# blinkit

India's Last Minute App

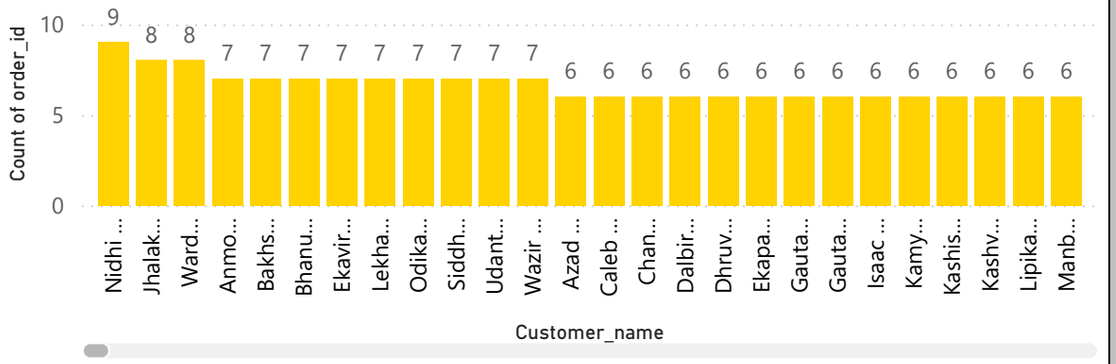
Brands: All

Category: All

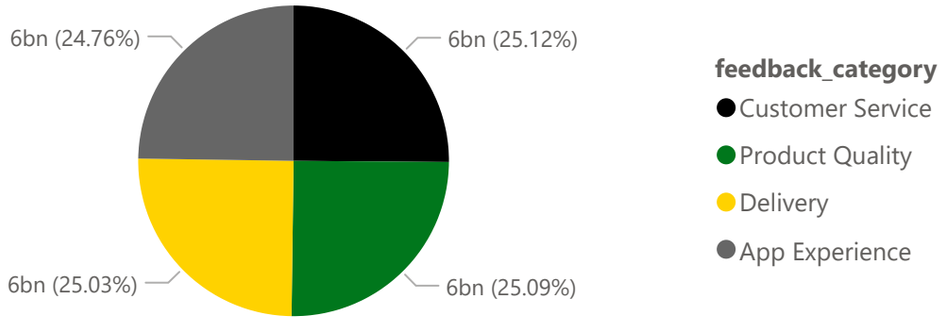
Area: All

Customer names: All

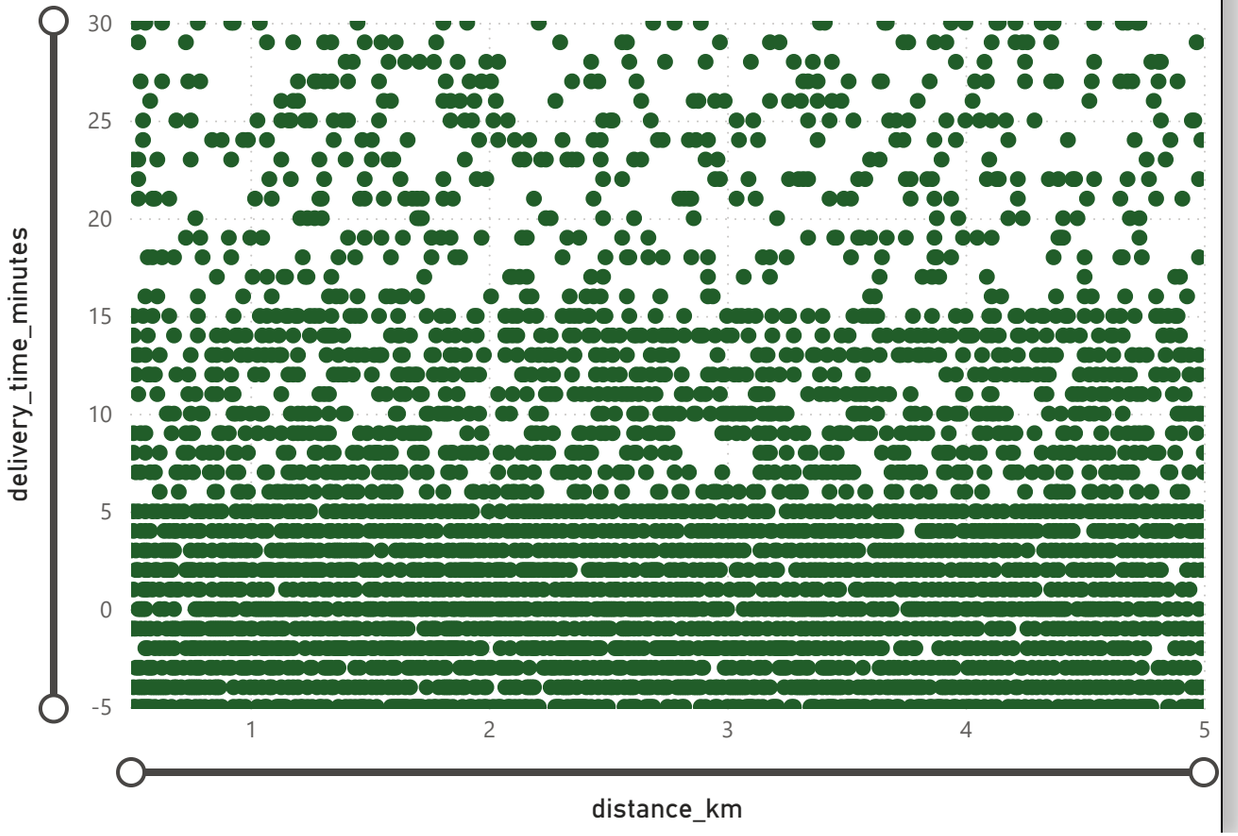
## "Top Customers by Number of Orders



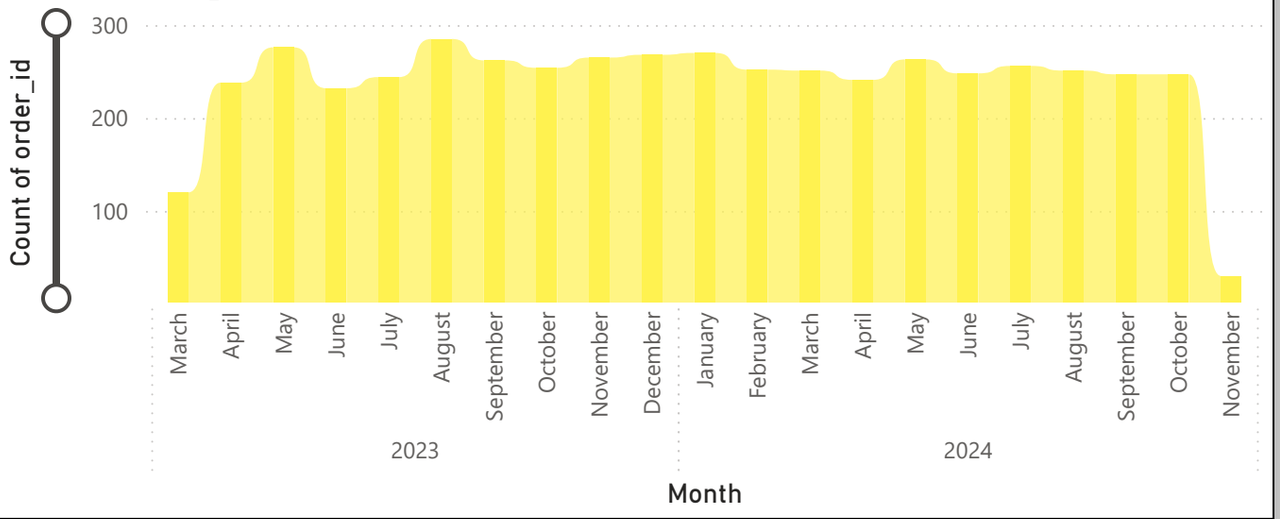

## Distribution of Feedback by Category




## Scatter Plot – Delivery Distance vs Delivery Time



# "Monthly Order Trends Over Time



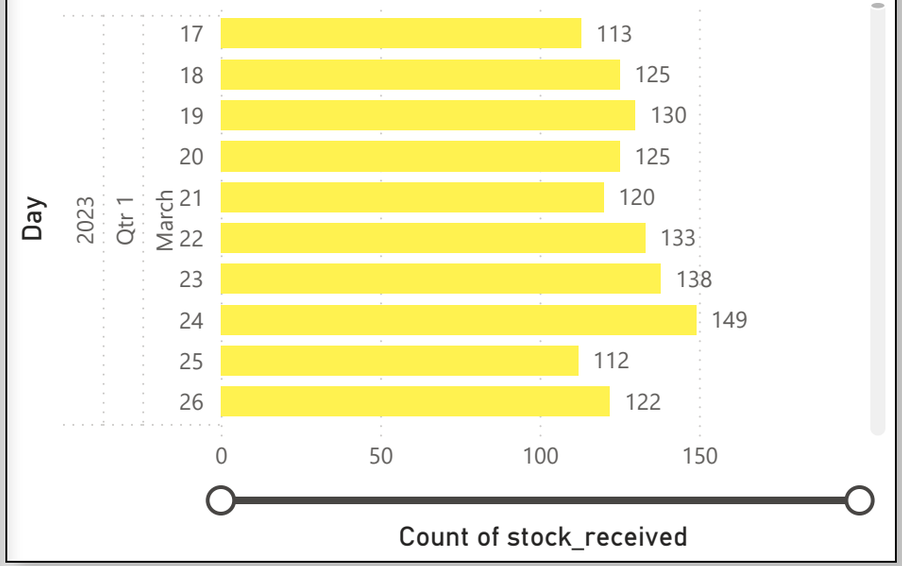

# Customer Directory with Contact Information

| 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



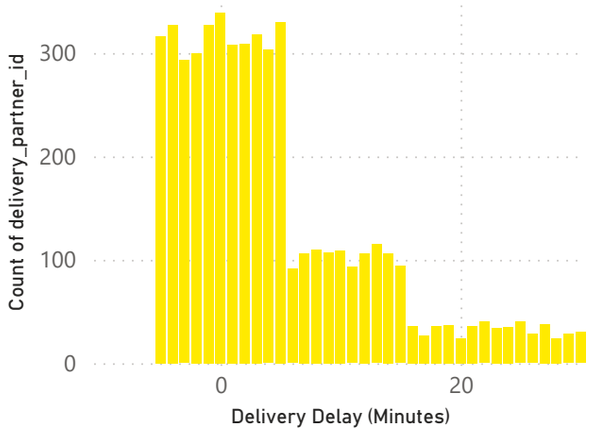
## Marketing Campaign Spend vs. Revenue Generated

| Campaign_name | Sum of spend | Sum of revenue_gene |
|---|---|---|
| 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,** |

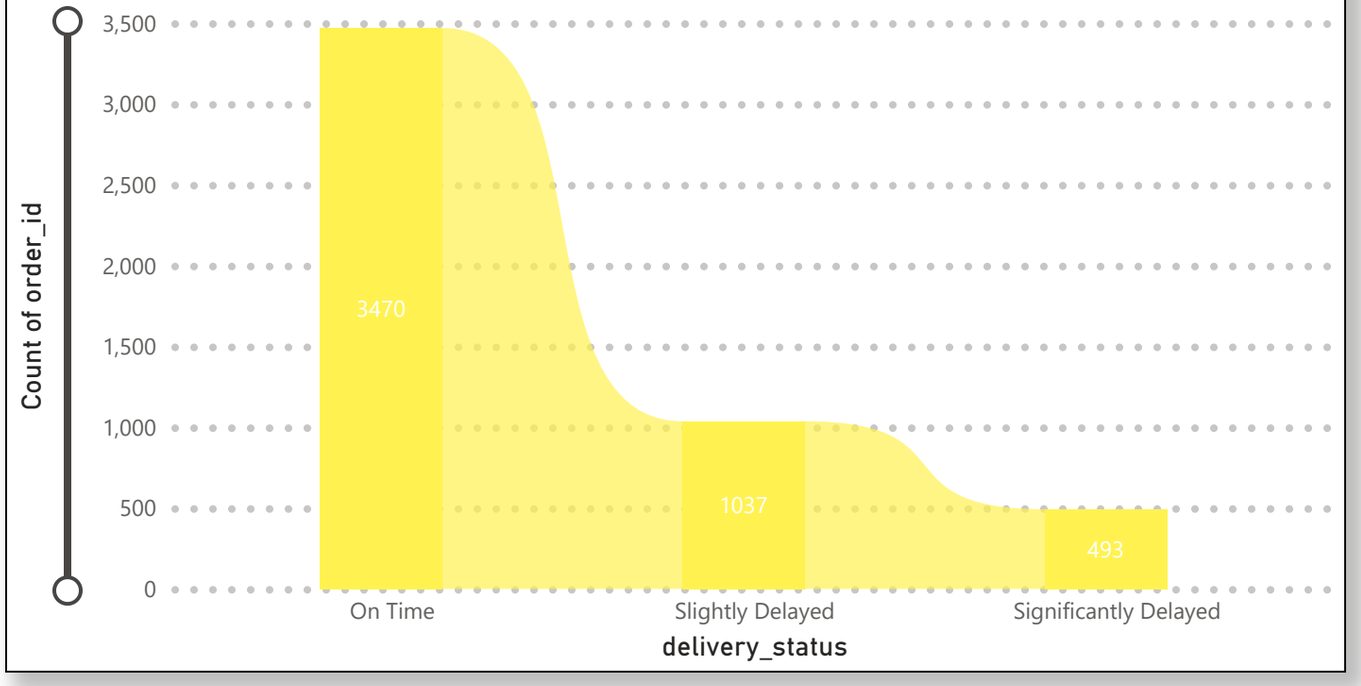
## Order Volume by Pincode

| 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 (...**

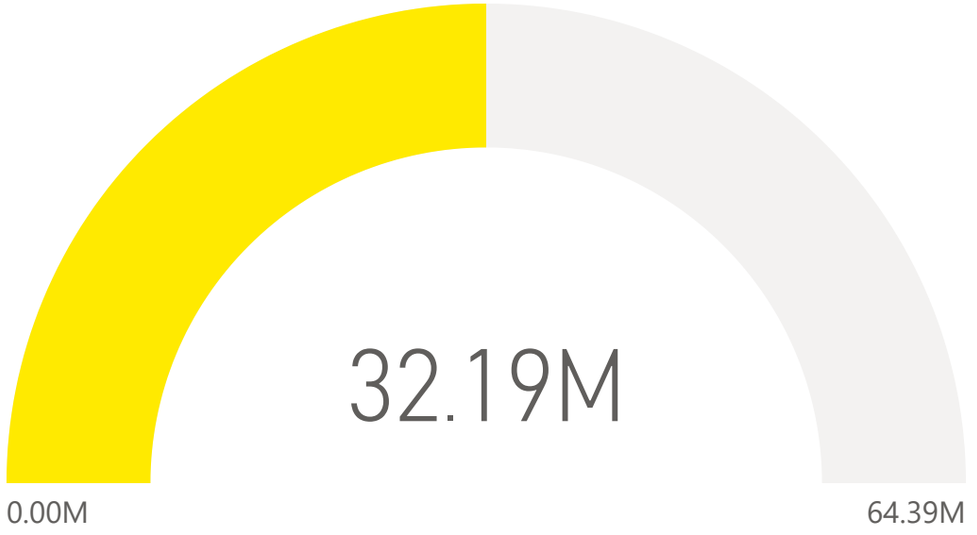
## Customer id and Customer segment

- [ ] (Blank)
- [ ] Inactive

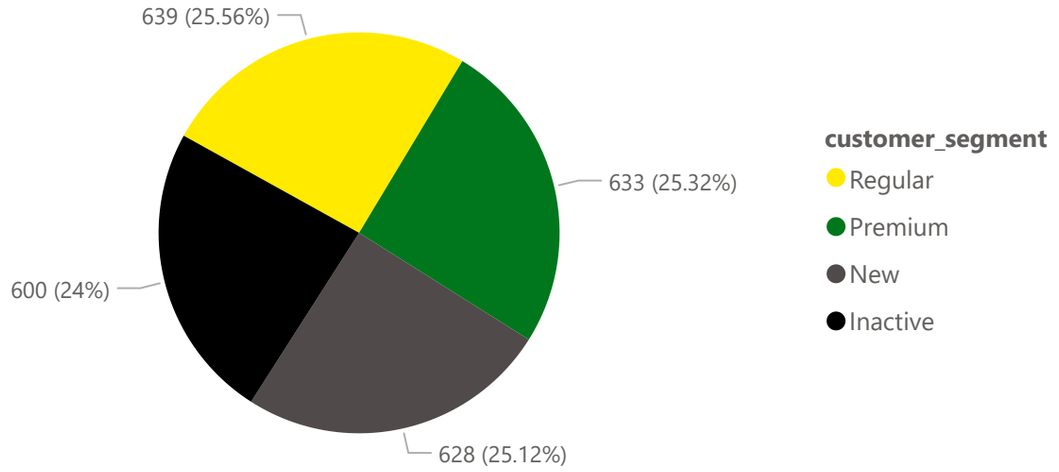
## Campaign name

- [ ] App Push Notification
- [ ] Category Promotion
- [ ] Email Campaign
- [ ] Festival Offer

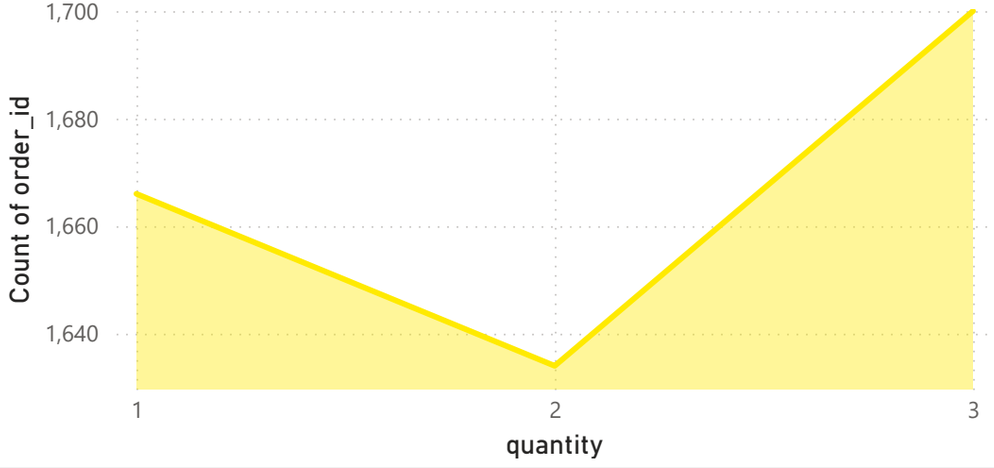
## Total Revenue Generated




## Customer Distribution by Segment




## Trend of Order Frequency Based on Quantity Ordered




## Average Order Value Performance

1.46K

Goal: 1 (+1,46,239%)

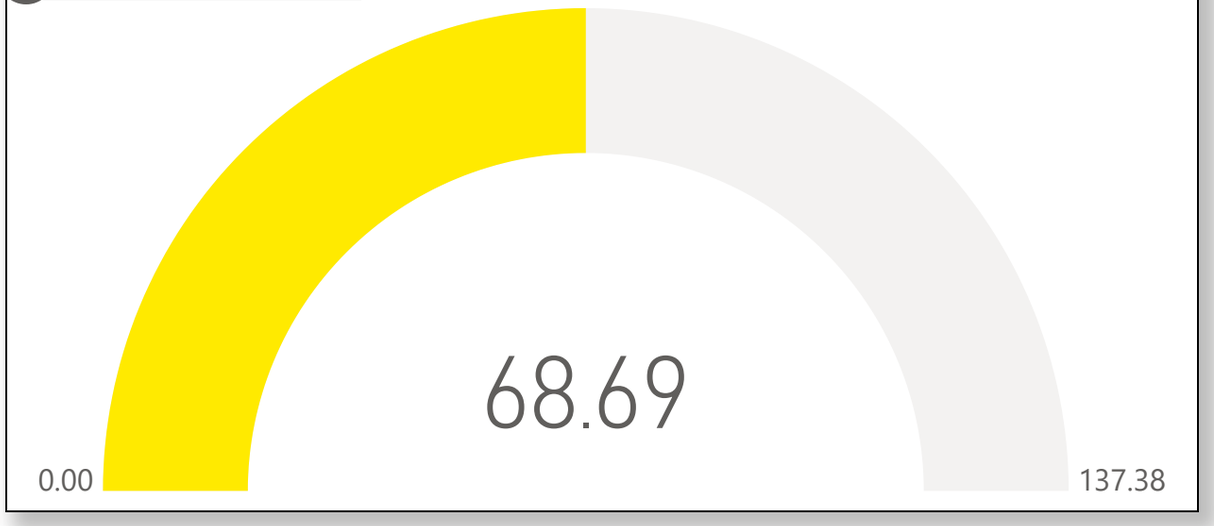
## 14.80K

**Roas**

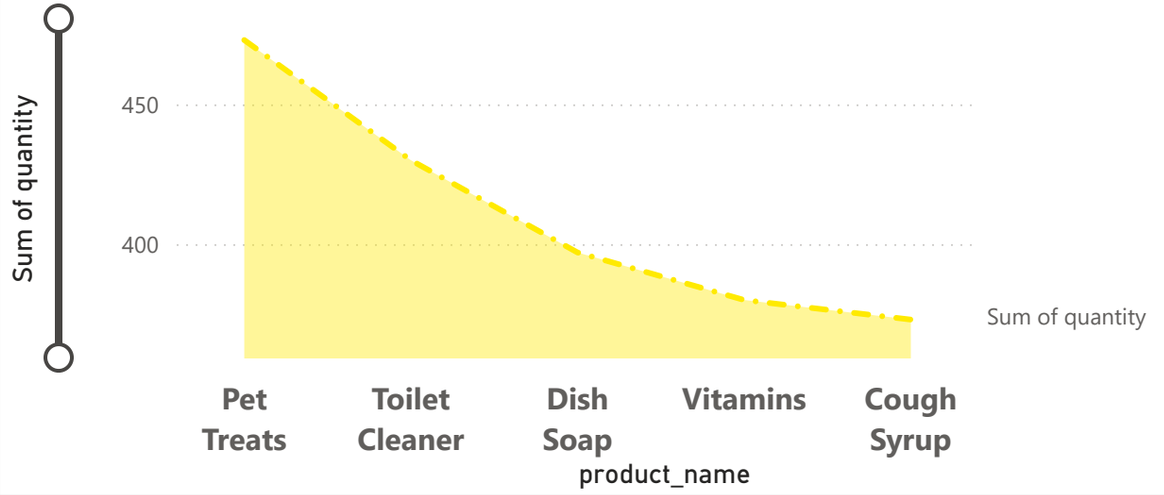
## Customer id and Customer segment

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

## Retention Rate




## Top Movers: Highest Volume Products




## Order_Dates

16-03-2023

04-11-2024

## Product_names

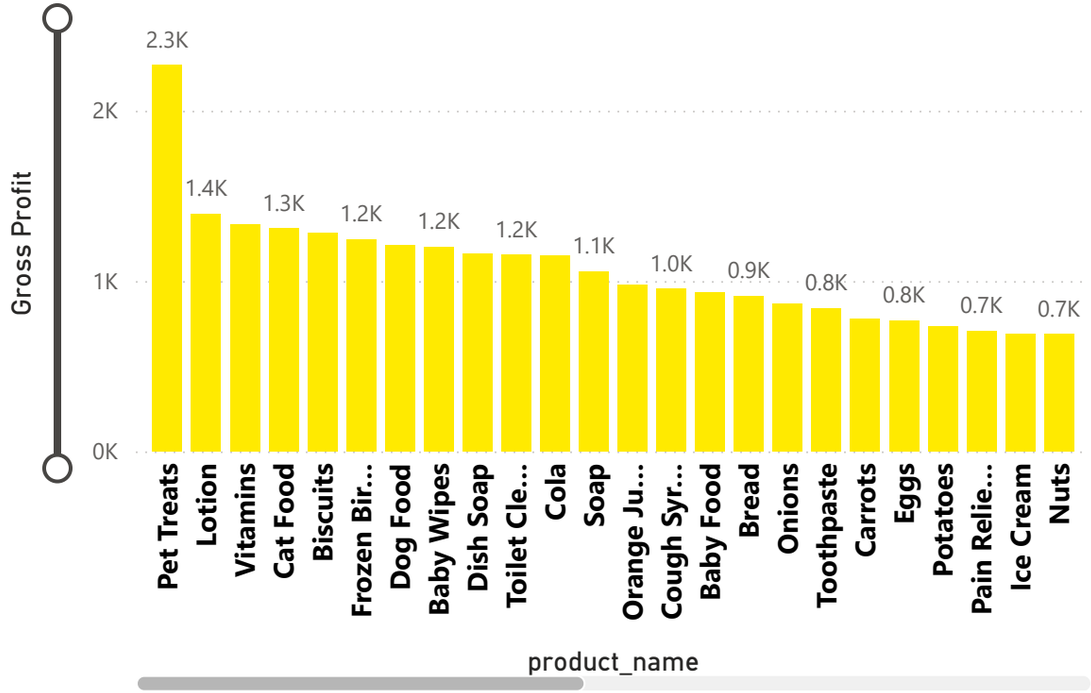
- (Blank)
- Baby Food

| category | Sum of quantity |
|---|---|
| Baby Care | 655 |
| Cold Drinks & Juices | 758 |
| Dairy & Breakfast | 1114 |
| Fruits & Vegetables | 966 |
| Grocery & Staples | 895 |
| **Total** | 10034 |

## Quantity

- (Blank)
- 1
- 2
- 3

## Overall Gross Profit Generated

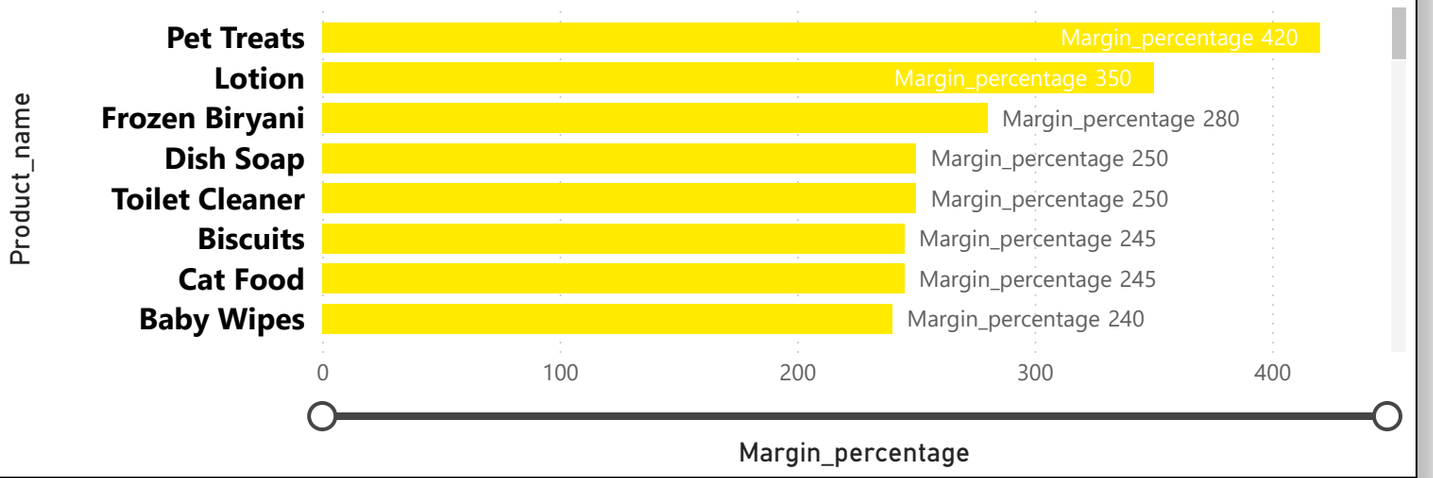


# Order Quantities by Product Category

## Order Quantity by Product Category and Brand

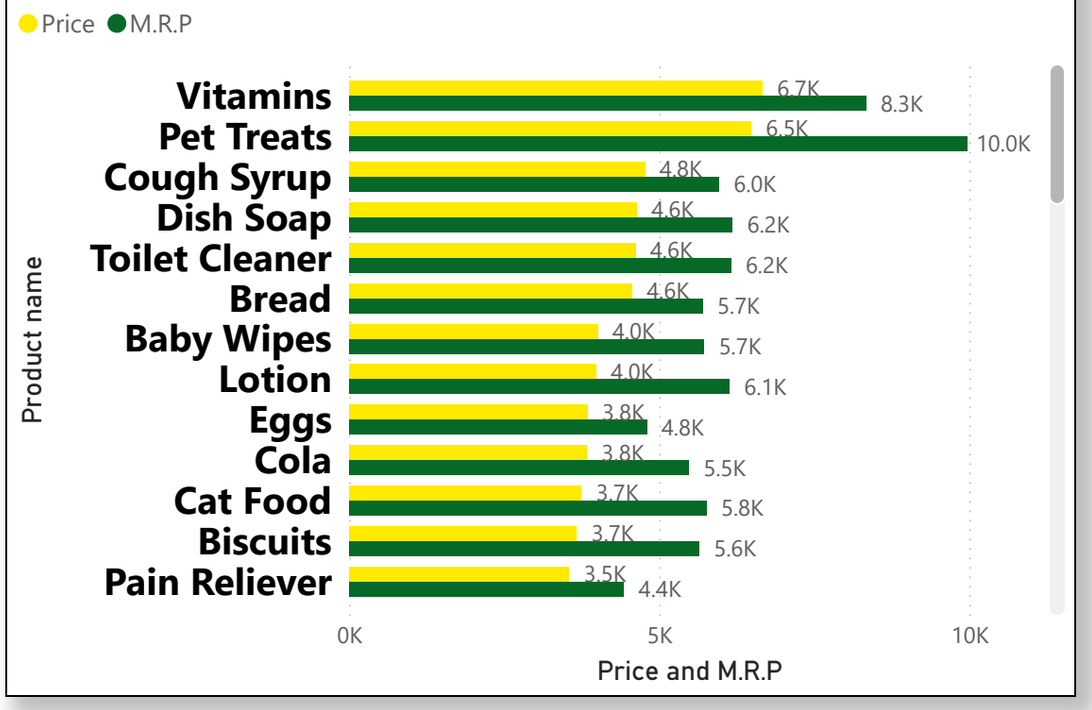
| Brand | Quantity |
|---|---|
| Acharya Ltd | 24 |
| Acharya PLC | 17 |
| Agarwal-Dhar | 19 |
| Agate and Sons | 16 |
| Agate Ltd | 15 |
| Aggarwal Group | 15 |
| Andra, Mander and Kari | 13 |
| Anne, Mammen and Khatri | 23 |
| Apte, Soman and Raju | 16 |
| Arora LLC | 17 |
| Arora-Magar | 14 |
| Arya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

## Margin % by Product

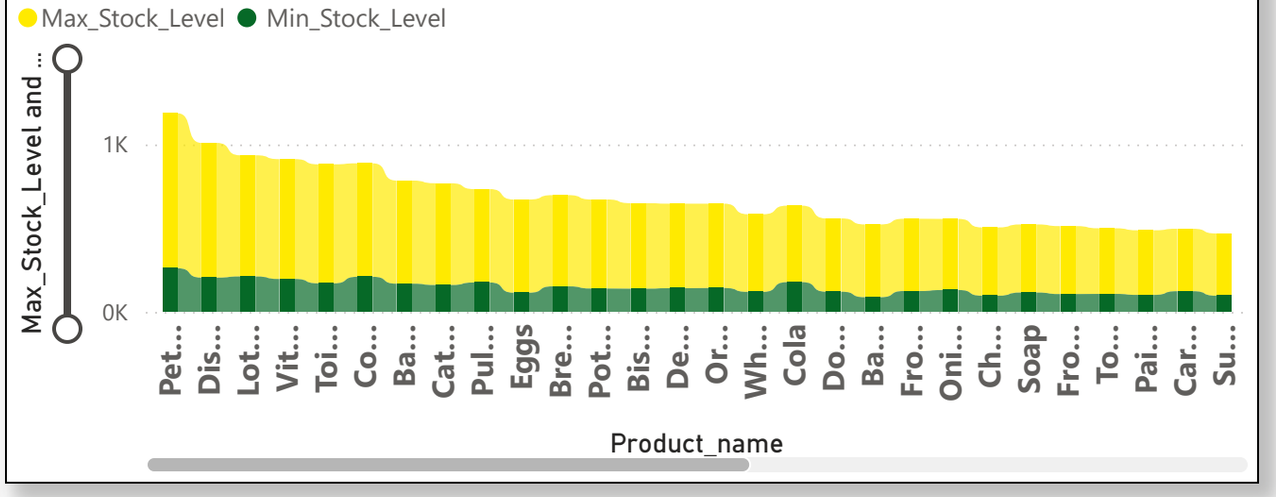


| 5000 | 267 | 27.78 | 231.76 |
|---|---|---|---|
| Total Products | Total Brands | Average Margin % | Average Shelf Life (Days) |

## Clustered Bar Chart: Price vs. MRP by Product




## Stock Levels




## Category

- (Blank)
- Baby Care
- Cold Drinks & J...

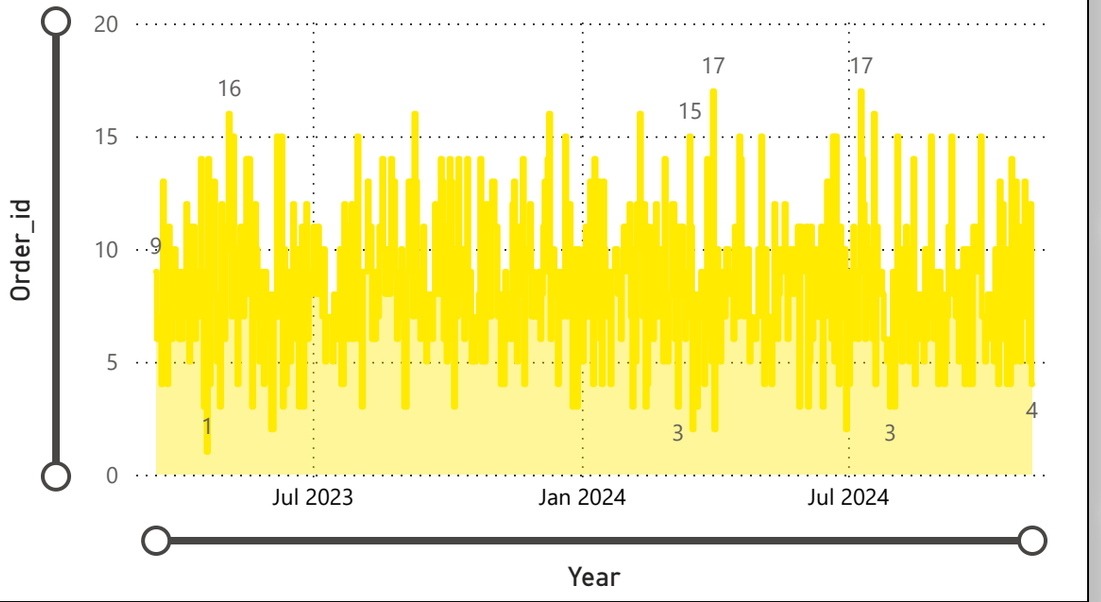
## Margin %

- (Blank)
- 15
- 20

## Brands

- (Blank)
- Acharya Ltd
- Acharya PLC

## Time-Series of Daily Orders




**34**
Most Ordered Pro...

**51K**
Top Order produced ...

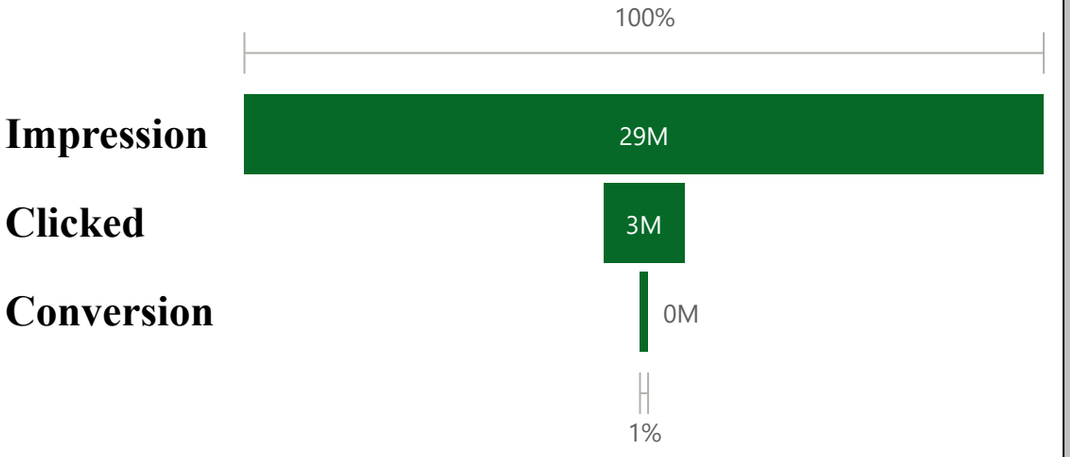
## Order Date

16-03-2023 04-11-2024

## Campaign

- App Push Notific..
- Category Promo...
- Email Campaign
- Festival Offer
- Flash Sale
- Membership Drive
- New User Discount

## Marketing Funnel: From Impressions to Conversions




## Estimated Customer Lifetime Value

| Customer_id | Customer_name | Avg_order_value | Total_orders |
|---|---|---|---|
| 45383958 | Aachal Mangat | 482.19 | 19 |
| 14161586 | Aachal Nazareth | 353.97 | 11 |
| 15487049 | Aadhya Cherian | 1,928.00 | 15 |
| 87222820 | Aadhya Padmanabhan | 497.66 | 13 |
| 65618148 | Aadhya Palla | 1,644.51 | 9 |
| 35885052 | Aadhya Ravi | 1,838.87 | 1 |
| 79206969 | Aadi Bains | 721.13 | 1 |
| 10608845 | Aadi Gole | 735.36 | 2 |
| 65692224 | Aahana Buch | 1,053.33 | 3 |
| **Total** | | **27,55,939.59** | **26229** |

## Order Ratings by Date

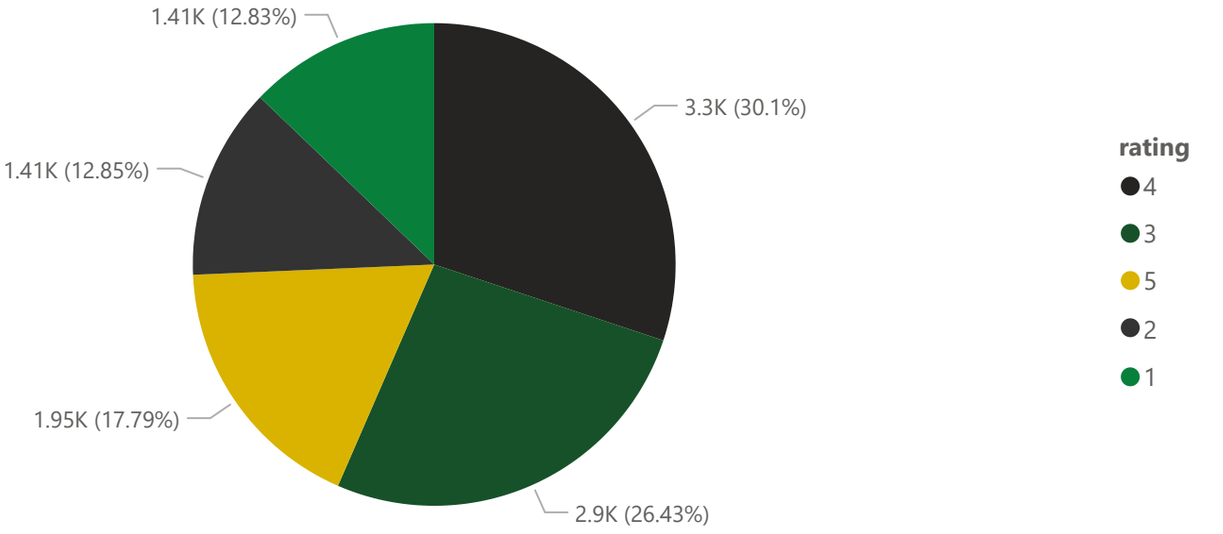
| order_id | Year | Month | Day | rating |
|---|---|---|---|---|
| 60465 | 2023 | April | 17 | 3 |
| 60465 | 2024 | October | 24 | 3 |
| 60465 | 2023 | June | 29 | 4 |
| 60465 | 2024 | October | 23 | 4 |
| 2237858 | 2023 | November | 10 | 1 |
| 2237858 | 2024 | June | 28 | 1 |
| 2237858 | 2023 | April | 2 | 3 |
| 2237858 | 2024 | January | 19 | 3 |
| 3101265 | 2024 | May | 23 | 1 |
| 3101265 | 2023 | August | 16 | 2 |

## Filter by Customer ID

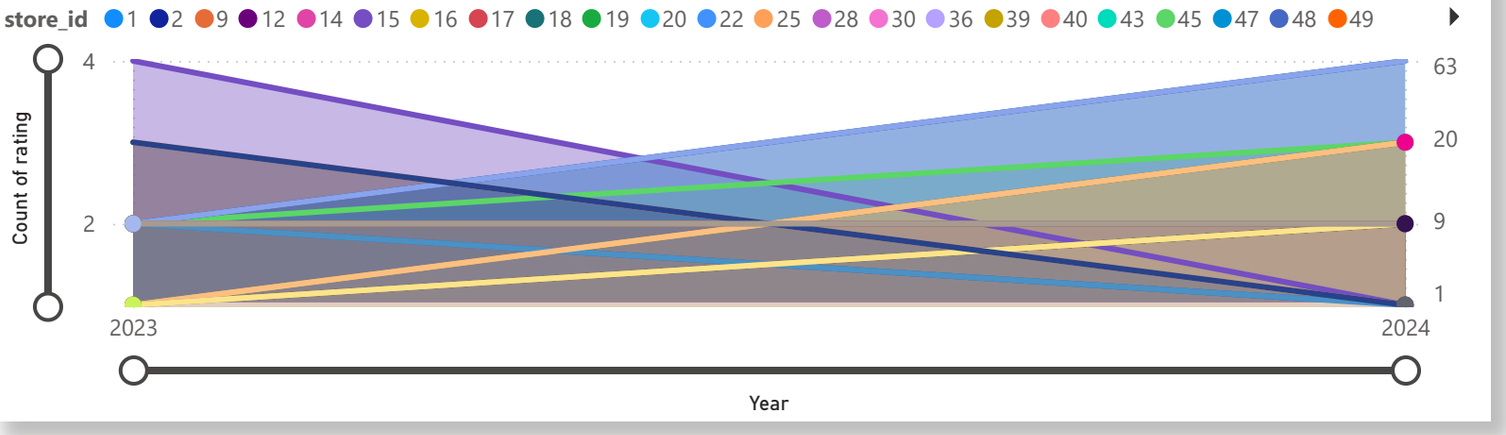
customer_id

31813 99893898

## Rating Distribution




## Rating Count Trend by Year and Store



## 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