



Make your business decision

blinkit

Home

Overview

Sales Overview

Customer

Feedbacks

Inventory

Marketing

blinkit

India's Last Minute App

>>>

-1.06%

Growth

Quantity 2025

31.7M

Last 9 Months

Quantity 2024

32.1M

Last 9 Months

Inventory

Detail

70.98%

Available Stock%

16.77%

Damaged Stock%

● Stock Received ● Period_Value ● damaged_... ● Available_...

10M

0M

Mon Tue Thu Wed Fri Sun Sat

Sales Overview

Home Sales Overview Customer Feedbacks Inventory Marketing

Marketing

Detail

239.37K

Clicks

74.38K

Conversion

967.56K

Impression

646.61K

Revenue

Customer

Detail

Count

5976 / 6082

Sale

31.74M / 32M

Sale Overview

Detail

2024, 2023 and Grwoth by Day

Last 9 Months

● 2024 ● 2023 ● Grwoth

5M

0M

Fri Wed Thu Sat Sun Tue Mon

Feedbacks

Detail

Aachal Amble

★★★★★

😊

Aachal Bedi

★★★☆☆

😐

Aachal Bhandari

★★★★★

😊

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>>>

-1.06%
Growth

Quantity 2025

31.7M

Last 6 Months

Quantity 2024

32.1M

Last 6 Months

Top 5 Products Quantity

Last 6 Months

Default

Top 5

Top 10

Top 20

Top 50

Top 100

blandit...

ea sequi

molesti...

error s...

animi e...

0.0M

0.5M

Sales Overview

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Payment Method

Last 6 Months

Cash

15.56M

Wallet

16.59M

UPI

15.73M

Card

15.94M

Customer Segment

Last 6 Months

Premium

15.38M

Regular

16.28M

New

16.08M

Inactive

16.09M

Default

Top 5

Top 10

Top 20

Top 50

Top 100

2024, 2023 and Grwoth by Month

Last 6 Months

2024

2023

Grwoth

10M

0M

Jan

Feb

Mar

Apr

May

10%

0%

-10%

Top 50 Area Quantity

Last 6 Months

Ghaziabad

Aurangabad

Kharagpur

Begusarai

Thiruvanan...

Patna

Deoghar

Kirari Sulem...

Gaya

Bhopal

0.0M

0.5M

area

TopN_Area_by_Val...

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-1.06%
Growth

Quantity 2025



31.7M

Last 6 Months



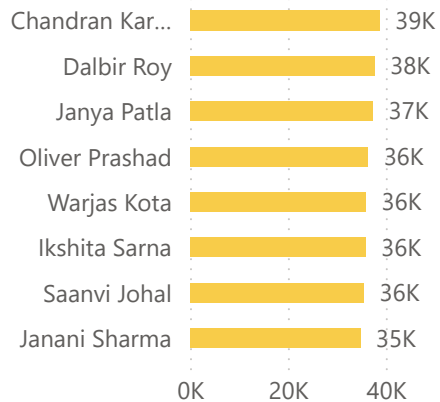
Quantity 2024

32.1M

Last 6 Months

Top 100 Customer Quantity

Last 6 Months



Default

Top 5

Top 10

Top 20

Top 50

Top 100

Sale Overview

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Total Customers

Count 5976 / 6082



Sale 31.74M / 32M



New & Lost Customers

Count 4549 / 4655



Sale 30.20M / 30M



Repeat Customers

Count 722 / 789



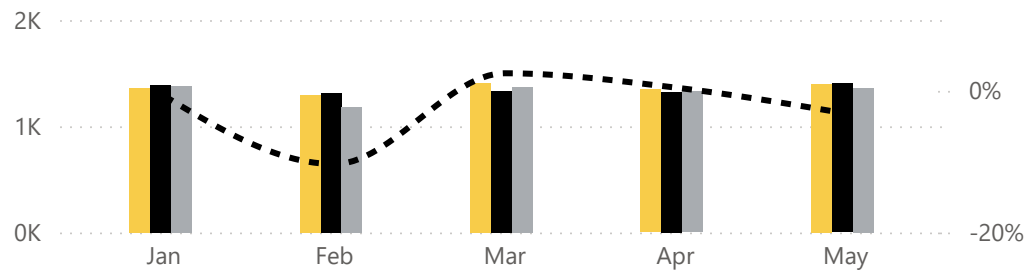
Sale 7M / 8M



Customer Counts by Month

Last 6 Months

Year 2023 2024 2025 Customers_Growth



14K

Customer who order more
then 0 times

0 0 Order Slicer



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0.86%
Growth



Quantity 2025

19.3M

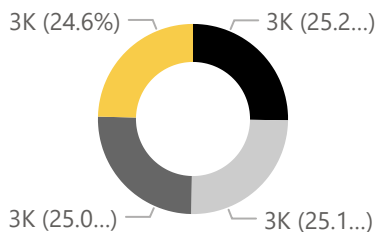
Last 3 Months



Quantity 2024

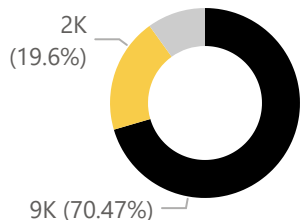
19.1M

Last 3 Months



feedback_cate...

- Customer Se...
- Product Qua...
- App Experie...
- Delivery



feedback_seg...

- Positive
- Neutral
- Negative

Sale Overview

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customer_name	category	customer_segment	feedback_segment	feedback_category	feedback_text
Isaiah Kalla	Fruits & Vegetables	Inactive	Positive	Customer Service	A a ab et minus pos:
Chanakya Amble	Dairy & Breakfast	Regular	Positive	App Experience	A a et similique repe
Chanakya Amble	Household Care	Regular	Positive	App Experience	A a et similique repe
Chanakya Amble	Personal Care	Regular	Positive	App Experience	A a et similique repe
Chanakya Amble	Pet Care	Regular	Positive	App Experience	A a et similique repe
Chanakya Amble	Snacks & Munchies	Regular	Positive	App Experience	A a et similique repe
Xavier Bahri	Cold Drinks & Juices	Regular	Positive	Product Quality	A ab cum saepe. Vol
Xavier Bahri	Grocery & Staples	Regular	Positive	Product Quality	A ab cum saepe. Vol
Xavier Bahri	Snacks & Munchies	Regular	Positive	Product Quality	A ab cum saepe. Vol
Avi Loyal	Grocery & Staples	Inactive	Positive	App Experience	A ab eos perspiciatis
Avi Loyal	Instant & Frozen Food	Inactive	Positive	App Experience	A ab eos perspiciatis
Aarnav Narain	Baby Care	Regular	Positive	Product Quality	A ab reprehenderit l
Aarnav Narain	Dairy & Breakfast	Regular	Positive	Product Quality	A ab reprehenderit l

435
Rating 1



391
Rating 2



1644
Rating 3



5712
Rating 4



4407
Rating 5



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-1.06%
Growth



Quantity 2025

31.7M

Last 6 Months



Quantity 2024

32.1M

Last 6 Months

Sale Overview

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329.5M

Total Received



232.9M

Available Stock



29.3%

Stock Movement%



274.5M

Stock Received

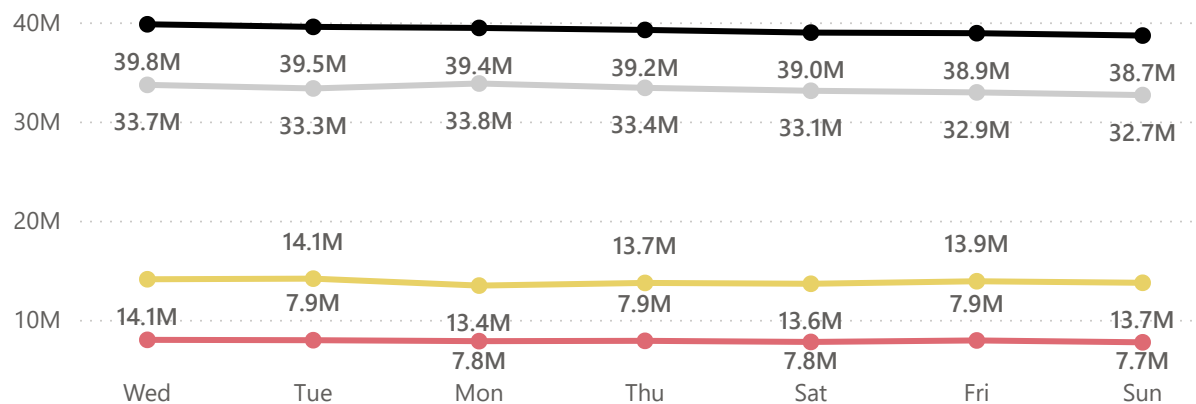


55.0M

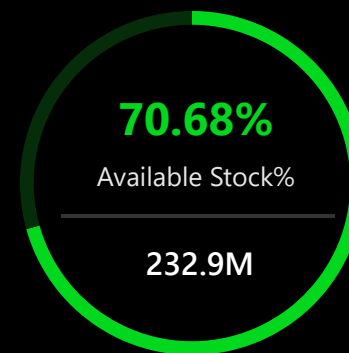
Damaged Stock

Stock Information

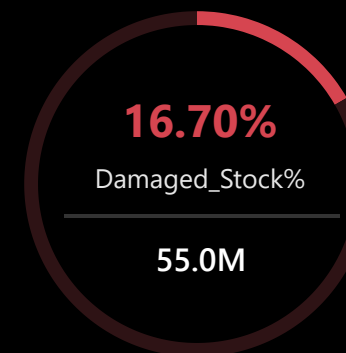
● Stock Received ● Period_Value ● damaged_stock ● Available_Stock



Stock Available



Damage Stock



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-1.06%
Growth



Quantity 2025

31.7M

Last 6 Months



Quantity 2024

32.1M

Last 6 Months

clicks

conversions

impressions

revenue_generated

roas

spend

Sale Overview

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711.88K
Clicks



224.67K
Conversion



2.88M
Impression



1.95M
Revenue



1.02M
Spend

Marketing Value by Month and Keys

Keys ● clicks ● conversions ● impressions ● revenue_generated ● roas ● spend

