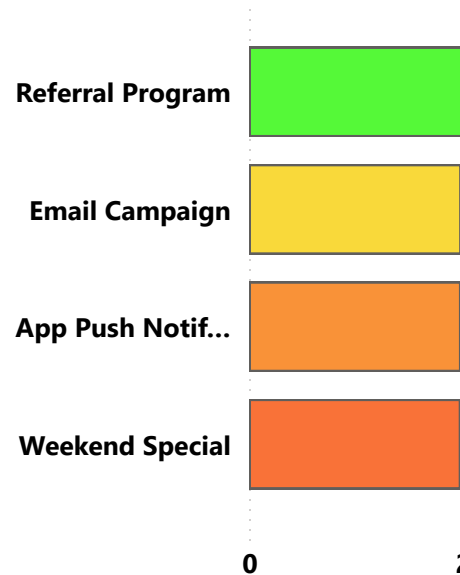


Average of conversions by campaign_name

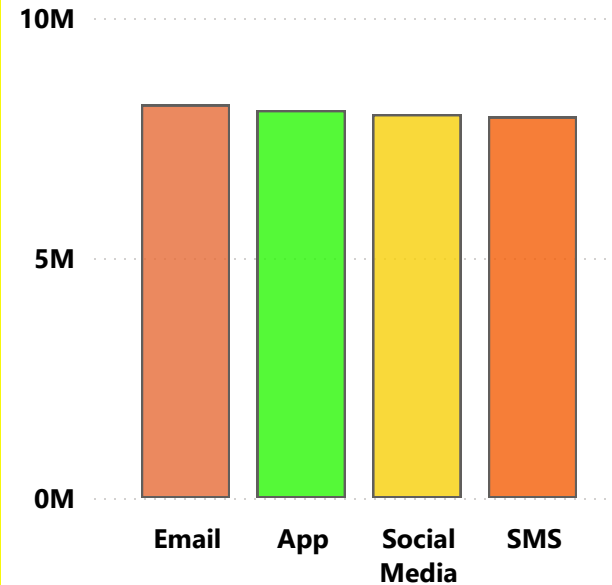


area and avg_order_value

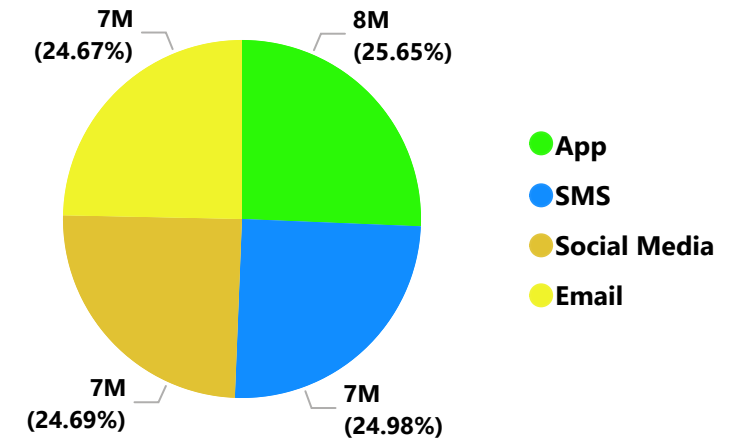
ROAS_Value by campaign_name



Sum of revenue_generated by channel



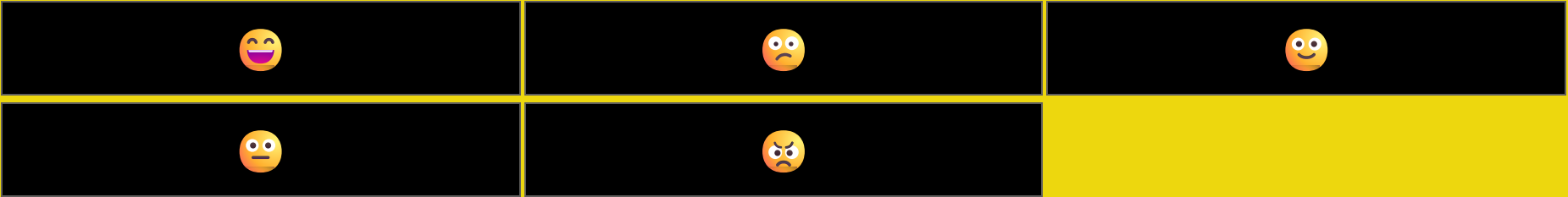
Sum of impressions by channel



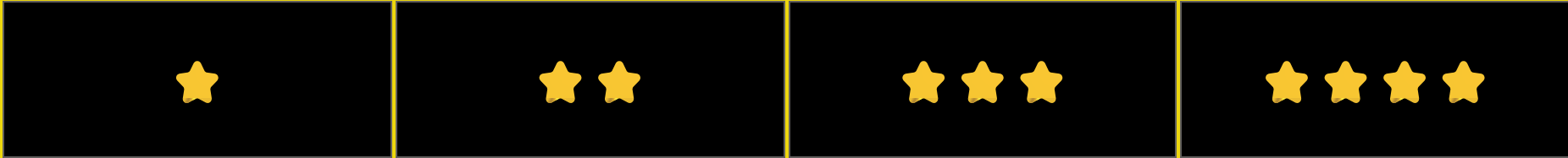
Blinkit

Last Munte Delivery App

Emoji1



Star



category

Emoji1

| | |
|-----------------------|---|
| Baby Care | 😊 |
| Cold Drinks & Juices | 😊 |
| Dairy & Breakfast | 😊 |
| Fruits & Vegetables | 😊 |
| Grocery & Staples | 😊 |
| Household Care | 😊 |
| Instant & Frozen Food | 😊 |
| Personal Care | 😊 |
| Pet Care | 😊 |
| Pharmacy | 😊 |
| Snacks & Munchies | 😊 |
| Baby Care | 😬 |
| Cold Drinks & Juices | 😬 |
| Dairy & Breakfast | 😬 |

category

Star

| | |
|-----------------------|----|
| Baby Care | ★ |
| Cold Drinks & Juices | ★ |
| Dairy & Breakfast | ★ |
| Fruits & Vegetables | ★ |
| Grocery & Staples | ★ |
| Household Care | ★ |
| Instant & Frozen Food | ★ |
| Personal Care | ★ |
| Pet Care | ★ |
| Pharmacy | ★ |
| Snacks & Munchies | ★ |
| Baby Care | ★★ |
| Cold Drinks & Juices | ★★ |
| Dairy & Breakfast | ★★ |

Rating

Star

Emoji1

brand

| | | | |
|---|-------|---|--------------------------|
| 1 | ★ | 😬 | Yohannan Inc |
| 2 | ★★ | 😬 | Yohannan Inc |
| 3 | ★★★ | 😬 | Yohannan Inc |
| 4 | ★★★★ | 😬 | Yohannan Inc |
| 5 | ★★★★★ | 😊 | Yohannan Inc |
| 1 | ★ | 😬 | Yogi Group |
| 2 | ★★ | 😬 | Yogi Group |
| 3 | ★★★ | 😬 | Yogi Group |
| 4 | ★★★★ | 😬 | Yogi Group |
| 5 | ★★★★★ | 😊 | Yogi Group |
| 1 | ★ | 😬 | Warrior, Ravel and Amble |
| 2 | ★★ | 😬 | Warrior, Ravel and Amble |
| 3 | ★★★ | 😬 | Warrior, Ravel and Amble |
| 4 | ★★★★ | 😬 | Warrior, Ravel and Amble |