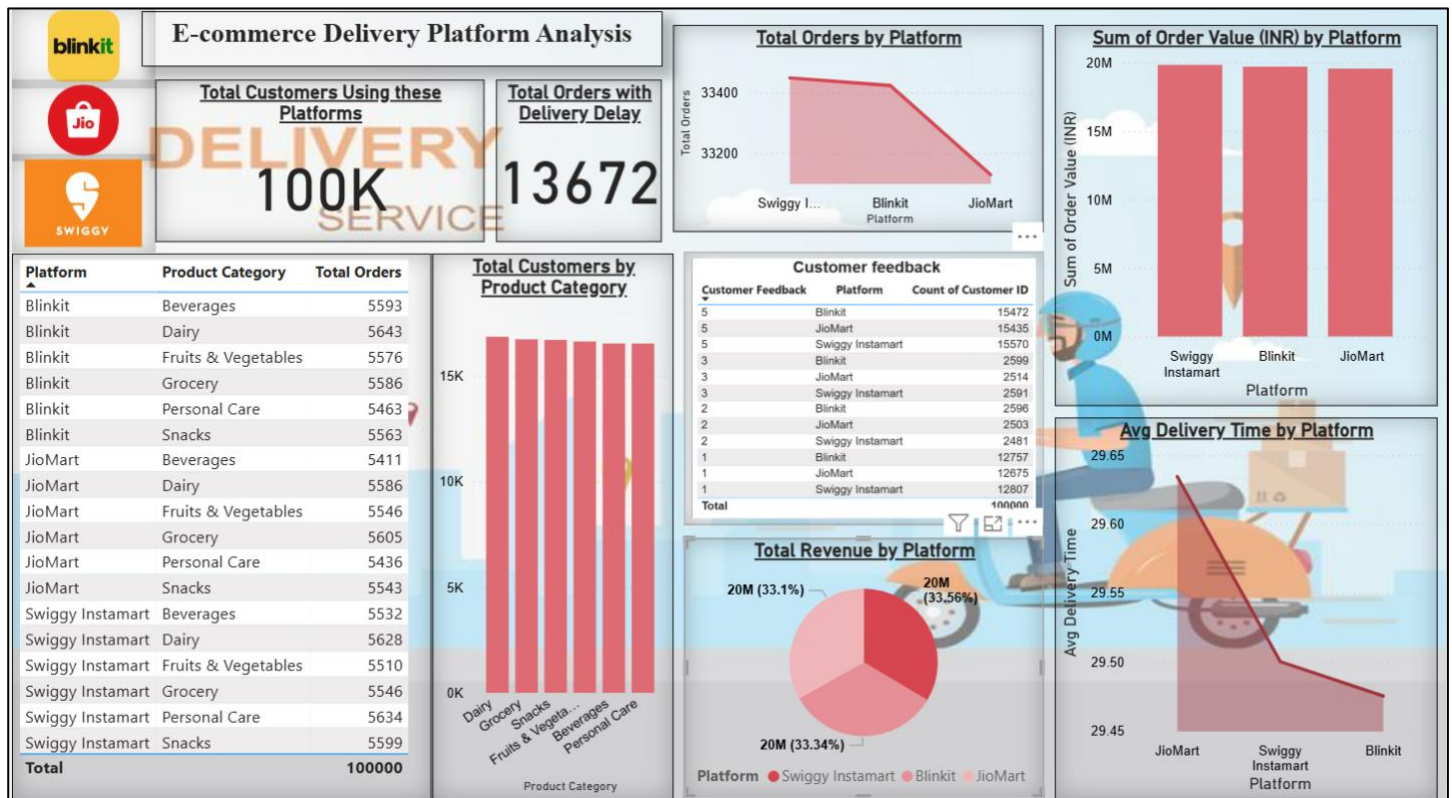


# E-commerce Delivery Platform Analysis



## Introduction

The rapid growth of e-commerce in India has transformed the way customers purchase essential goods such as groceries, dairy, snacks, and personal care items. Platforms like **Blinkit**, **JioMart**, and **Swiggy Instamart** have become key players in the quick-commerce sector, competing to provide faster deliveries, better customer experiences, and reliable services.

This report presents an analysis of these three platforms, focusing on customer base, order trends, delivery performance, revenue generation, and customer feedback. The insights aim to evaluate market performance and identify improvement opportunities for better customer satisfaction and operational efficiency.

### 1. Total Customers Using These Platforms (Card Visual)

- The platforms together serve **100K customers**, reflecting strong adoption of online grocery delivery services.

### 2. Total Orders with Delivery Delay (Card Visual)

- Out of the total orders, **13,672 faced delivery delays (~13.7%)**.
- This highlights a significant operational issue that needs addressing to ensure timely service.

### 3. Total Orders by Platform (Bar Chart)

- **Swiggy Instamart** leads in total orders, followed closely by **Blinkit** and **JioMart**.
  - Swiggy's marginal lead suggests better order capture compared to competitors.
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### 4. Sum of Order Value (INR) by Platform (Bar Chart)

- All three platforms generate nearly **equal revenue (~₹20M each)**.
  - Despite order count differences, revenue parity shows strong market competition.
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### 5. Total Customers by Product Category (Bar Chart)

- Customer distribution is balanced across **Dairy, Grocery, Snacks, Fruits & Vegetables, Beverages, and Personal Care**.
  - No single category dominates, showing customers use platforms for diverse needs.
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### 6. Customer Feedback by Platform (Table)

- Most customers provided ratings of **4 and 5**, reflecting satisfaction.
  - However, lower ratings exist, signalling scope for improvement in delivery consistency and service quality.
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### 7. Orders by Platform & Product Category (Table)

- Each platform handles all product categories equally well.
  - Orders per category range between 5,400–5,600, showing consistent product demand across platforms.
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### 8. Total Revenue by Platform (Pie Chart)

- Market share is almost equally split:
    - Blinkit → **33.56%**
    - JioMart → **33.1%**
    - Swiggy Instamart → **33.34%**
  - The even split highlights **intense competition** with no dominant player.
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## 9. Average Delivery Time by Platform (Line Chart)

- **Blinkit:** Fastest average delivery (~29.45 mins).
  - **Swiggy Instamart:** ~29.55 mins.
  - **JioMart:** Slowest at ~29.65 mins.
  - Speed plays a crucial role, and Blinkit holds a slight edge here.
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## Recommendations

1. **High Competition** – Revenue and customer base are nearly equal across platforms. Competitive pricing and service quality are key differentiators.
  2. **Delivery Delays** – With ~13.7% orders delayed, companies should optimize logistics to enhance satisfaction.
  3. **Category Demand** – Customers purchase almost equally across categories, showing consistent demand.
  4. **Customer Experience** – Positive ratings dominate, but attention should be given to low feedback scores to reduce churn.
  5. **Speed Advantage** – Blinkit's slightly faster delivery time could be leveraged as a marketing edge.
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## Conclusion

The analysis reveals that the quick-commerce market is highly competitive, with **Blinkit, JioMart, and Swiggy Instamart** sharing almost equal market share and revenue. While **Swiggy Instamart** secures slightly more orders, **Blinkit outperforms in delivery speed**, which can be used as a key differentiator. The major challenge across platforms is **delivery delays affecting 13.7% of orders**, which must be addressed to enhance reliability and customer trust. Balanced demand across product categories indicates that platforms need to maintain strong supply chains across all segments. Overall, the platforms are performing well, but continuous improvement in logistics, customer service, and feedback handling will decide the long-term market leader.