



Blinkit Dashboard Insights

March 2023–November 2024



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Introduction

This report provides key insights from the Blinkit dashboard
From March 2023 to November 2024

We'll explore marketing, customer feedback, and more using Power BI. The report covers the entire process, starting from data ingestion to dashboard design, and highlights key business insights derived from the data.

The dashboard is designed to help stakeholders monitor performance, analyze customer behavior, and make data-driven decisions. These insights help understand Blink's performance and improve future strategies.

Marketing

Social media campaigns drove the most customer engagement this period. The marketing section of the dashboard evaluates the effectiveness of various campaigns and channels. It compares investment and revenue generated by different marketing campaigns, providing insights into return on investment (ROI)..

Key Marketing Findings



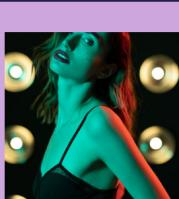
Social Media Surge

Social media campaigns saw a significant boost in engagement and reach.



Email Conversion Lag

Email marketing conversions are lower compared to other channels.



Paid Ads ROI

Paid advertising made a strong return on investment.





Feedback

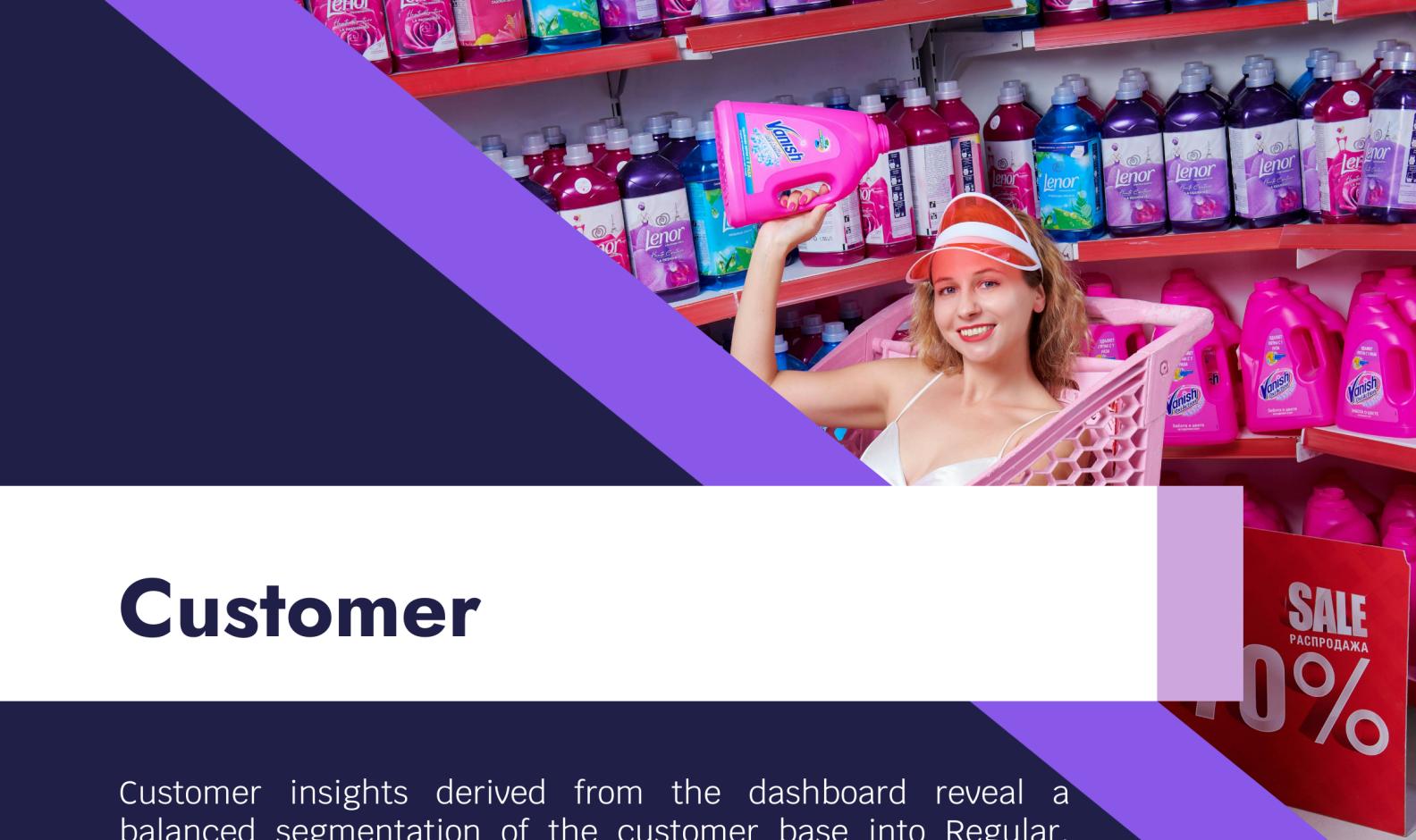
Understanding Customer Sentiment

Customer feedback is a critical component of the Blinkit dashboard, providing insights into customer satisfaction and areas for improvement.

The dashboard tracks average customer ratings, which currently stand at 3.34, reflecting moderate satisfaction levels. Sentiment analysis categorizes feedback into positive, neutral, and negative sentiments, helping the company understand customer emotions and experiences.

The feedback is further broken down by categories such as Delivery, Customer Service, Product Quality, and App Experience. Delivery and Customer Service emerge as the most frequently commented categories, indicating that these areas significantly impact customer perception and should be prioritized for enhancement.

Ultimately, feedback shapes our decisions, ensuring customer satisfaction & loyalty.



Customer

Customer insights derived from the dashboard reveal a balanced segmentation of the customer base into Regular, Premium, New, and Inactive groups.

Customer Insight Highlights



Millennial Dominance

Premium customers may be targeted with loyalty programs, while efforts to reactivate Inactive customers can be prioritized to boost retention.



Urban Concentration

The Customer data reveals a strong urban concentration, with the majority of high-value orders and repeat customers located in metro cities like Bangalore, Delhi, and Mumbai.



Mobile Ordering Trend

Mobile app is the preferred ordering method. The data indicates a strong mobile ordering trend, with over 85% of total orders placed via the mobile app. This highlights the platform's mobile-first adoption, particularly among younger users.

Inventory

Optimizing Stock Levels

Inventory management is another key focus area within the Blinkit dashboard. The dashboard provides detailed visibility into stock levels, margin percentages, and stock quality across different product categories.

It tracks the maximum and minimum stock quantities to ensure optimal inventory levels are maintained, preventing both stockouts and overstock situations.

The stock quality metric distinguishes between received stock and damaged goods, with current data showing high stock quality and minimal damage.

Categories such as Dairy & Breakfast and Fruits & Vegetables are identified as leading contributors to inventory volume. Monthly trends in stocks received are monitored to align procurement with demand patterns, supporting efficient supply chain management.



Summary

This Blinkit dashboard report highlights key trends from March 2023 to November 2024. Blinkit recorded ₹11 million in total sales across 5,000 orders, with a total of 10,000 units sold. The period from March to October emerged as the strongest in terms of sales volume, showing clear seasonality in demand. Delivery performance was efficient, with over 3,500 on-time deliveries, accounting for 70% of all orders.

Customer feedback averaged a 3.34 rating, suggesting room for improvement in service experience. However, marketing efforts were highly effective — driving revenue to nearly double the ad spend, indicating strong campaign efficiency and targeting.

The Inventory management showed consistent performance, with sufficient stock levels maintained throughout the period. Only 1% of inventory was reported as damaged, reflecting high operational control. The network of delivery partners performed well, maintaining stock levels close to both minimum and maximum thresholds, ensuring timely fulfillment.

Lastly, the margin percentage remained strong across categories, with an average of 27%, contributing positively to revenue sustainability.