

# blinkit

India's Last minute App

Filter by Order Month

Order Month

All

₹ 4.97M

Total Revenue

₹ 11.01M

Total Customer Lifetime Value

2202

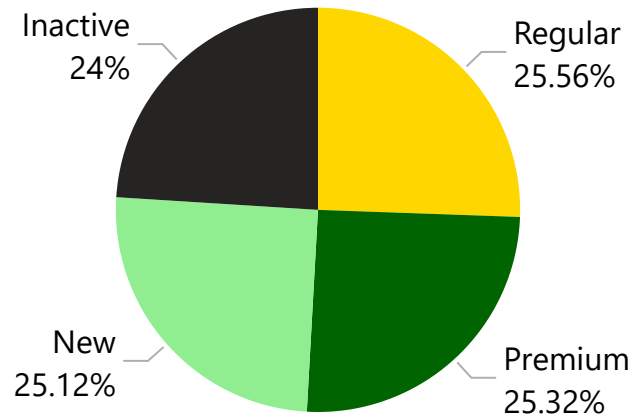
Average Order Value

₹32.19M

Total Campaign Revenue

## Customer Segments Distribution

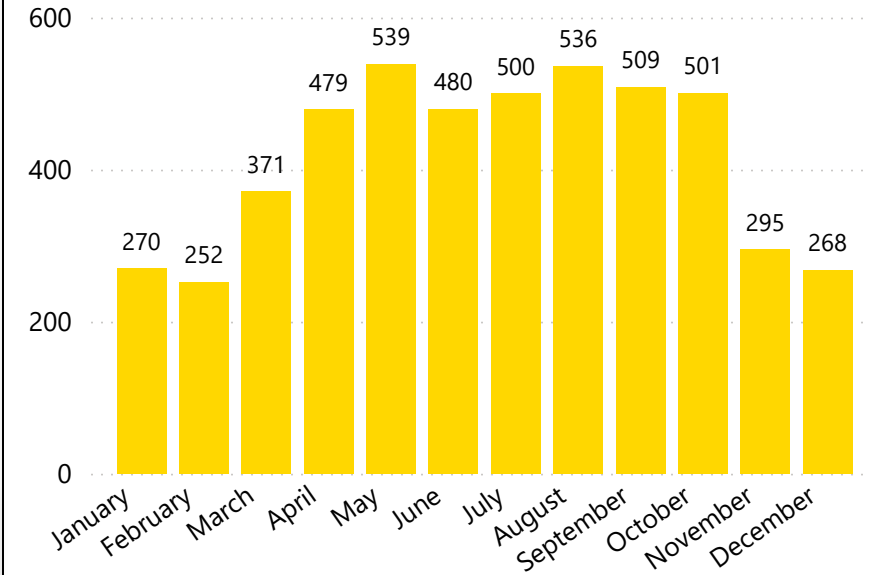
Segment Regular Premium New Inactive



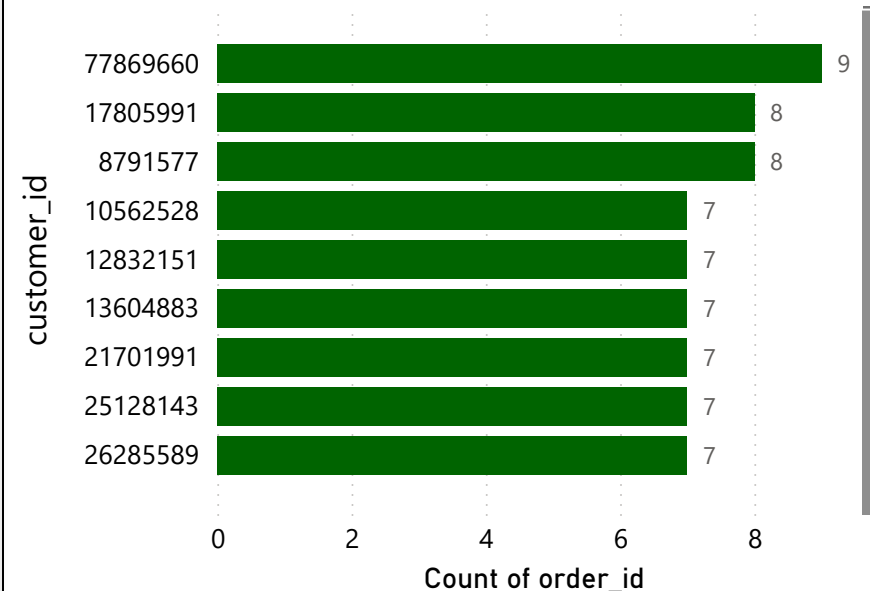
## Orders Per Pincode

pincode	Count of order_id
843445	9
819317	8
999631	8
251772	7
296322	7
509489	7
579690	7
638908	7
664697	7
722749	7
962533	7
971252	7
23557	6
Total	5000

## Total Orders by Month



## The number of orders placed per customer.



blinkit

India's Last minute App

Category

All

311

Total Delivery Time Difference(HOUR)

197.27%

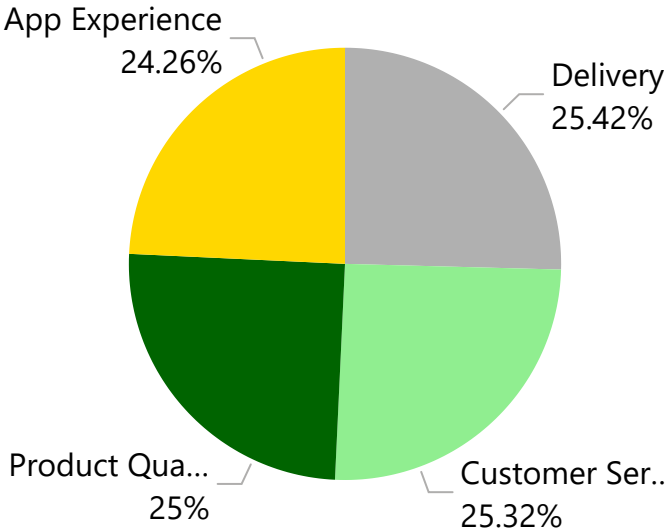
ROAS\_FI

5000

Total Orders

Category Percentage Of Total

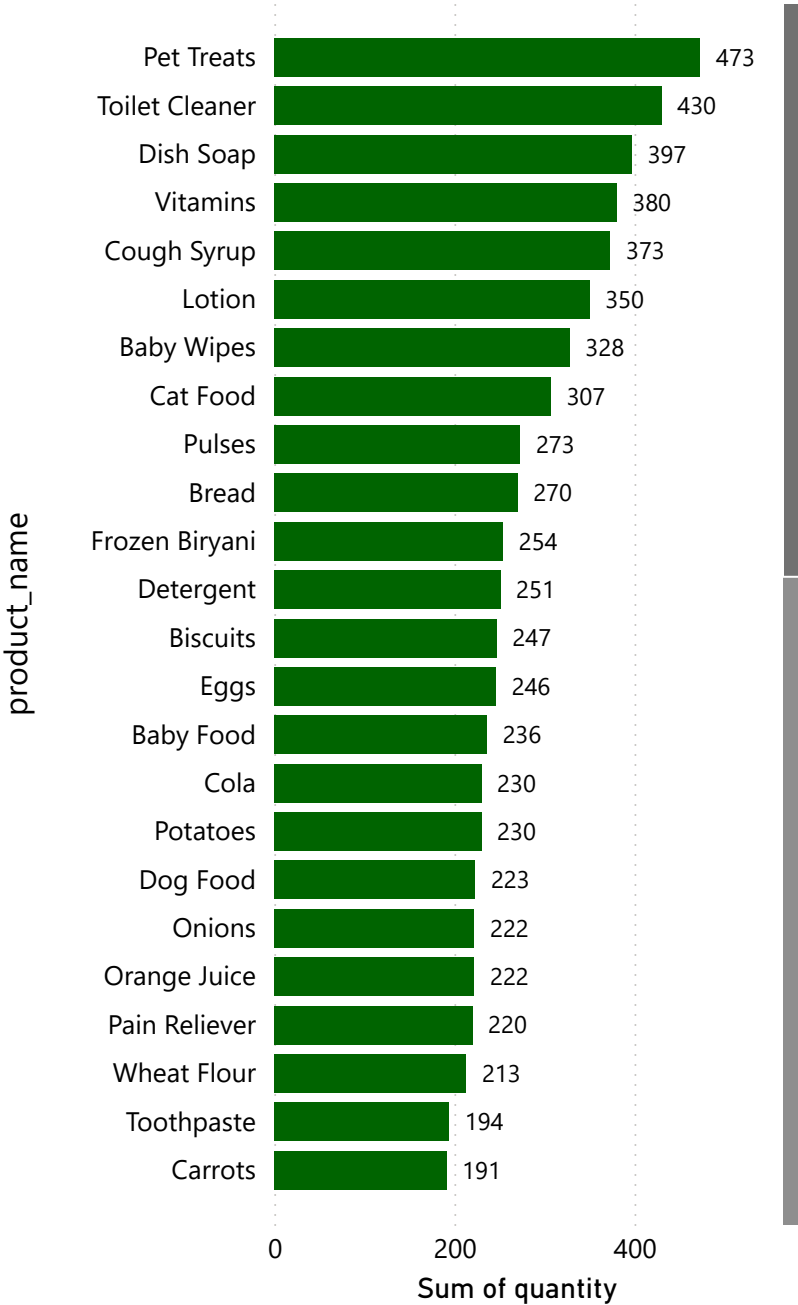
Category



Most Frequently Ordered Product

product_name	Product Order Co
Lemonade	21
Spinach	21
Milk	28
Instant Noodles	35
Diapers	43
Cereal	44
Bananas	45
Cookies	47
Mangoes	49
Ice Cream	50
Tomatoes	52
Rice	53
Iced Tea	56
Salt	60
Chocolates	64
Frozen Vegetables	67
Mango Drink	68
Total	5

Order Quantity Per Product



blinkit

India's Last minute App

Category

All

Customer Details

customer_id	customer_name	email
99893898	Vedant Master	forumwable@example.com
9987182	Tristan Hegde	devansh88@example.org
99824171	Vasatika Ram	tkhare@example.com
9981089	Ikbal Hari	madhav05@example.net
99784559	Laban Chopra	gayathri37@example.net
99772709	Xiti Jaggi	girishgour@example.net
99734256	Ishwar Nair	ambleira@example.com
99729547	Wridesh Saini	meeradey@example.net
99714944	Bhanumati Chauhan	kashish47@example.org
99707100	Falan Master	mrao@example.net
99695529	Charvi Tripathi	srivastavalipika@example.net
99643057	Avni Lad	vohratanveer@example.org
99627097	Amara Narayanan	yatin58@example.net
99594960	Amaira Tak	inarang@example.net
99490786	Ayush Biswas	frederickkale@example.org
99424244	Bhavini Mander	yashasvipalan@example.net
99412119	Samarth Sachar	cmurty@example.net
99406165	Yadavi Tiwari	karanmemon@example.com

Filter By Delivery Status

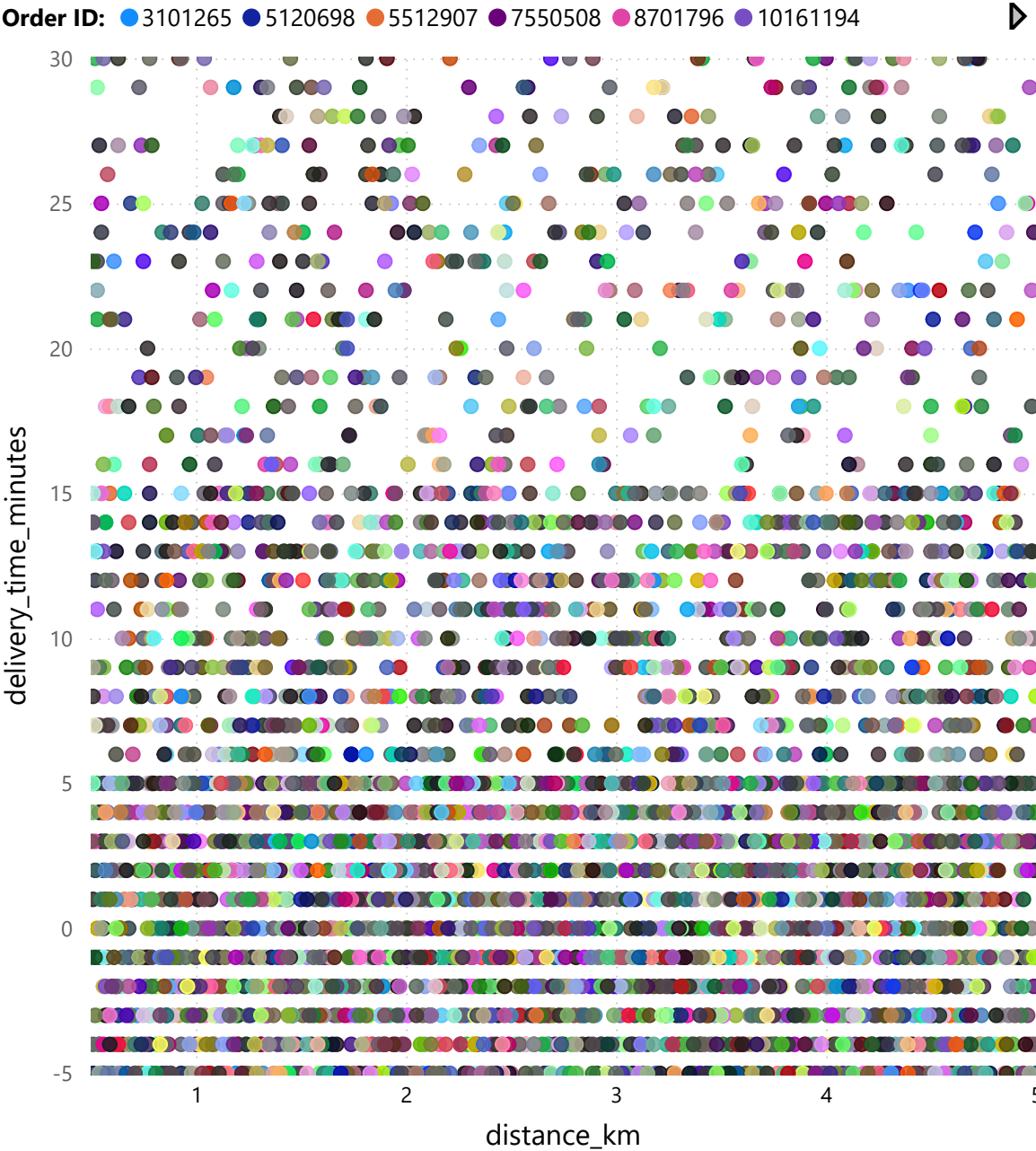
Delivery Status

On Time

Significantly  
Delayed

Slightly Delayed

Delivery time to analyze delivery efficiency



blinkit

India's Last minute App

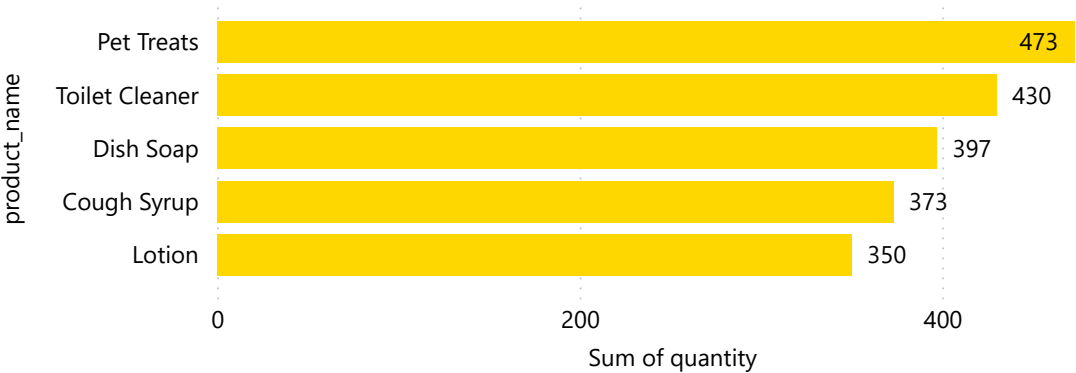
Category

All

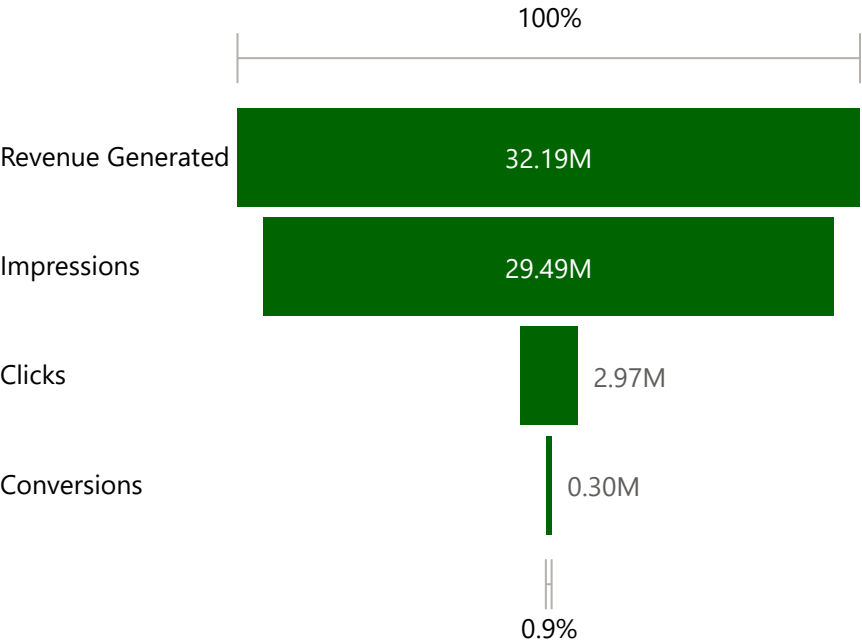
Customer LiftTime Value

customer_id	customer_name	Sum of avg_order_value	Total Customer Lifetime Value
99893898	Vedant Master	₹ 365.40	₹ 8,817.53
9987182	Tristan Hegde	₹ 635.99	₹ 11,850.41
99824171	Vasatika Ram	₹ 1,663.58	₹ 4,515.68
9981089	Ikbal Hari	₹ 402.74	₹ 3,035.85
99784559	Laban Chopra	₹ 218.41	₹ 2,527.14
99772709	Xiti Jaggi	₹ 1,905.19	₹ 5,208.45
99734256	Ishwar Nair	₹ 301.12	₹ 8,571.89
99729547	Wridesh Saini	₹ 1,763.46	₹ 6,406.26
99714944	Bhanumati Chauhan	₹ 708.50	₹ 3,576.86
99707100	Falan Master	₹ 1,089.92	₹ 9,713.18
99695529	Charvi Tripathi	₹ 1,751.77	₹ 12,764.73
99643057	Avni Lad	₹ 1,677.24	
99627097	Amara Narayanan	₹ 1,085.49	₹ 1,856.69
99594060	Aparna Talwar	₹ 1,475.22	₹ 1,763.70
Total		₹ 27,55,939.59	₹ 1,10,09,308.50

Top 5 best-selling products based on quantity



The campaign conversion process



Order quantity per product category

category	Count of quantity
Baby Care	334
Cold Drinks & Juices	375
Dairy & Breakfast	566
Fruits & Vegetables	492
Grocery & Staples	449
Household Care	509
Instant & Frozen Food	356
Personal Care	454
Total	5000

blinkit

India's Last minute App

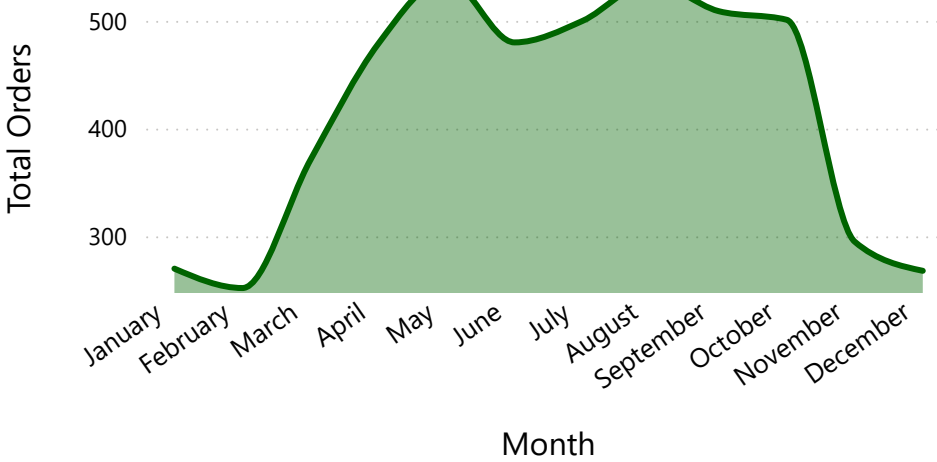
Category

All

All Campaigns

campaign_id	campaign_name	Sum of spend	Sum of revenue_generated
243	Referral Program	3,641.18	5,970.43
342	Flash Sale	2,900.46	7,711.31
417	Email Campaign	2,704.17	5,202.30
472	Festival Offer	1,542.65	4,316.40
648	New User Discount	4,892.22	2,261.53
788	New User Discount	2,896.44	4,004.21
1005	Membership Drive	1,189.21	9,253.77
1604	Email Campaign	3,522.99	6,315.41
1676	Email Campaign	3,911.44	4,606.78
1836	Membership Drive	3,265.42	7,039.53
1966	Referral Program	3,621.59	5,330.49
2127	Referral Program	2,830.06	5,541.54
2160	Category Promotion	3,036.79	2,364.06
Total		1,63,19,838.24	3,21,93,407.37

Order count Trend by date



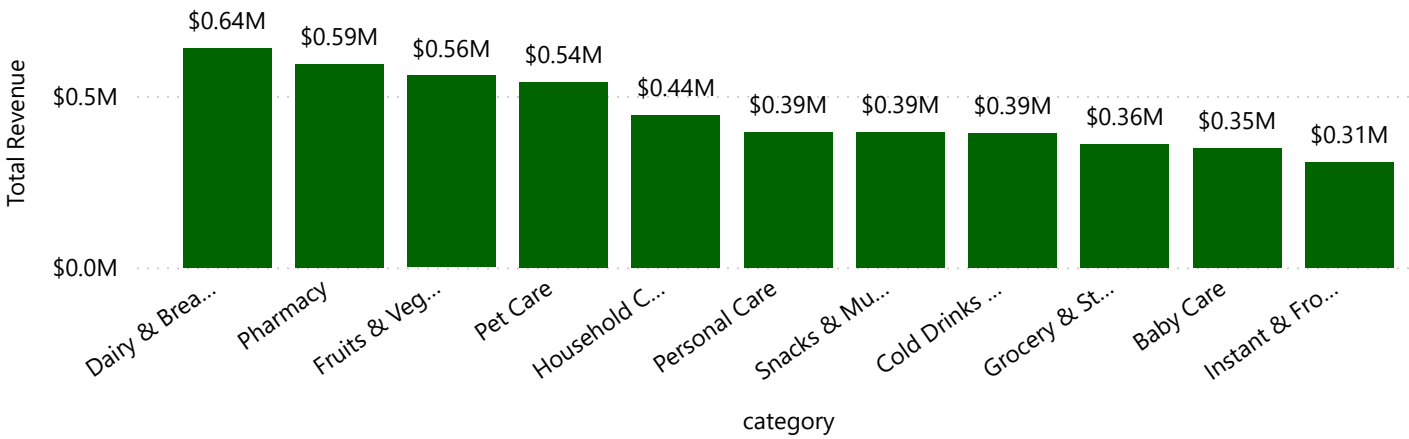
95K

Current Stock on Hand

The Percentage of Damaged Stock Per Product

product_name	Percentage Damaged Stock
Baby Food	46.59%
Baby Wipes	51.78%
Bananas	62.93%
Biscuits	59.74%
Bread	61.67%
Butter	57.79%
Carrots	59.62%
Cat Food	42.66%
Cereal	60.96%
Cheese	61.23%
Total	54.41%

Total Revenue by Product category



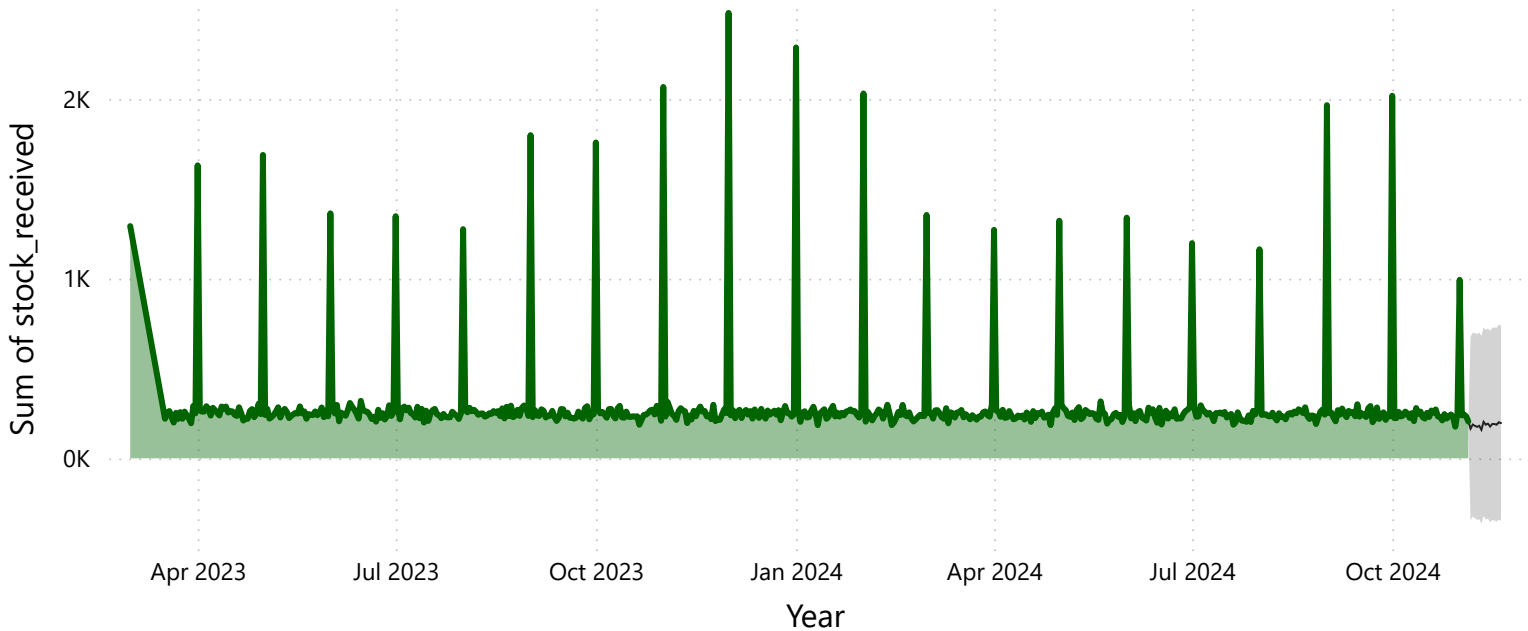
blinkit

India's Last minute App

Category

All

A forecast for future stock levels



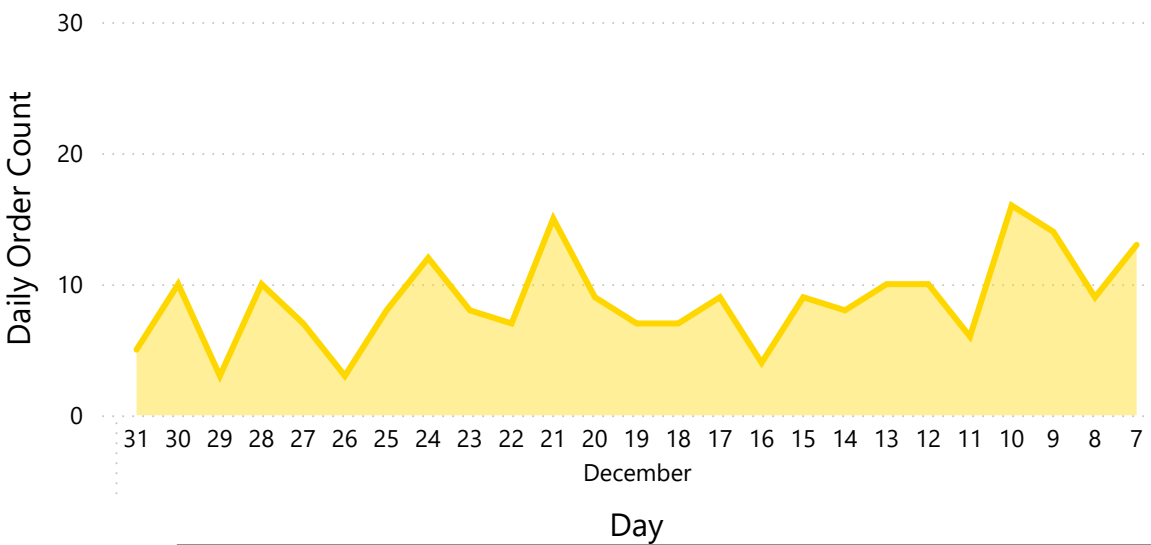
Product Gross Profit

product_name	Gross Profit
Baby Food	41,24,340.00
Baby Wipes	47,64,180.00
Bananas	10,62,100.00
Biscuits	44,91,305.00
Bread	36,97,360.00
Butter	21,37,260.00
Carrots	30,11,750.00
Cat Food	58,31,595.00
Cereal	4,81,000.00
Cheese	15,70,500.00
Chips	18,55,735.00
Total	13,61,59,845.00

Feedback Details

feedback_id	order_id	sentiment	feedback_category	rating
947	8875605037	Negative	App Experience	1
5028	8830321199	Positive	Product Quality	5
5348	935645101	Negative	Product Quality	3
6201	9271384187	Negative	Delivery	1
11042	1320638425	Positive	Customer Service	4
11775	3559865135	Negative	Product Quality	3
11897	343479370	Positive	Delivery	4
16923	9775070757	Positive	Product Quality	4
18528	1882682579	Positive	Delivery	4
20698	5274039950	Neutral	App Experience	4

Daily Order Count by Trend



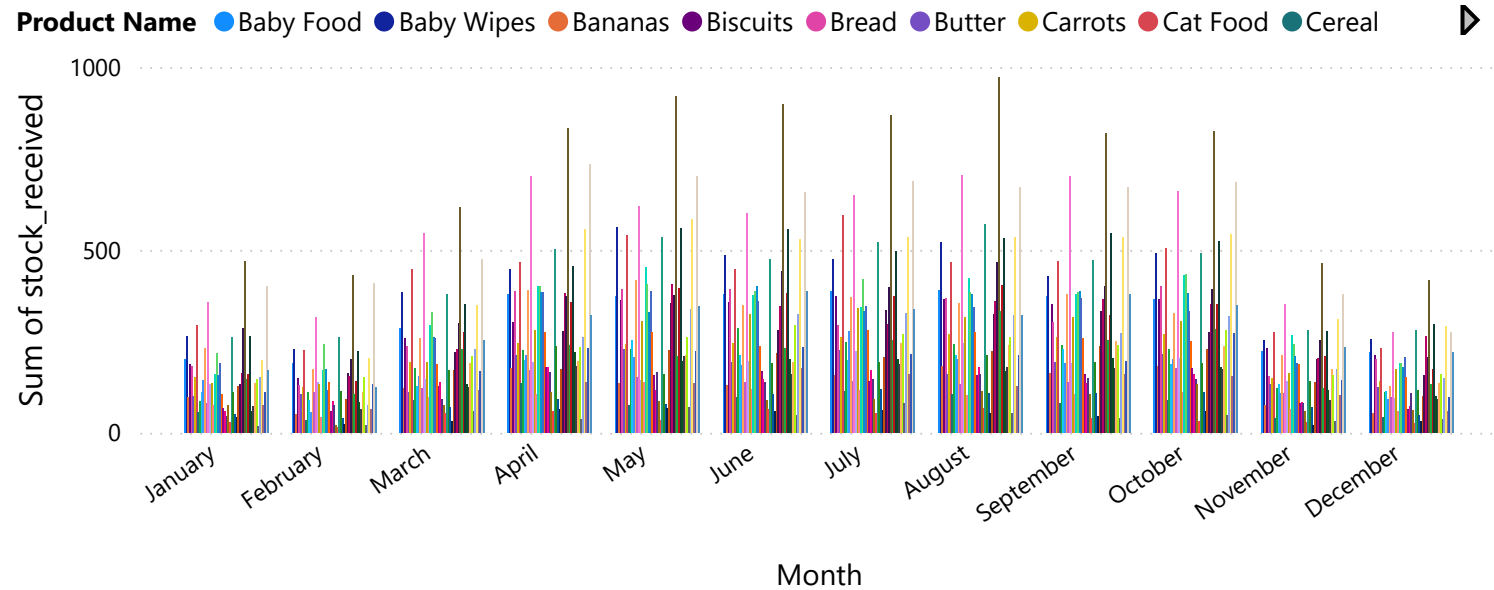
blinkit

India's Last minute App

Category

All

### Stock received over time for different products



### Customers Orders by Store ID

store_id	order_id	Sum of order_total
1	6056126973	1173
100	4071811527	1872
1002	7562975685	3837
1003	2039041670	96
1004	2330986566	560
1007	2137046916	3374
1009	1315064289	2357
101	8740552000	391
1010	4461389660	3822
1014	6167501412	2814
Total		11009308

### Sales Revenue Breakdown by Item

product_name	Total Sales Revenue per Product
Baby Food	₹1,37,478.00
Baby Wipes	₹1,58,806.00
Bananas	₹42,484.00
Biscuits	₹1,28,323.00
Bread	₹1,84,868.00
Butter	₹1,06,863.00
Carrots	₹1,20,470.00
Cat Food	₹1,66,617.00
Cereal	₹24,050.00
Total	₹49,72,477.00

### Order Count by pincode





blinkit

India's Last minute App

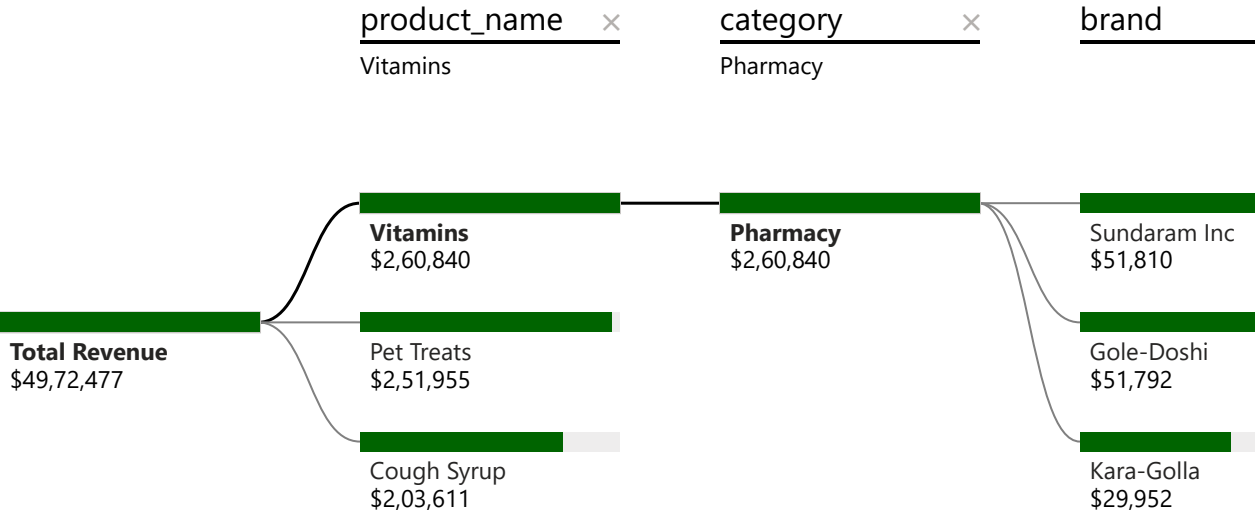
Category

All

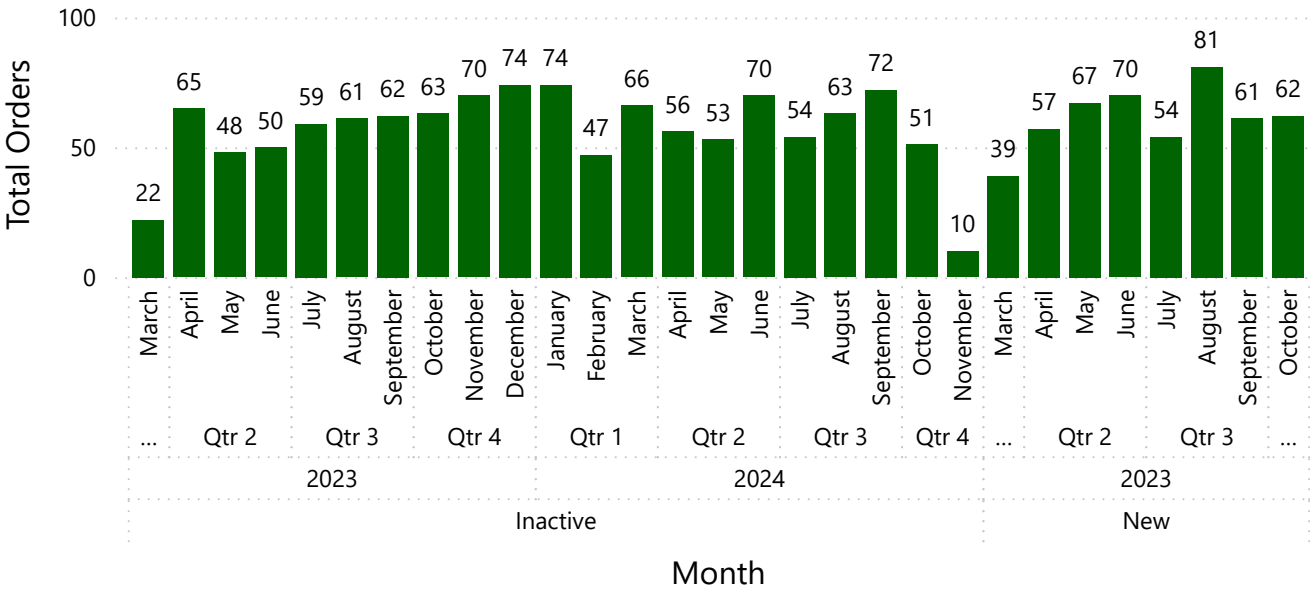
Discount Percentage Using Price

product_name	Product Discount Percentage
Baby Food	30.00%
Baby Wipes	30.00%
Bananas	25.00%
Biscuits	35.00%
Bread	20.00%
Butter	20.00%
Carrots	25.00%
Cat Food	35.00%
Cereal	20.00%
Total	28.23%

Decomposition Tree to Analyze Product Sales



Order Trends By Customer Segment



Top Campaigns with the Highest ROAS

campaign_name	roas	Campaign ROAS Rank
App Push Notification	305.00%	9
App Push Notification	390.00%	9
Category Promotion	245.00%	9
Category Promotion	323.00%	9
Category Promotion	333.00%	9
Category Promotion	363.00%	9
Email Campaign	204.00%	9
Email Campaign	309.00%	9
Festival Offer	199.00%	9
Festival Offer	233.00%	9
Festival Offer	253.00%	9







# blinkit

India's Last minute App





Category

All

## Product Category Ratings

category	Average Customer Rating	First Img
Baby Care	3.30	
Cold Drinks & Juices	3.34	
Dairy & Breakfast	3.25	
Fruits & Vegetables	3.36	

## Rated Product by Category

category	Average Customer Rating	Emoji	Rating
Baby Care	1.00		1
Baby Care	2.00		2
Baby Care	3.00		3
Baby Care	4.00		4

## Overall Ratings BreakDown

