

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.

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