

blinkit

India's Last Minute App

Brands

All

Category

All

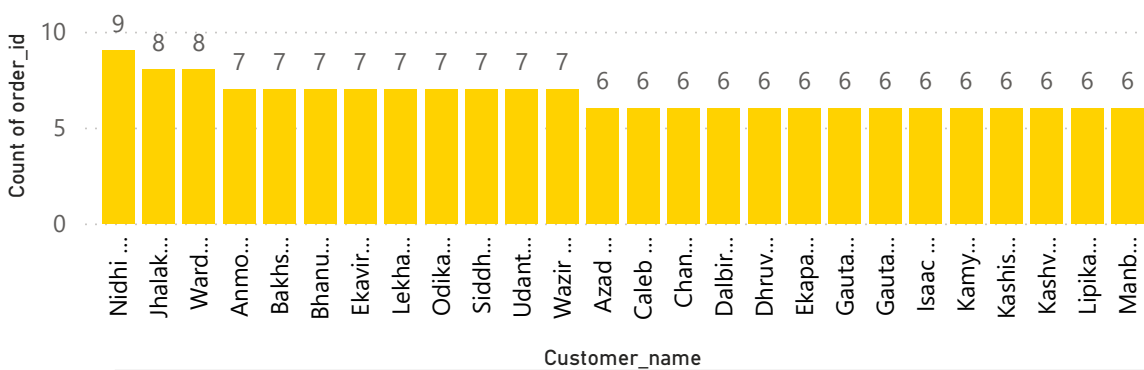
Area

All

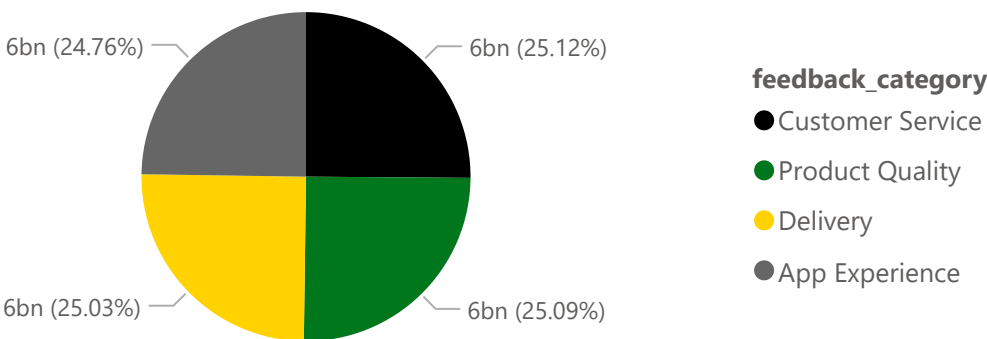
Customer names

All

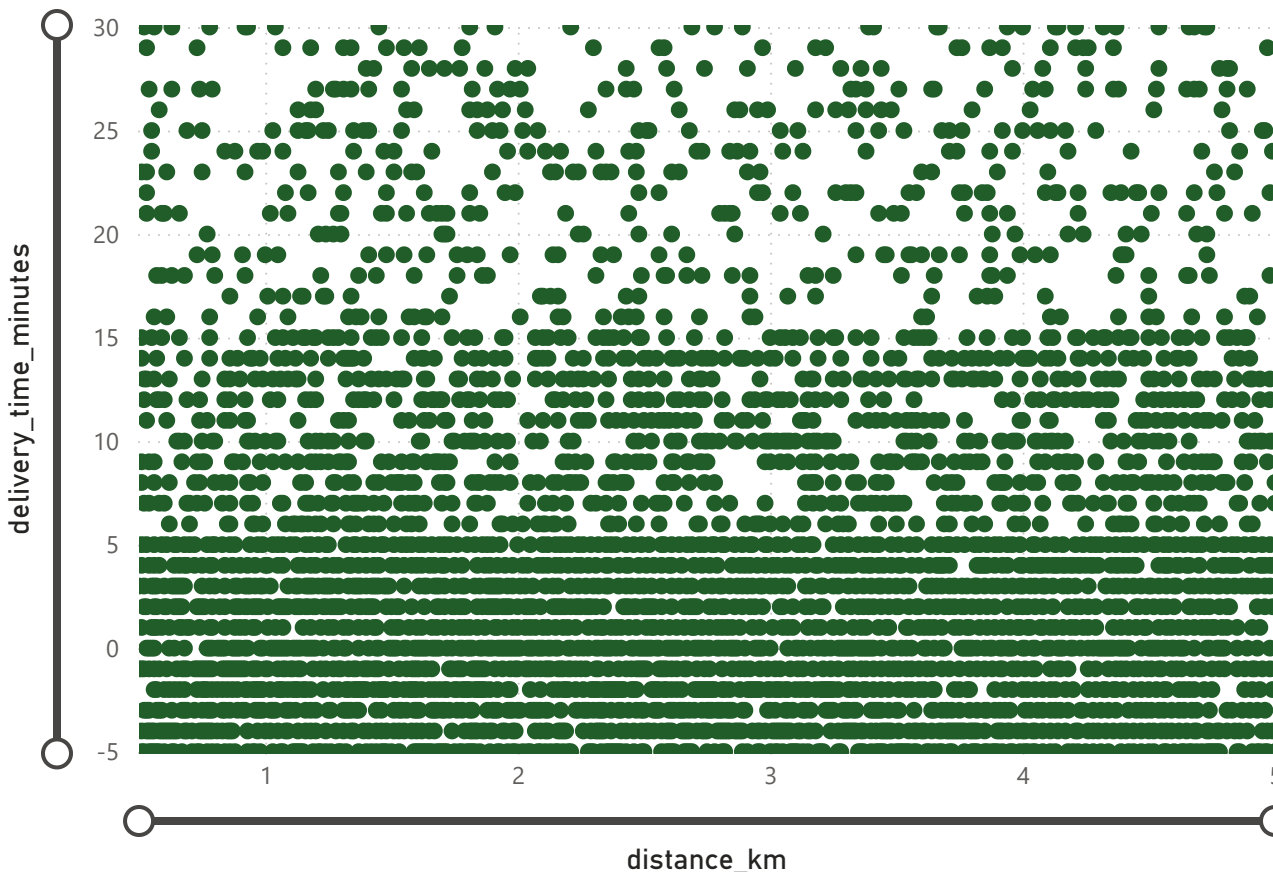
"Top Customers by Number of Orders



Distribution of Feedback by Category

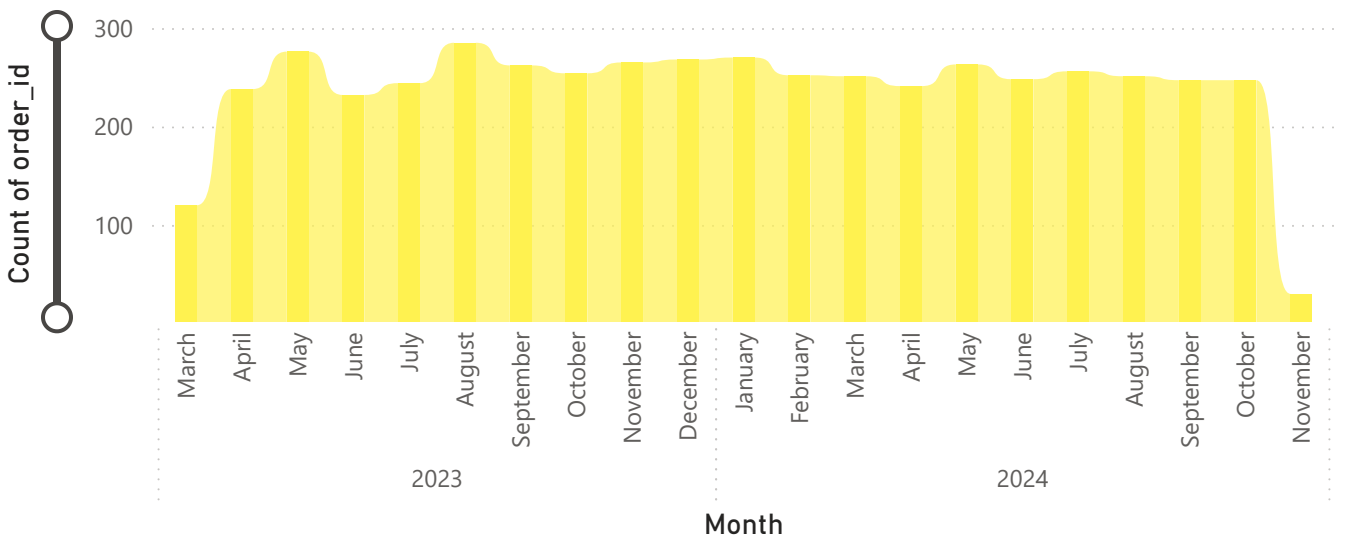


Scatter Plot – Delivery Distance vs Delivery Time





"Monthly Order Trends Over Time



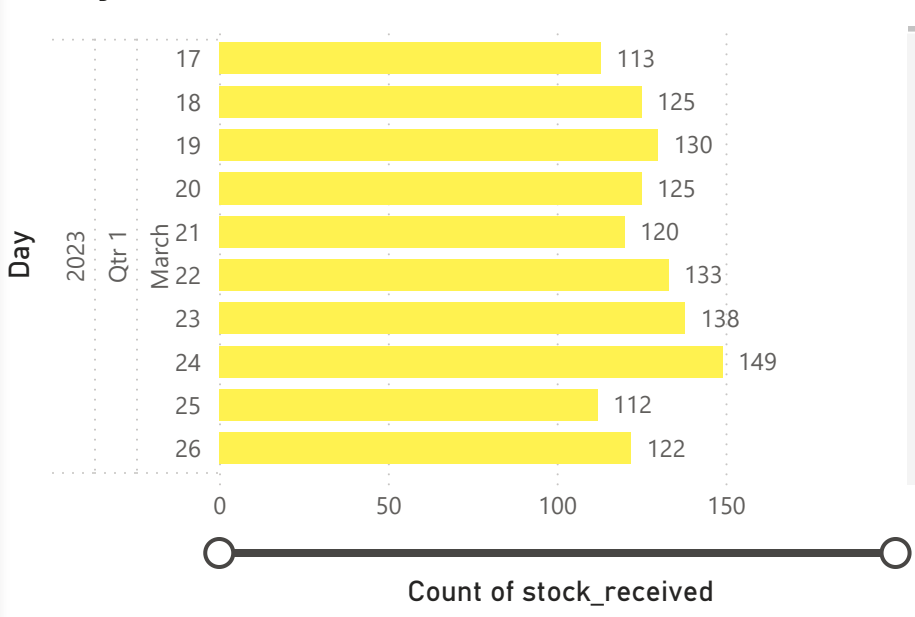
Customer Directory with Contact Information

| Customer id | Customer name | Email id |
|-------------|-----------------|-------------------------|
| 80315623 | Varenya Banik | aachalsarma@example.cor |
| 70230254 | Hamsini Sandhu | aachalsheth@example.net |
| 14161586 | Aachal Nazareth | aadhya71@example.org |
| 61226563 | Chameli Kala | aadhya91@example.com |
| 74735607 | Naksh Amble | aadhyabhalla@example.co |
| 71615827 | Yash Contractor | aadi81@example.com |
| 27955158 | Abeer Kamdar | aaggarwal@example.net |

Percentage of Damaged Stocks

| product name | product id | Sum of stock received | Sum o |
|----------------|------------|-----------------------|-------|
| Vitamins | 298985 | 689 | |
| Cheese | 799952 | 459 | |
| Frozen Biryani | 306177 | 533 | |
| Salt | 764014 | 507 | |
| Toilet Cleaner | 336847 | 444 | |
| Tomatoes | 818990 | 477 | |
| Baby Food | 82484 | 687 | |
| Total | | 147526 | |

Daily Stock Intake Overview





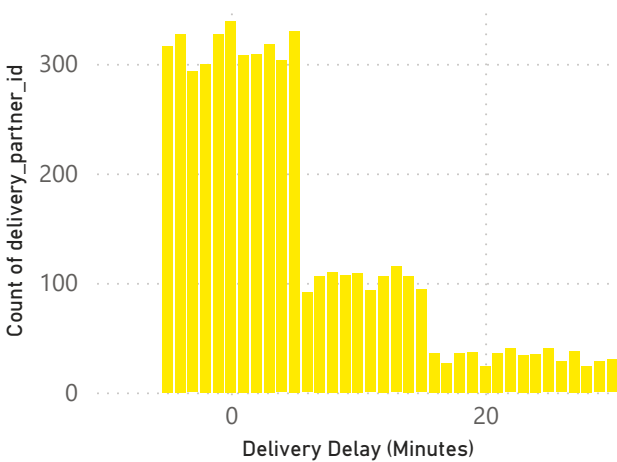
Marketing Campaign Spend vs. Revenue Generated

| Campaign name | Sum of spend | Sum of revenue generated |
|-------------------|----------------|--------------------------|
| Referral Program | 18,18,025.51 | 36,91 |
| New User Discount | 18,33,454.81 | 36,03 |
| Email Campaign | 18,10,729.67 | 36,01 |
| Total | 1,63,19,838.24 | 3,21,93, |

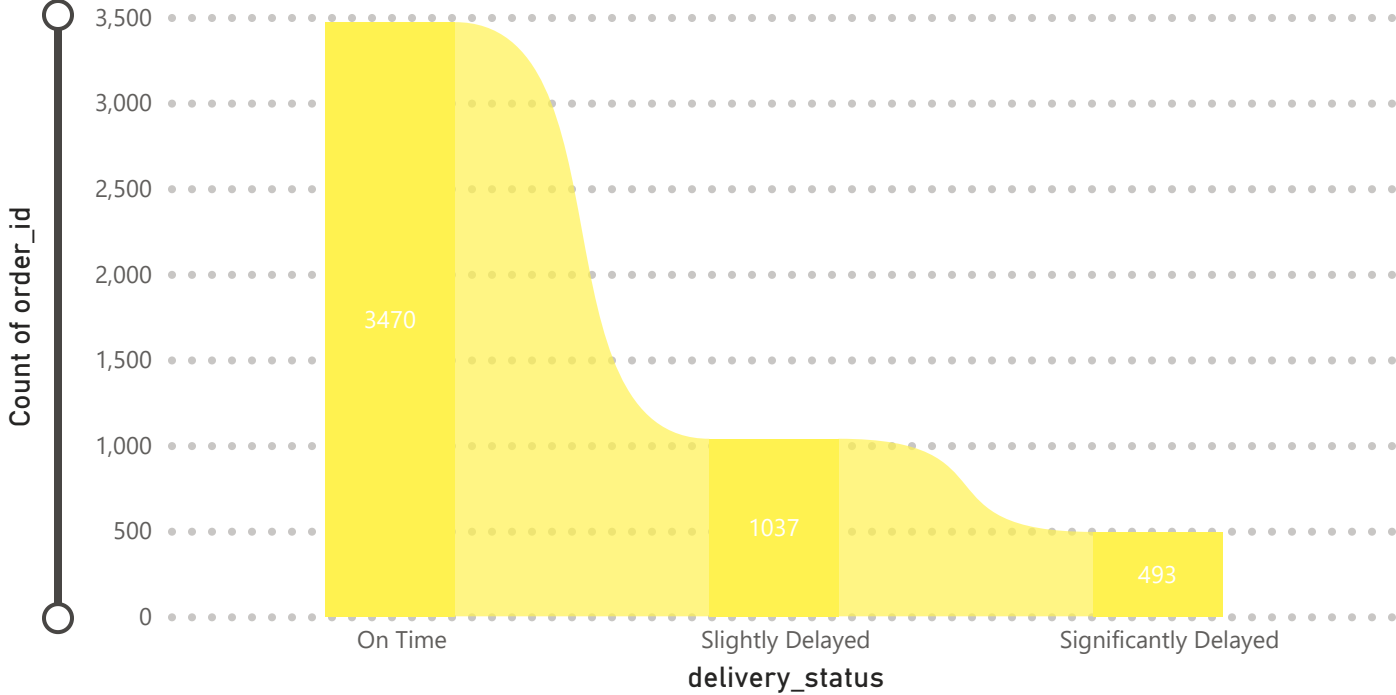
Order Volume by Pincode

| Pincode | Order id(Count) |
|---------|-----------------|
| 6749 | 1 |
| 7186 | 1 |
| 13634 | 1 |
| 14359 | 1 |
| 14789 | 1 |
| Total | 5000 |

Delivery Delays Distribution



Timeliness of Order Deliveries



24K

Total Sales Per Prod...

22K

Total Delivery Time (...)

Customer id and Customer segment

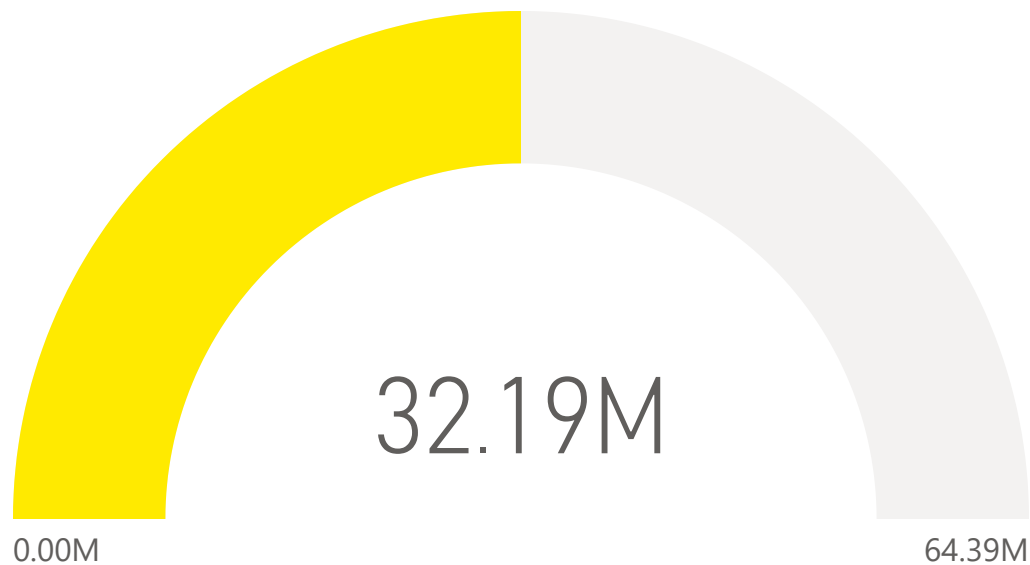
- ☒ (Blank)
- ☒ Inactive
- ☐
- ☐

Campaign name

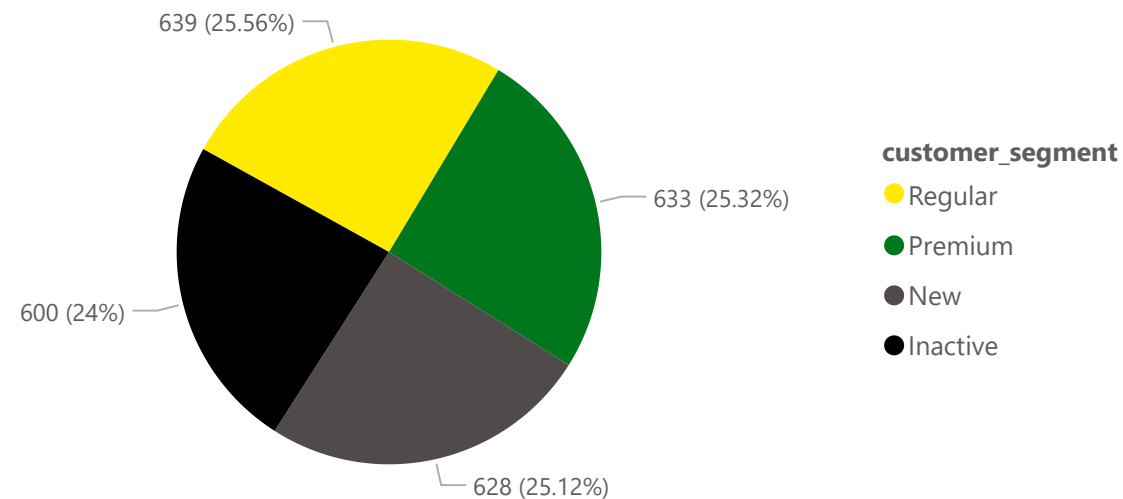
- ☐ App Push Notification
- ☐ Category Promotion
- ☐ Email Campaign
- ☐ Festival Offer



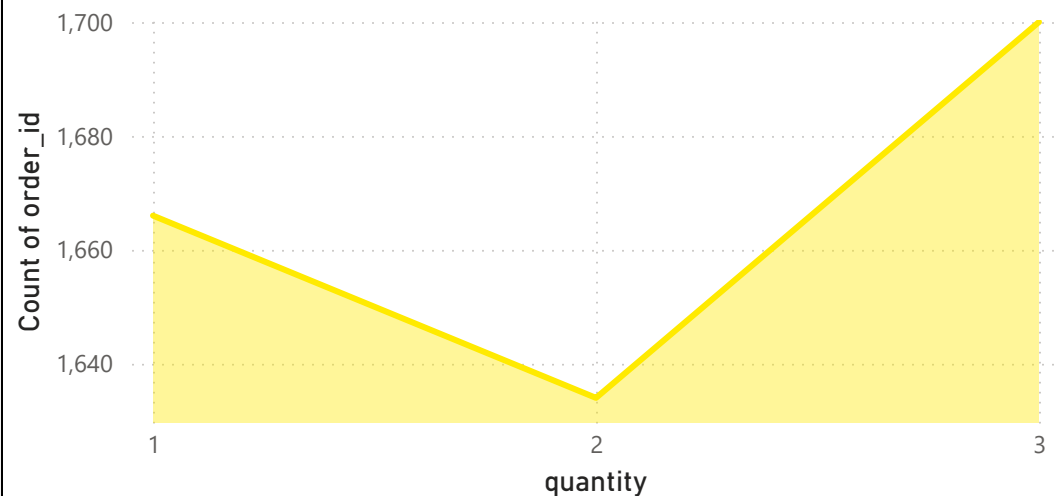
Total Revenue Generated



Customer Distribution by Segment



Trend of Order Frequency Based on Quantity Ordered



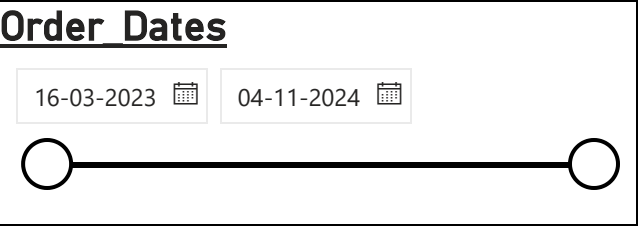
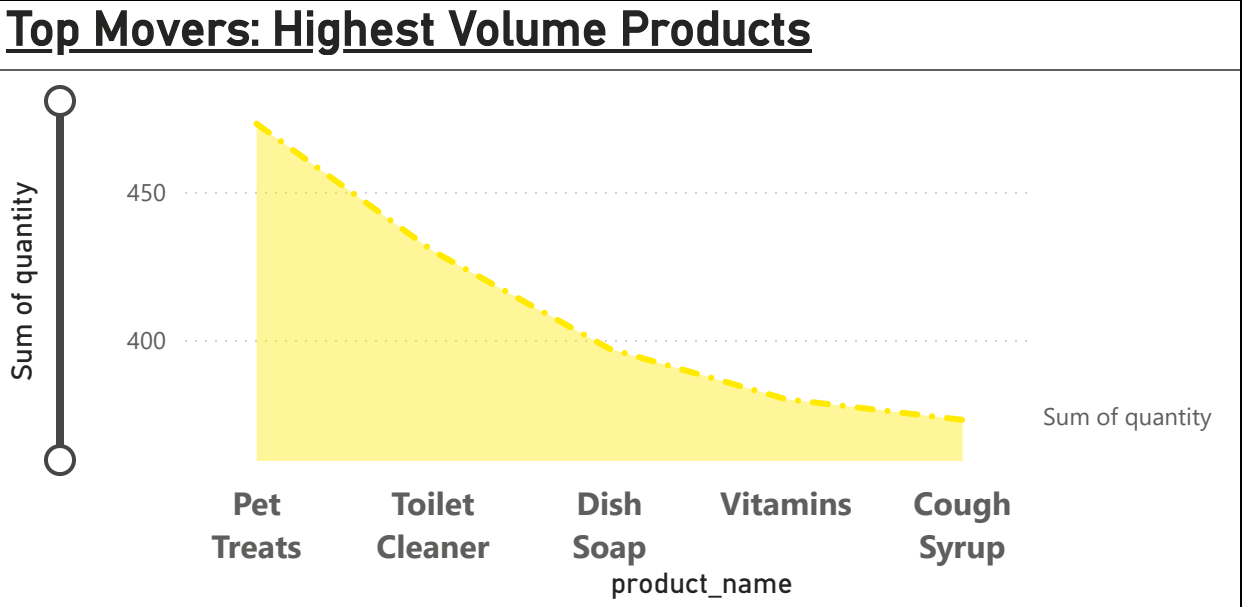
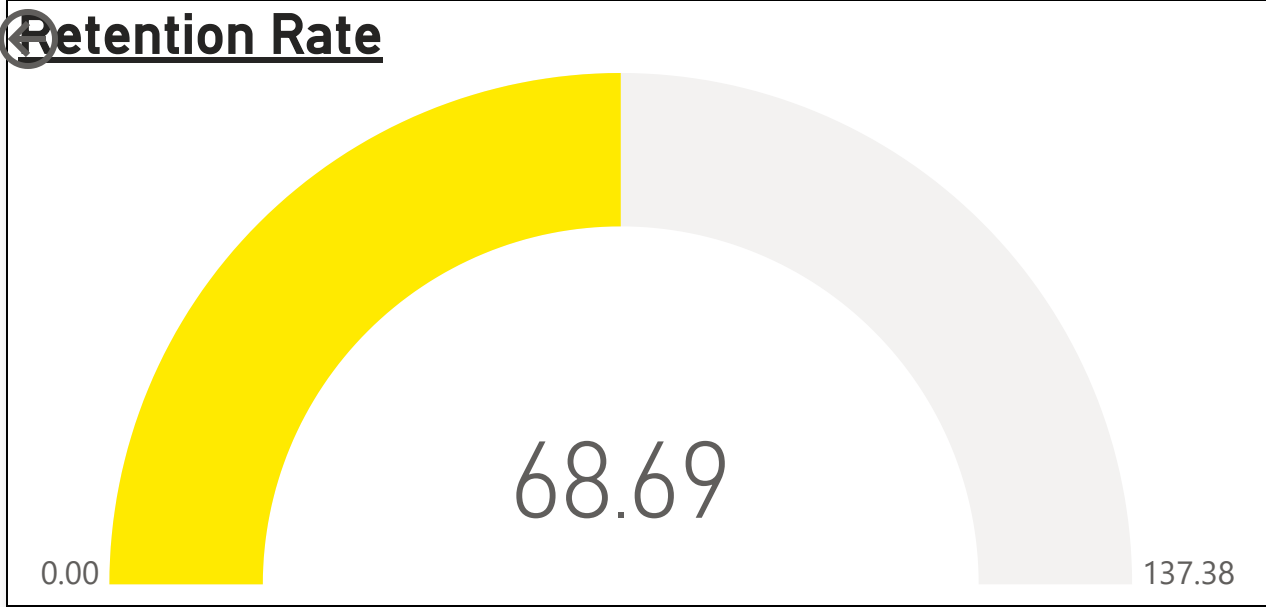
Average Order Value Performance

1.46K✓
Goal: 1 (+1,46,239%)

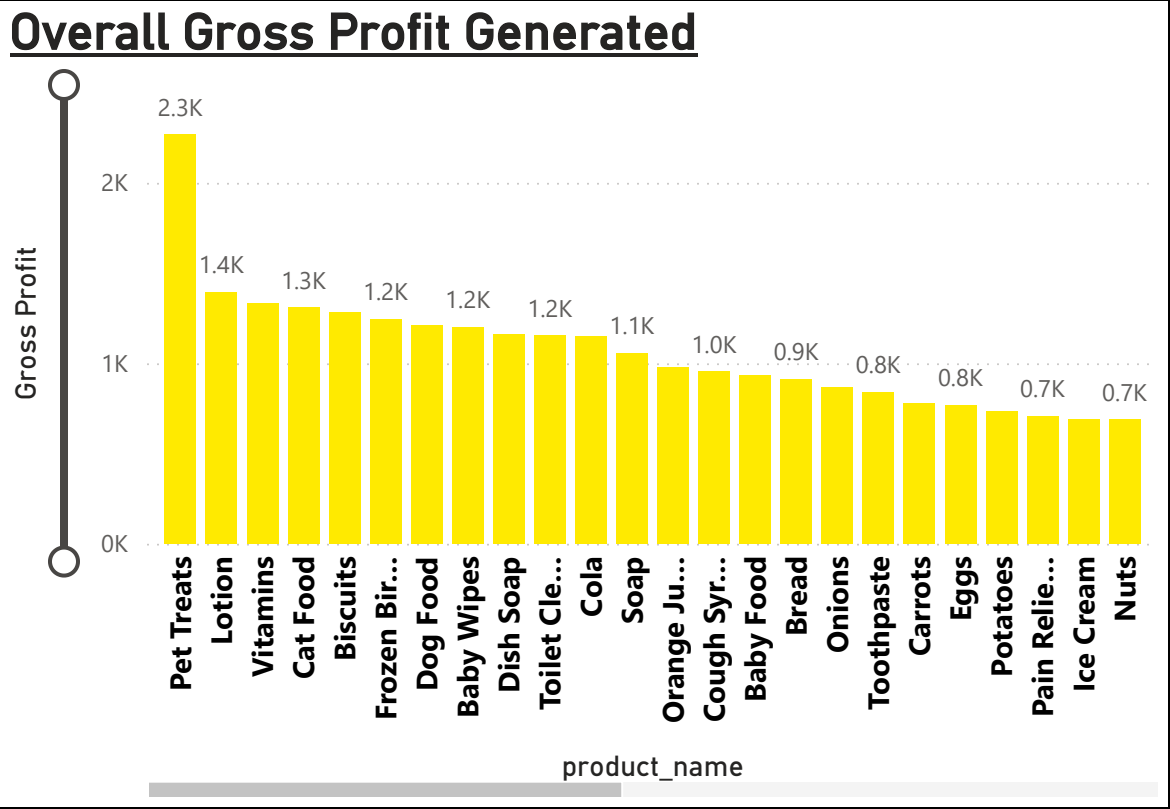
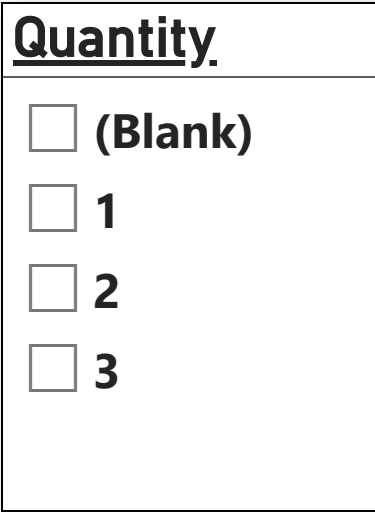
14.80K
Roas

Customer id and Customer segment

- ✓ ☐ (Blank)
- ✓ ☐ Inactive
- ✓ ☐ New
- ✓ ☐ Premium
- ✓ ☐ Regular



| category. | Sum of quantity. |
|---|------------------|
| <input type="checkbox"/> Baby Care | 655 |
| <input type="checkbox"/> Cold Drinks & Juices | 758 |
| <input type="checkbox"/> Dairy & Breakfast | 1114 |
| <input type="checkbox"/> Fruits & Vegetables | 966 |
| <input type="checkbox"/> Grocery & Staples | 895 |
| Total | 10034 |

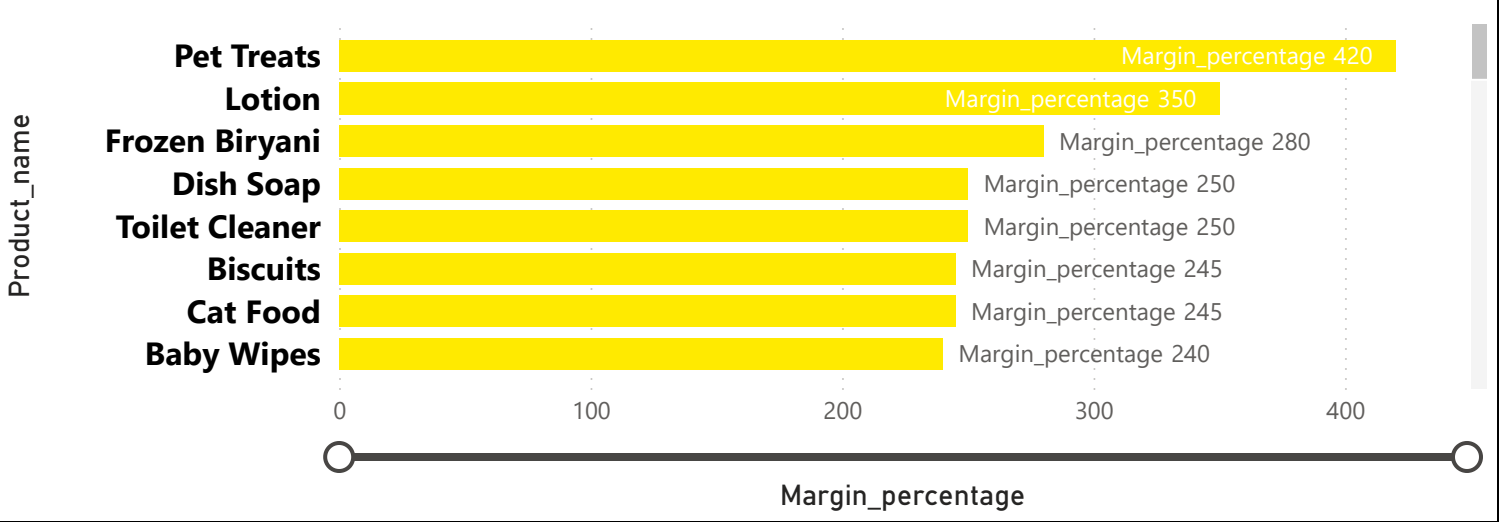


Order Quantities by Product Category

Order Quantity by Product Category and Brand

| Brand | Quantity |
|-----------------------------|----------|
| + Acharya Ltd | 24 |
| + Acharya PLC | 17 |
| + Agarwal-Dhar | 19 |
| + Agate and Sons | 16 |
| + Agate Ltd | 15 |
| + Aggarwal Group | 15 |
| + Andra, Mander and Kari | 13 |
| + Anne, Mammen and Khatri | 23 |
| + Apte, Soman and Raju | 16 |
| + Arora LLC | 17 |
| + Arora-Magar | 14 |
| + Arya Group | 14 |
| + Arya, Sundaram and Pingle | 14 |
| + Aurora LLC | 19 |
| Total | 5000 |

Margin % by Product





Customer Feedback by Store and Category

Store_id Customer_id Rating Feedback_category

| | | | |
|----|----------|---|------------------|
| 1 | 48765625 | 1 | App Experience |
| 2 | 70420271 | 1 | App Experience |
| 9 | 53076417 | 1 | Customer Service |
| 9 | 53076417 | 1 | Product Quality |
| 12 | 97111069 | 1 | App Experience |
| 12 | 97111069 | 2 | Customer Service |
| 12 | 97111069 | 1 | Delivery |
| 14 | 18082040 | 1 | App Experience |
| 14 | 18082040 | 1 | Customer Service |
| 14 | 18082040 | 1 | Delivery |

Total 5000

Delivery Status by Order and Store

Order_id Store_id Delivery_status

| | | |
|----------|------|------------------|
| 60465 | 3943 | On Time |
| 2237858 | 1987 | On Time |
| 3101265 | 974 | On Time |
| 5120698 | 3184 | Slightly Delayed |
| 5512907 | 419 | Slightly Delayed |
| 7550508 | 70 | On Time |
| 8701796 | 1925 | Slightly Delayed |
| 9408428 | 9889 | On Time |
| 10161194 | 6592 | On Time |
| 10448052 | 1064 | On Time |

Filter by Feedback Date

Feedback_date

16-03-2023

04-11-2024

Filter by Significantly Delayed Deliveries

Delivery_status(Delayed)

☐ Significantly Delayed

Filter by On-Time Deliveries

Delivery_status(On-Time)

☐ On Time

Filter by Delivery Status (All Options)

Delivery_status(All)

☐ (Blank)

☐ On Time

☐ Significantly Delayed