



margin_percent...

All

rating

All

category

All

Total Sales

4.97M



Total Profit

1.94M



Total Orders

5000



AVG Order Value

994.48

Blinkit Take Rate %

39.10

sentiment

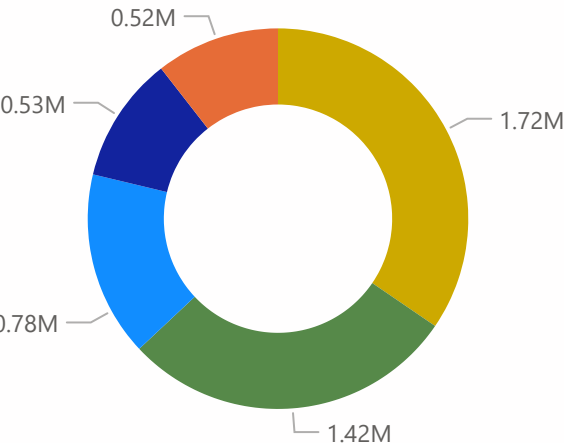
customer_segment

rating

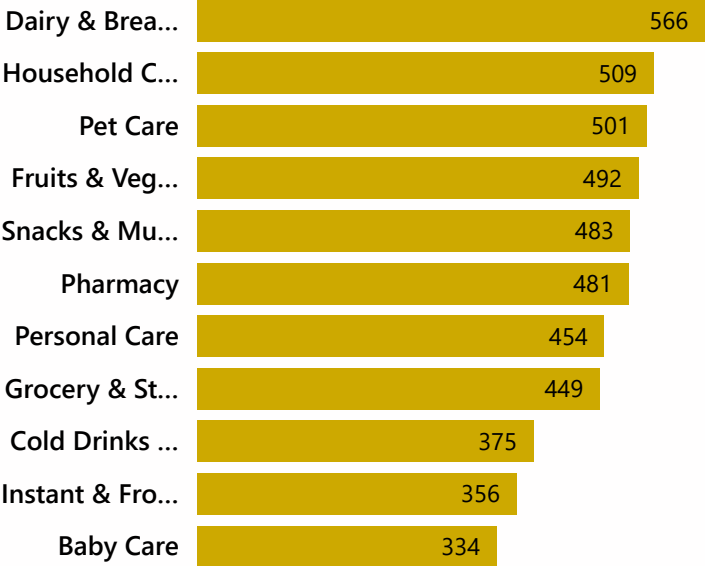
payment_method

Metric Content

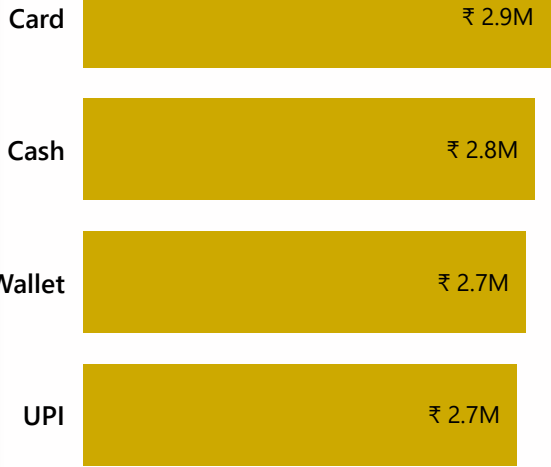
rating 4 3 5 1 2



Customer preferred category



Order total by payment method



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

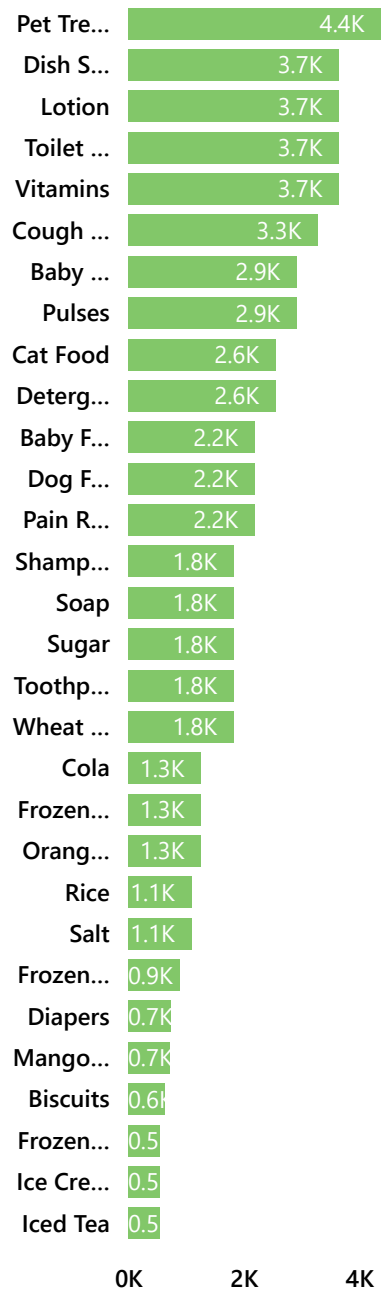
KEY INSIGHTS

- 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

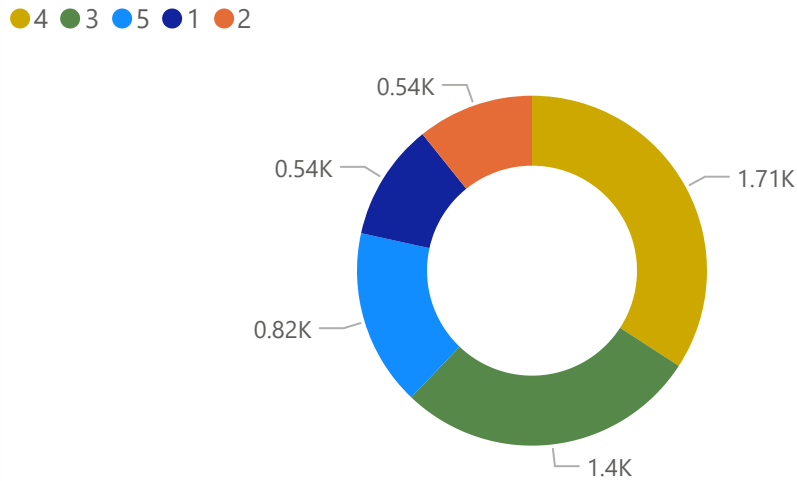
ACTION PLAN

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



Feedback rating



| 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 | 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 |