

## BLINKIT MARKETING PERFORMANCE DASHBOARD – Documentation

### 1. Introduction

The Blinkit Marketing Performance Dashboard is a structured Excel-based analytical tool designed to evaluate campaign performance across multiple channels. It provides insights into spend efficiency, revenue generation, user engagement, and overall marketing ROI.

### 2. Objective

The dashboard aims to:

- Monitor core marketing KPIs
- Compare campaign and channel performance
- Analyze yearly trends and engagement
- Support decision-making with visual insights
- Enable interactive filtering for deeper exploration

### 3. Data Source & Structure

The dashboard uses cleaned and formatted marketing data including:

Campaign details, dates, audience, channels, impressions, clicks, conversions, spend, revenue, profit, and KPIs like ROAS, CTR, CVR, CPA, ROI. Data is stored in an Excel Table for dynamic refresh.

### 4. Key Performance Indicators (KPIs)

The dashboard highlights:

- Total Spend
- Total Revenue
- Total Profit
- Total Impressions
- Total Clicks
- Total Conversions

### 5. Dashboard Components

#### 5.1 Slicers (Filters)

Filters for:

- Year
- Channel
- Target Audience

## 5.2 Visualizations Included

- Spend vs Revenue Trend (Line Chart)
- Campaign Spend vs Revenue (Column Chart)
- Channel ROAS Performance (Bar Chart)
- Clicks by Channel (Pie Chart)
- Impressions by Campaign (Bar Chart)
- Revenue vs Spend by Channel (Column Chart)

## 6. Tools & Techniques Used

Excel, PivotTables, PivotCharts, Slicers, Data Cleaning, KPI Cards, Layout Design.

## 7. Conclusion

This dashboard provides a comprehensive view of Blinkit's marketing performance, enabling evaluation of ROI, channel effectiveness, and campaign success.

Prepared By:

Ambar

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