



Make your business decision

blinkit

Home

Sales Overview

Customers

Feedbacks

Inventory

Marketing

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>>

41.34% Growth

Value 2024

113K

YTD

Value 2023

80K

YTD

Top 5ProductsValue

YTD

Cola

Orang...

Mang...

Iced Tea

Lemo...

0K

50K

Default

Top 5

Top 10

Top 20

Top 50

Top 100

Sale Overview

Home

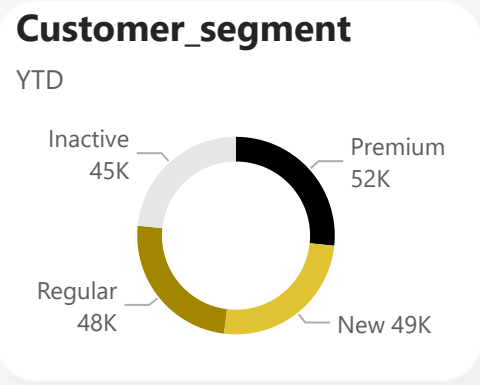
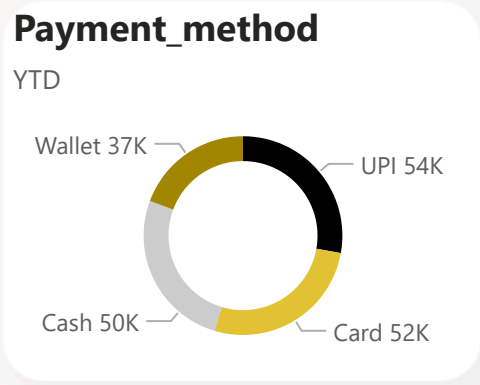
Sales Overview

Customers

Feedbacks

Inventory

Marketing



Default

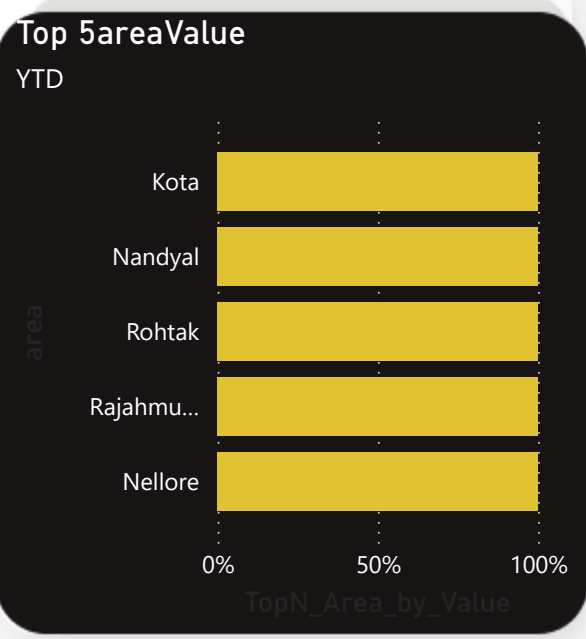
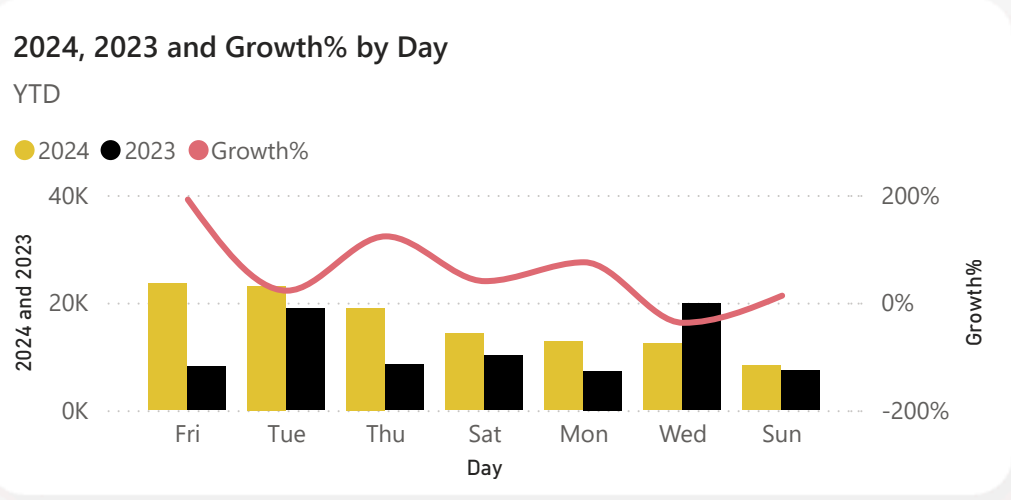
Top 5

Top 10

Top 20

Top 50

Top 100



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72.94%
Growth

Value 2024



1M

YTD



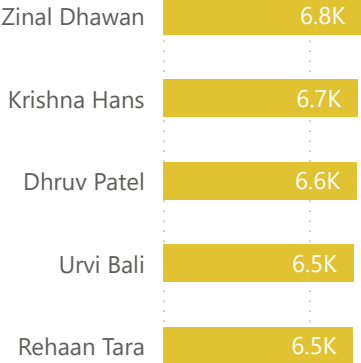
Value 2023

863K

YTD

Top 5 Customer Value

YTD



0K 5K

Default

Top 5

Top 10

Top 20

Top 50

Top 100

Sale Overview

Home

Sales Overview

Customers

Feedbacks

Inventory

Marketing



Total Customers

Count 1525 / 866



Sale 1M / 863K



New & Lost Customers

Count 1038 / 450



Sale 1M / 453K



Repeat Customers

Count 1525 / 866



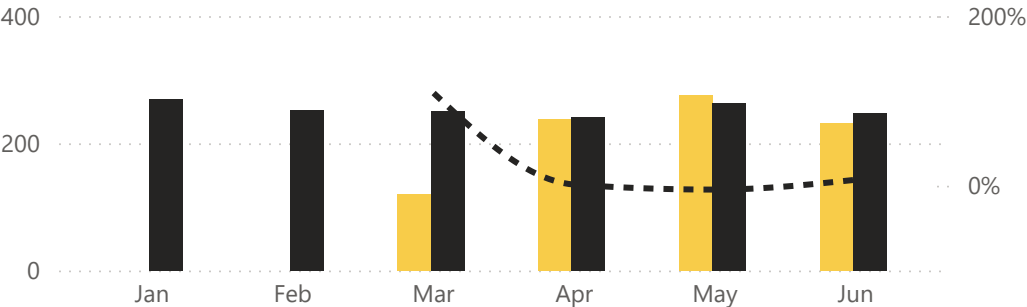
Sale 1M / 863K



Customer Counts by Month

YTD

Year ● 2023 ● 2024 ● Customer_Growth



2391

Customer who ordered more than 10 times

1

10

Order Slider



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112.5...

Growth

2024



122K

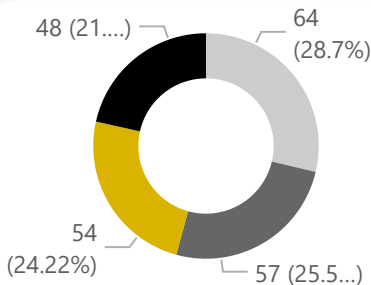
Last 6 Months

2023



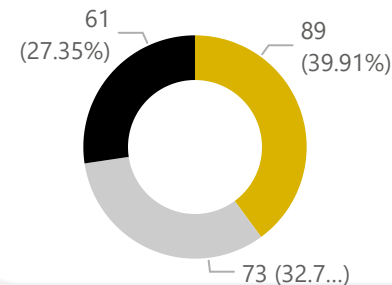
57K

Last 6 Months



feedback_cat...

- Delivery
- Customer S...
- Product Qu...
- App Experi...



feedback_seg...

- Positive
- Neutral
- Negative

Sale Overview

Home

Sales Overview

Customers

Feedbacks

Inventory

Marketing



customer_name	category	customer_segment	feedback_segment	feedback_category	feedback_text
Amara Lad	Grocery & Staples	Premium	Neutral	Delivery	Average experience, could
Amara Narayanan	Grocery & Staples	New	Neutral	Customer Service	Average experience, could
Avni Rai	Grocery & Staples	Inactive	Neutral	Customer Service	Average experience, could
Bhavna Gara	Grocery & Staples	Inactive	Neutral	Customer Service	Average experience, could
Dakshesh Kalita	Grocery & Staples	New	Neutral	Customer Service	Average experience, could
David Setty	Grocery & Staples	Premium	Neutral	Delivery	Average experience, could
Devansh Murty	Grocery & Staples	Inactive	Neutral	Product Quality	Average experience, could
Diya Chakrabarti	Grocery & Staples	Inactive	Neutral	Customer Service	Average experience, could
Ekavir Bhalla	Grocery & Staples	Inactive	Neutral	App Experience	Average experience, could
Farhan Tata	Grocery & Staples	Regular	Neutral	Delivery	Average experience, could
Garima Chahal	Grocery & Staples	New	Neutral	App Experience	Average experience, could
Geetika Nanda	Grocery & Staples	Regular	Neutral	Product Quality	Average experience, could
Harinakshi Sibal	Grocery & Staples	New	Neutral	Customer Service	Average experience, could
Harshil Edwin	Grocery & Staples	Premium	Neutral	App Experience	Average experience, could
Homang Patti	Grocery & Staples	New	Neutral	Delivery	Average experience, could

15
Rating1



20
Rating2



62
Rating3



78
Rating4



48
Rating5



46.20%
Growth

Quantity 2024

231

Last 6 Months

Quantity 2023

158

Last 6 Months

Sale Overview

HomeSales OverviewCustomersFeedbacksInventoryMarketing

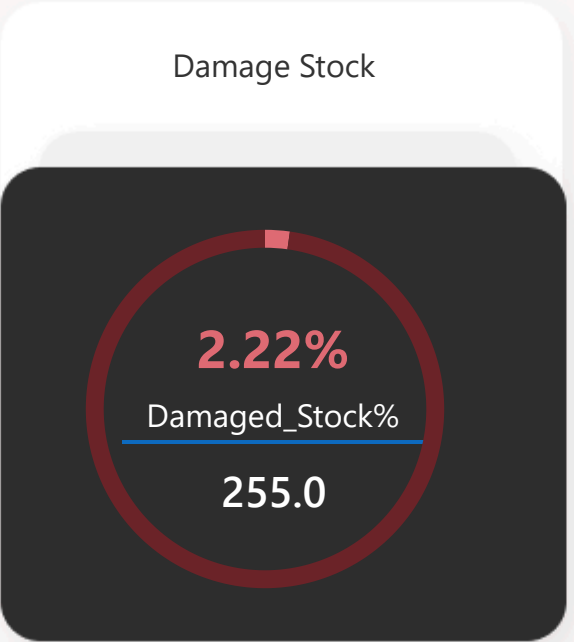
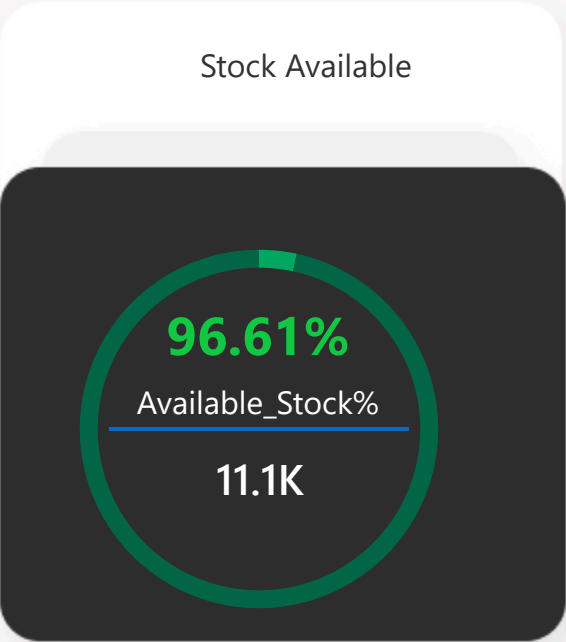
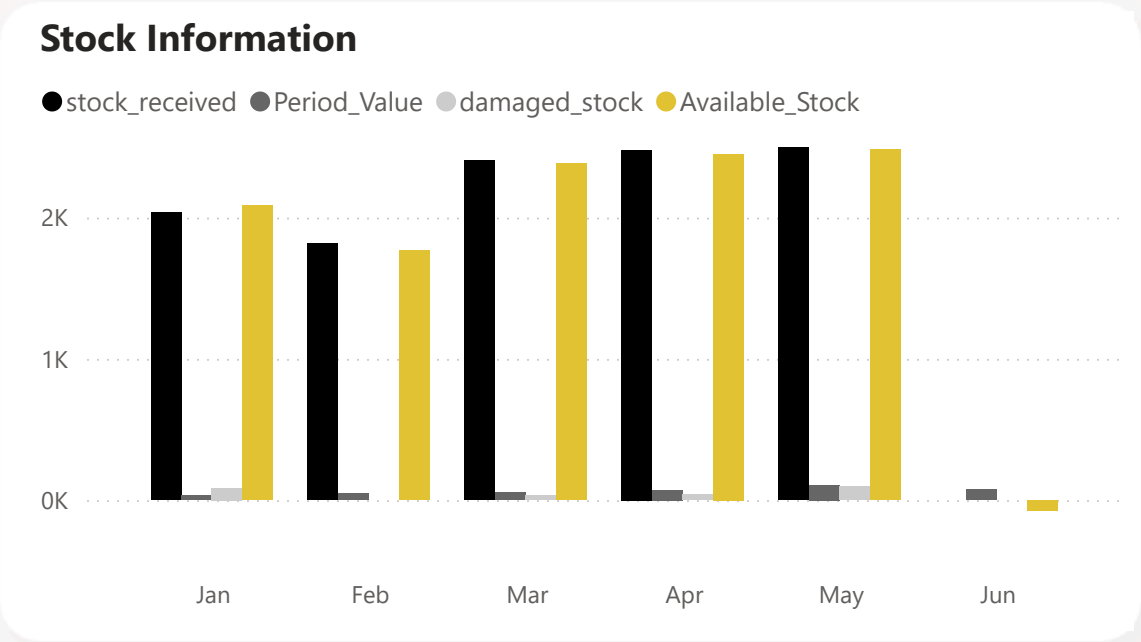
11.5K
Total Received

11.1K
Available_Stock

3.4%
Stock Movement%

11.2K
stock_received

255.0
damaged_stock



blinkit

46.20%
Growth



Quantity 2024

231

Last 6 Months



Quantity 2023

158

Last 6 Months

Sale Overview

Home

Sales Overview

Customers

Feedbacks

Inventory

Marketing



1.13M

Clicks

1.24M

Conversion

12.20M

Impression

13.39M

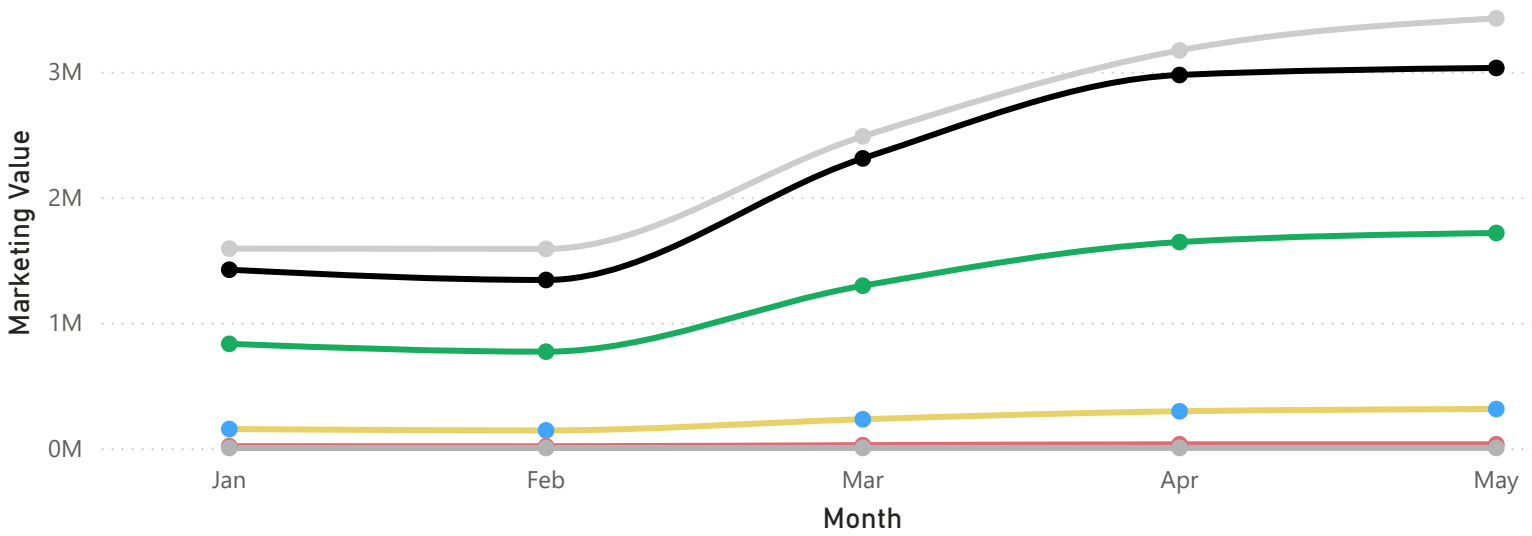
Revenue

7.38M

Spend

Marketing Value by Month and Keys

Keys ● clicks ● conversions ● impressions ● revenue_generated ● roas ● spend



clicks

conversions

impressions

revenue_generated

roas

spend