



India's Last Minute App

margin_percent... ▾

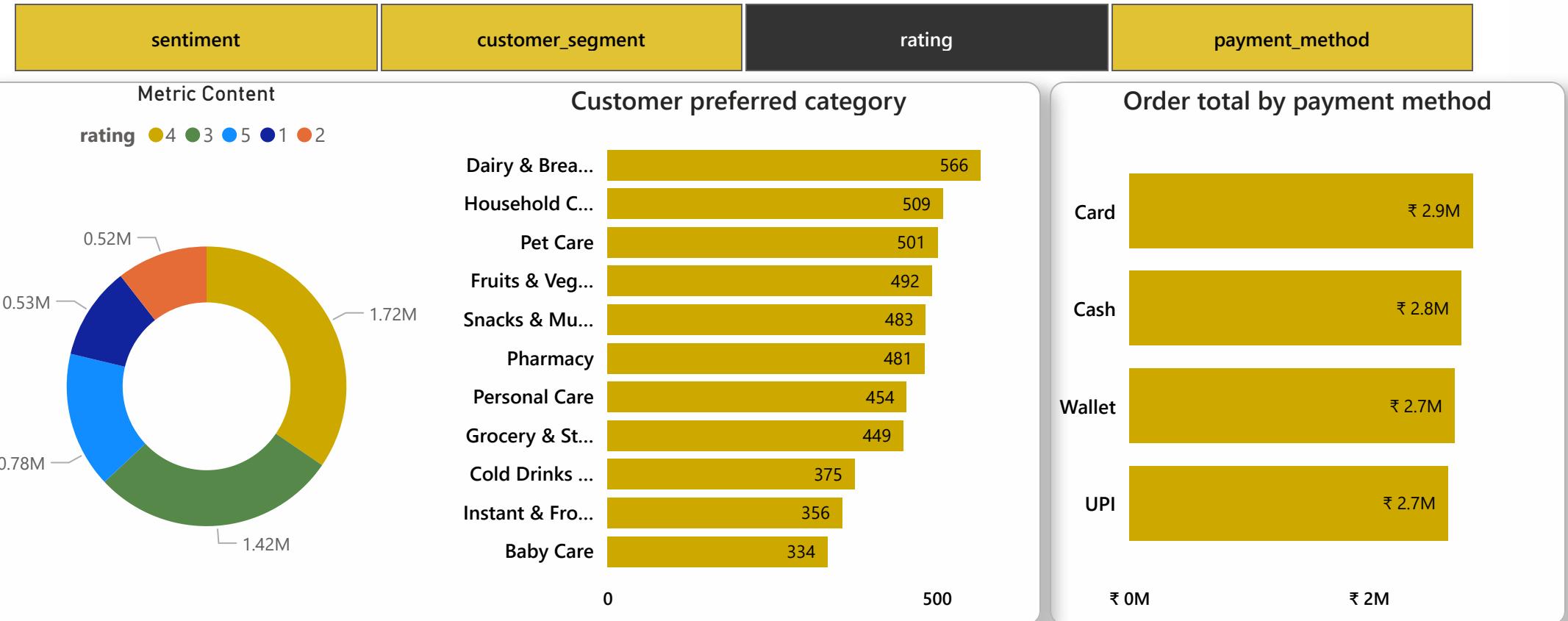
All ▾

rating ▾

All ▾

category ▾

All ▾



BLINKIT TOP CLUSTER – KEY HIGHLIGHTS & ACTIONS

Take Rate 39.1% → 2nd highest in India
AOV ₹994 → 18% above national average

Target: Achieve 42% Take Rate & ₹1,100 AOV in next 3 months

KEY INSIGHTS

- Dairy & Beverages + Household Care = 55% of total orders
- UPI dominates payments with ₹2.7M (55% share)
- High-margin categories (Household Care, Fruits & Veg) deliver strong profits

ACTION PLAN

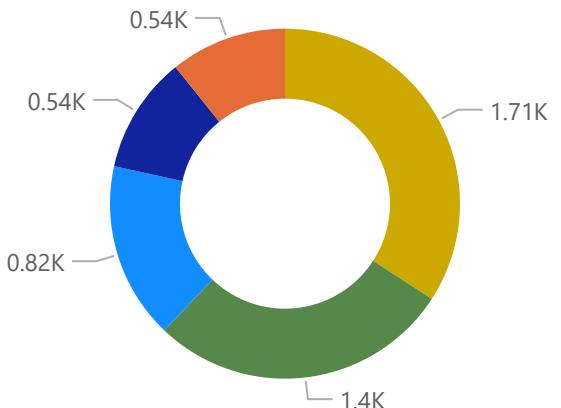
1. Replicate this cluster model in 5 new Tier-2 cities
2. Launch "Extra 10% off on UPI" to push UPI share to 65%

shelf_life by product_name

Pet Tre...	4.4K
Dish S...	3.7K
Lotion	3.7K
Toilet ...	3.7K
Vitamins	3.7K
Cough ...	3.3K
Baby ...	2.9K
Pulses	2.9K
Cat Food	2.6K
Deterg...	2.6K
Baby F...	2.2K
Dog F...	2.2K
Pain R...	2.2K
Shamp...	1.8K
Soap	1.8K
Sugar	1.8K
Toothp...	1.8K
Wheat ...	1.8K
Cola	1.3K
Frozen...	1.3K
Orang...	1.3K
Rice	1.1K
Salt	1.1K
Frozen...	0.9K
Diapers	0.7K
Mango...	0.7K
Biscuits	0.6K
Frozen...	0.5K
Ice Cre...	0.5K
Iced Tea	0.5K

Feedback rating

● 4 ● 3 ● 5 ● 1 ● 2



category

category	Sum of Total_sales	Sum of quantity	Average of rating
Baby Care	₹ 348.23K	655	3.30
Instant & Frozen Food	₹ 307.21K	742	3.31
Cold Drinks & Juices	₹ 392.72K	758	3.34
Personal Care	₹ 394.89K	887	3.29
Grocery & Staples	₹ 359.94K	895	3.47
Snacks & Munchies	₹ 394.65K	963	3.33
Fruits & Vegetables	₹ 559.05K	966	3.36
Pharmacy	₹ 592.37K	973	3.38
Pet Care	₹ 539.89K	1003	3.36
Household Care	₹ 444.24K	1078	3.40
Dairy & Breakfast	₹ 639.22K	1114	3.25

product_name

product_name	Sum of max_stock_level	Sum of min_stock_level
Pet Treats	926	260
Dish Soap	805	204
Lotion	724	211
Vitamins	716	196
Toilet Cleaner	711	170
Cough Syrup	678	209
Baby Wipes	616	168
Cat Food	608	160
Pulses	558	175
Eggs	557	114
Bread	545	152
Potatoes	532	139
Biscuits	511	138
Detergent	505	141
Orange Juice	504	142
Wheat Flour	464	119
Cola	457	177
Dog Food	438	120
Baby Food	435	87
Frozen Biryani	432	124