blinkit_marketing_performance

Column	Type
campaign_id 🔑	serial
campaign_name	varchar
channel	varchar
start_date	date
end_date	date
budget	decimal
revenue_generated	decimal
impressions	int
clicks	int
conversions	int

blinkit_customers

Column	Type
customer_id 🔑	varchar
customer_name	varchar
email	varchar
phone	varchar
address	varchar
area	varchar
pincode	varchar
registration_date	date
customer_segment	varchar
total_orders	int
avg_order_value	decimal

blinkit_orders

Column	Type
order_id 🔑	varchar
customer_id 🔗	varchar
order_date	timestamp
promised_delivery_time	timestamp
actual_delivery_time	timestamp
delivery_status	varchar
order_total	decimal
payment_method	varchar
delivery_partner_id	varchar
store_id	varchar

delivery_performances

Column	Type
order_id 🔑 🔗	varchar
delivery_partner_id	varchar
promised_time	timestamp
actual_time	timestamp
delivery_time_minutes	int
distance_km	decimal
delivery_status	varchar
reason_if_delayed	varchar

blinkit_customer_feedback

Column	Type
feedback_id 🔑	int
order_id 🔗	varchar
customer_id 🔗	varchar
rating	int
feedback_text	text
feedback_category	varchar
feedback_date	date

blinkit_products

Column	Type
product_id 🔑	varchar
product_name	varchar
category	varchar
sub_category	varchar
brand	varchar
price	decimal
unit	varchar

blinkit_inventory

Column	Type
inventory_id 🔑	serial
product_id 🔗	varchar
store_id	varchar
stock_quantity	int
last_updated	timestamp

blinkit_order_items

Column	Type
item_id 🔑	serial
order_id 🔗	varchar
product_id 🔗	varchar
quantity	int
price_per_unit	decimal

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blinkit_products

Column	Type
product_id 🔑	varchar
product_name	varchar
category	varchar
sub_category	varchar
brand	varchar
price	decimal
unit	varchar

blinkit_inventory

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product_id 🔗	varchar
store_id	varchar
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last_updated	timestamp

blinkit_order_items

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product_id 🔗	varchar
quantity	int
price_per_unit	decimal