



## Marketing Campaign Overview

clicks

3.0M



impressions

29M



spend

16M

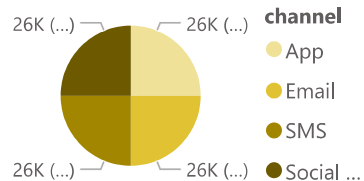


conversions

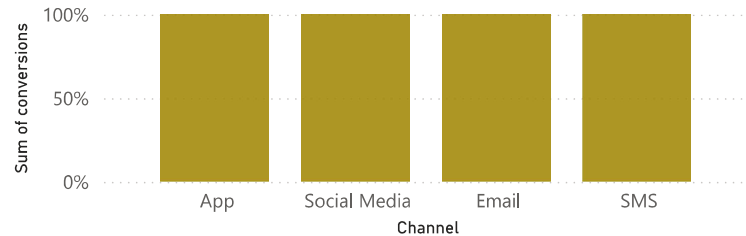
298K



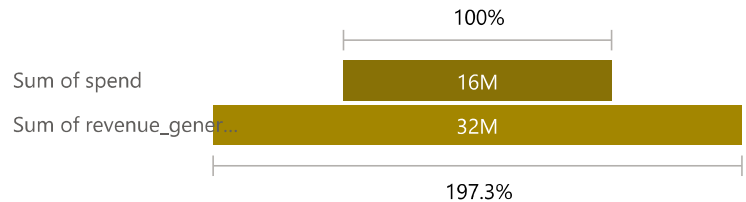
### Total Orders By Channel



### Conversions By Channel



### Sum Of Spend And Revenue Generated



### Campaign Name

App Push Notification

Category Promotion

Email Campaign

Festival Offer

Flash Sale

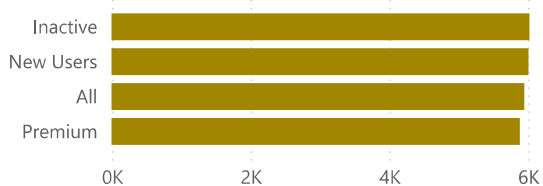
Membership Drive

New User Discount

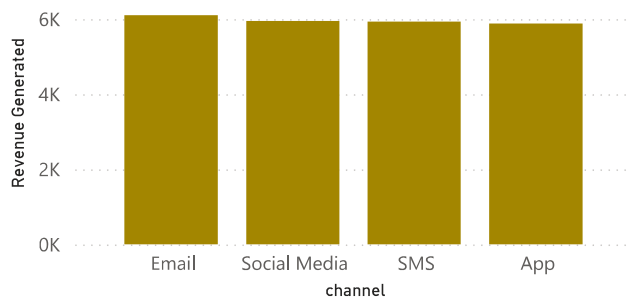
Referral Program

Weekend Special

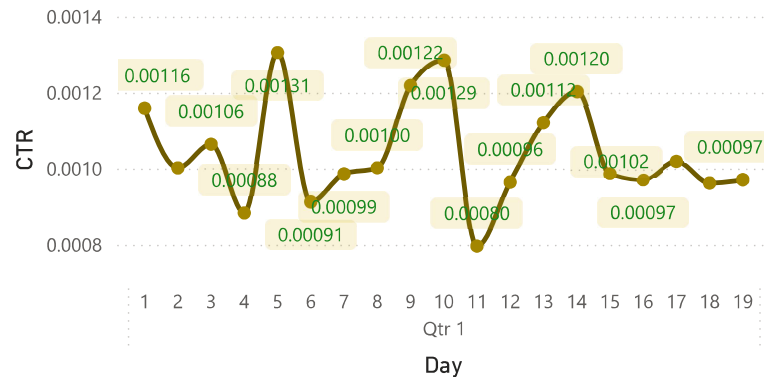
### Revenue Generated By Target Audience



### Revenue Generated By Channel



### CTR by Quarter and Day



### Month

January

February

March

April

May

June

July

August

September

October

November

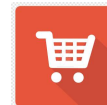
December



## Order And Delivery Dashboard

Order

5K



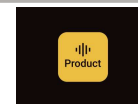
Quantity

10K

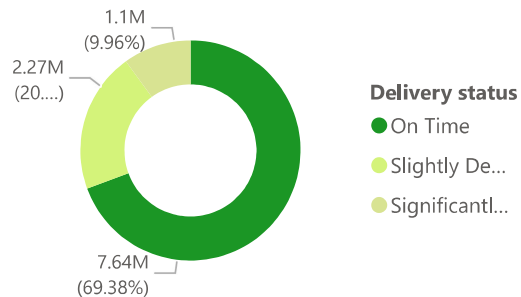


Product

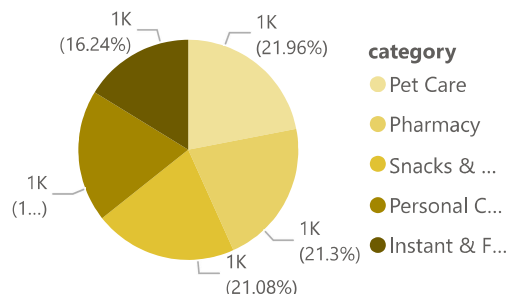
51



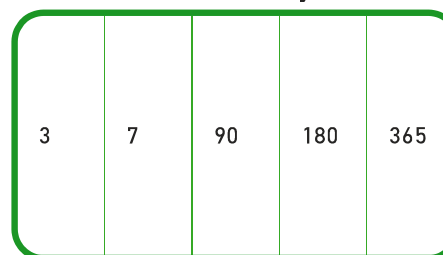
### Total oder by Delivery status



### Sum of quantity by category



### Shelf Life Days



### category

Baby Care

Cold Drinks & Juices

Dairy & Breakfast

Fruits & Vegetables

Grocery & Staples

Household Care

Instant & Frozen Food

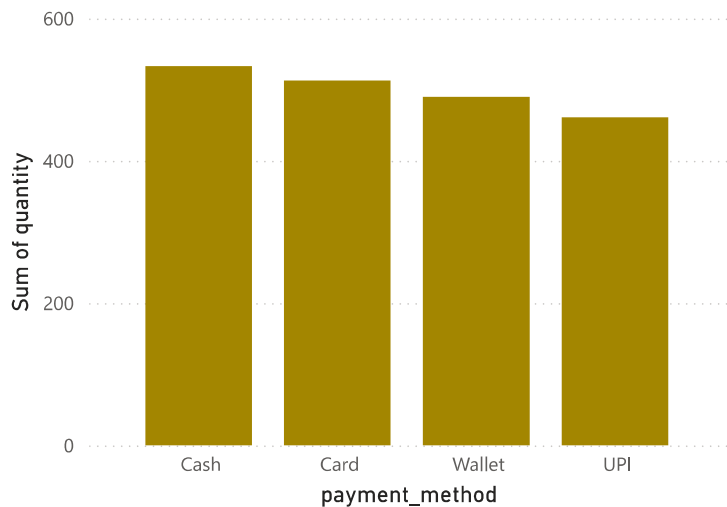
Personal Care

Pet Care

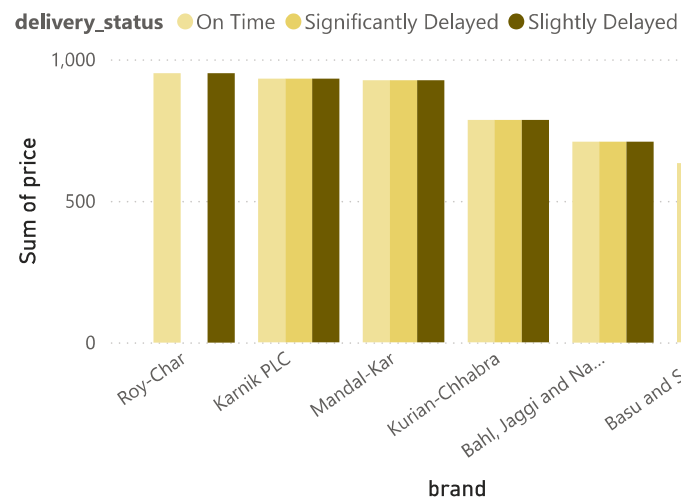
Pharmacy

Snacks & Munchies

### Sum of quantity by payment\_method



### Sum of price by brand and delivery\_status



# blinkit



## Customers Feedback

### Sentiment

Negative

Neutral

Positive

### Feedback Category

App Experience

Customer Service

Delivery

Product Quality

### Date

3/16/2023



11/4/2024



### Area

Adoni

Aligarh

Agartala

Allahabad

Agra

Alwar

Ahmedabad

Amaravati

Ahmednagar

Ambala

Aizawl

Ambarnath

Ajmer

Ambattur

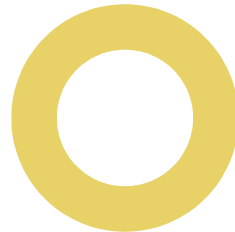
Akola

Amravati

Alappuzha

Amritsar

### Feedback Category Distribution

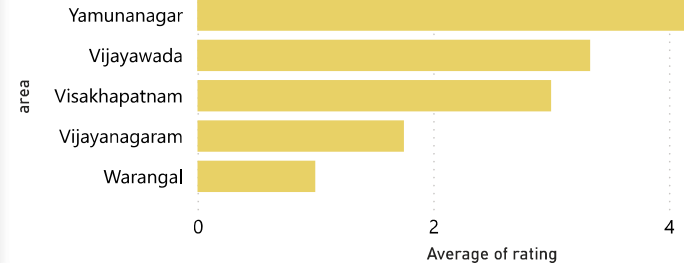


feedback\_category

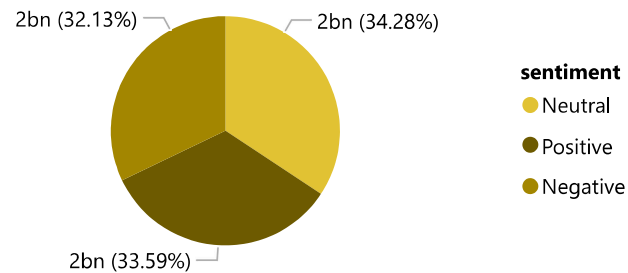
● App Experience

1.21K (100%)

### Average Rating By Area



### Sentiment Analysis



### Feedback Trend By Time

