



Make your business decision

blinkit

Home

Sales

Customer

Feedbacks

Inventory

Marketing



2.08%
Growth%

2024

2.5M

YTD

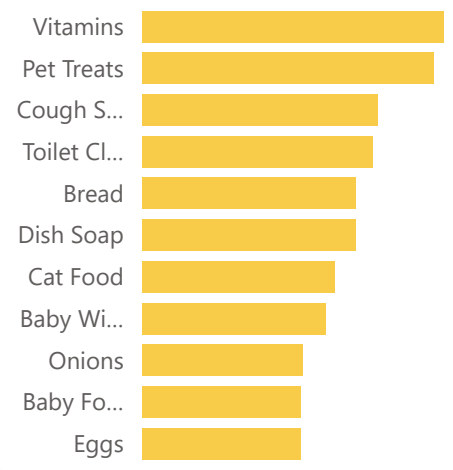
2023

2M

YTD

Default Product

YTD



Default

Top 5

Top 10

Top 20

Top 50

Top 100

Sales Overview

Home

Sales

Customer

Feedbacks

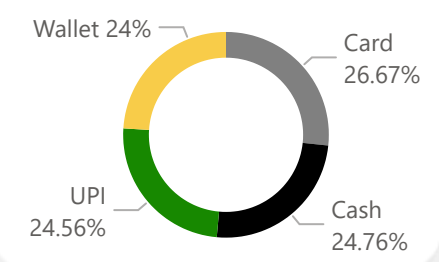
Inventory

Marketing



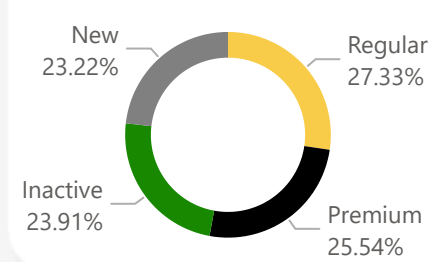
Payment Method

YTD



Customer Segment

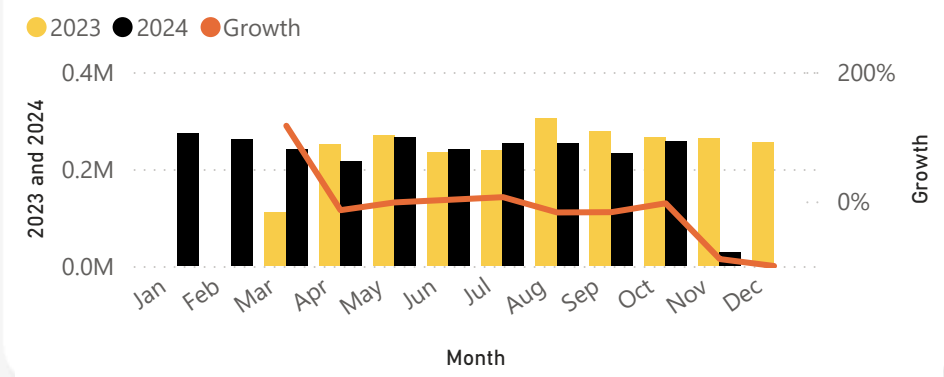
YTD



Default	Top 5	Top 10
Top 20	Top 50	Top 100

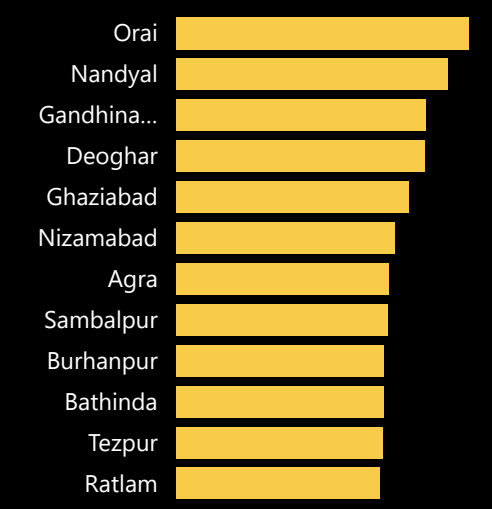
2023, 2024 and Growth by Month

YTD



Default Area

YTD



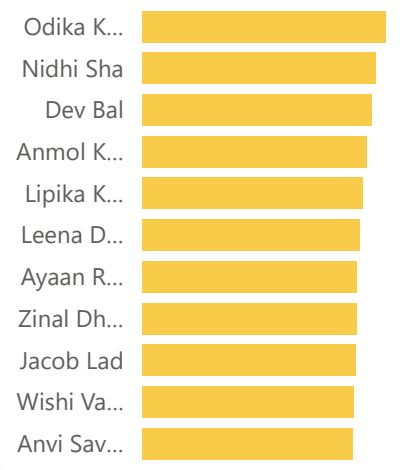


2.08%
Growth%



Default Customer

YTD



Default

Top 5

Top 10

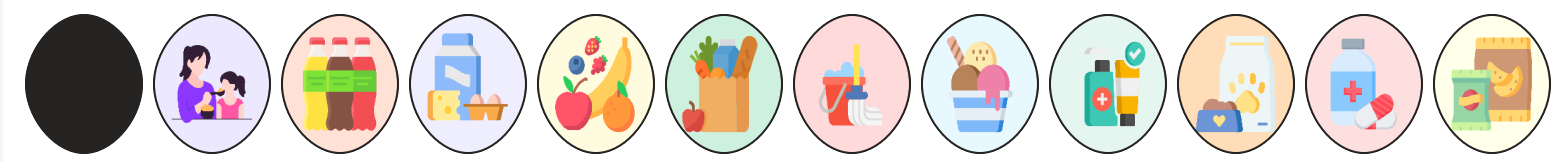
Top 20

Top 50

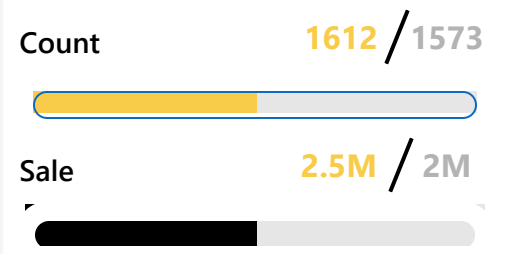
Top 100

Customer Overview

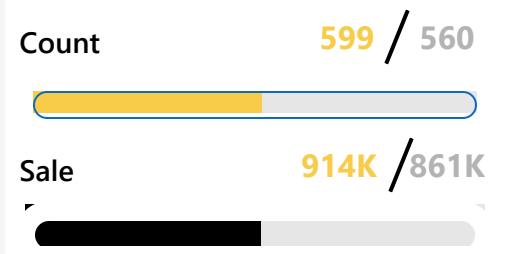
- Home
- Sales
- Customer
- Feedbacks
- Inventory
- Marketing



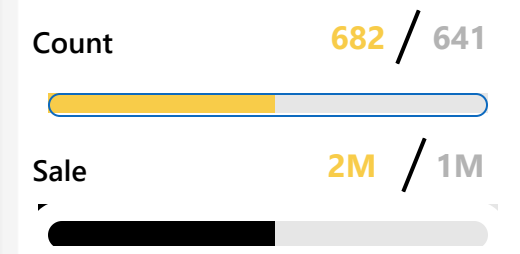
Total Customers



New &Lost Customers



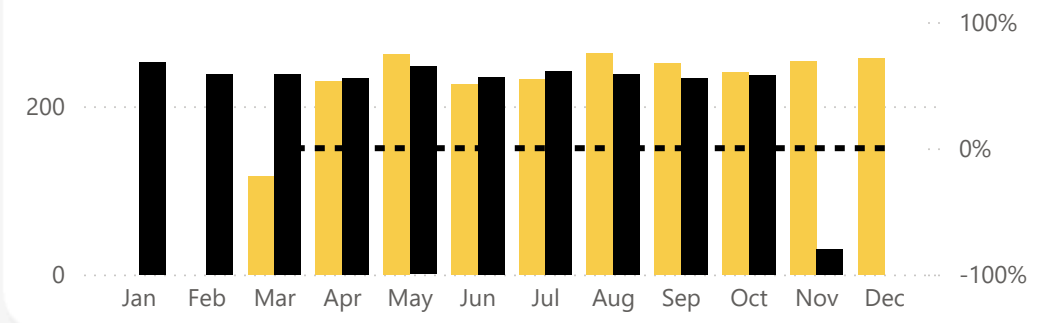
Repeat Customers



Customers Count by Month

YTD

YEAR 2023 2024 Customer_Growth



2172

Customer who order more then 1 times

1

Order Slicer



blinkit »

2.08%

Growth%

2024

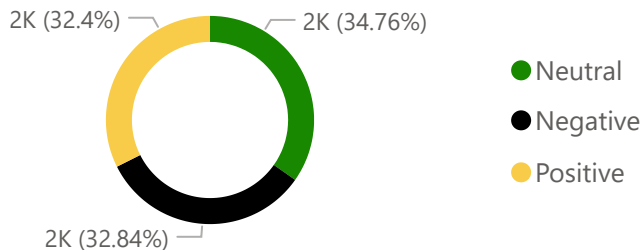
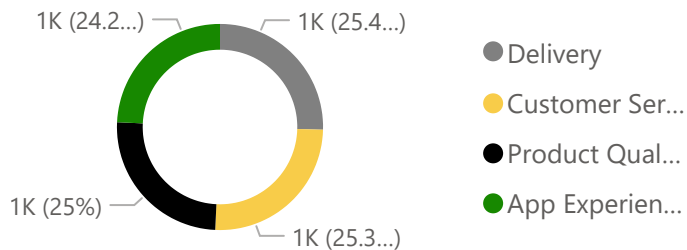
2.5M

YTD

2023

2M

YTD



Feedback Overview

Home

Sales

Customer

Feedbacks

Inventory

Marketing



customer_name	customer_segment	feedback_segment	feedback_category	Rating_label	star	feedback_te
Aachal Mangat	New	Negative	Customer Service	Rating 2	☆☆	Delivery wa
Aachal Nazareth	Premium	Negative	Customer Service	Rating 1	☆	The packag
Aachal Nazareth	Premium	Neutral	Delivery	Rating 4	☆☆☆☆	Average exp
Aadhya Cherian	New	Negative	Product Quality	Rating 1	☆	I had a bad
Aadhya Cherian	New	Negative	Product Quality	Rating 2	☆☆	Taste was n
Aadhya Padmanabhan	Inactive	Positive	Product Quality	Rating 5	☆☆☆☆☆	Very happy
Aadhya Palla	Inactive	Negative	Delivery	Rating 1	☆	Not worth t
Aadhya Palla	Inactive	Negative	Product Quality	Rating 2	☆☆	Product wa
Aadhya Ravi	Inactive	Neutral	Customer Service	Rating 3	☆☆☆	Nothing to
Aadhya Ravi	Inactive	Positive	Customer Service	Rating 4	☆☆☆☆	Highly reco
Aadi Bains	Regular	Negative	Customer Service	Rating 3	☆☆☆	Taste was n
Aadi Bains	Regular	Neutral	App Experience	Rating 4	☆☆☆☆	Delivery wa
Aadi Bains	Regular	Neutral	Delivery	Rating 4	☆☆☆☆	Nothing to
Aadi Bains	Regular	Positive	Deliverv	Ratina 4	☆☆☆☆	Great price

Rating 1

540



Rating 2

538



Rating 3

1398



Rating 4

1708



Rating 5

816





2.08%
Growth%

2024

2.5M

YTD

2023

2M

YTD

Inventory Overview

Home

Sales

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14.1M
Stock_received

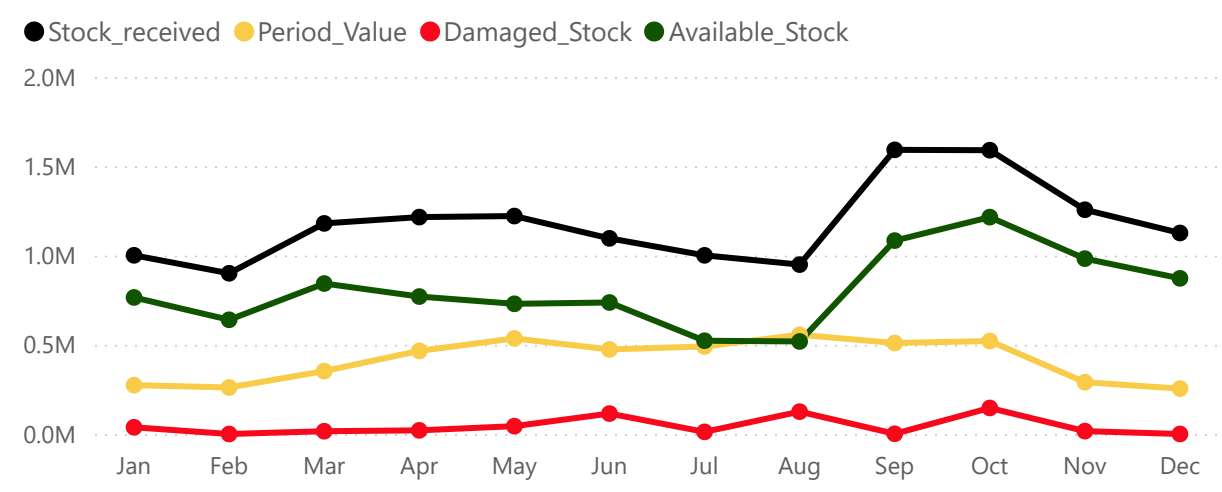
9.7M
Available Stock

34%
Stock_Movement %

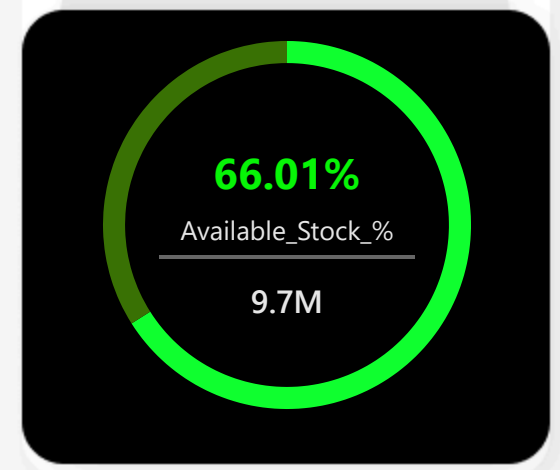
14.7M
Period_Inventory_Value

532.1K
Damaged Stock

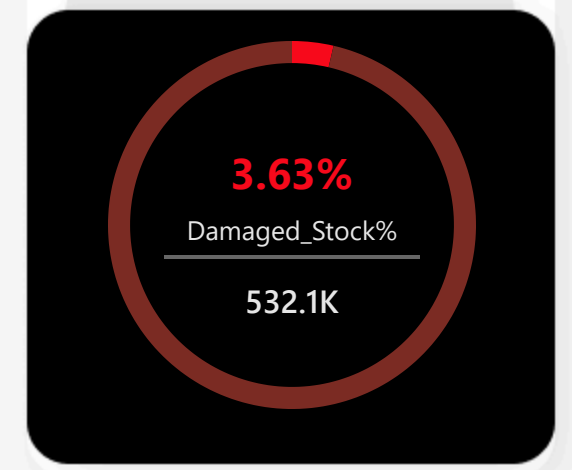
Stock Information



Stock Available



Damage Stock





2.08%
Growth%

2024

2.5M

YTD

2023

2M

YTD

clicks

conversions

impressions

revenue_generated

roas

spend

Marketing Overview

Home

Sales

Customer

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Marketing



Clicks
2.97M

Conversion
298.04K

Impressions
29.49M

Revenue
32.19M

Roas
14.80K

Spend
16.32M

Period_Marketing_Value by Month and Keys

Keys clicks conversions impressions revenue_generated roas spend

