

blinkit

India's Last Minute App



32.50%
Growth%



2.2M

Current Year

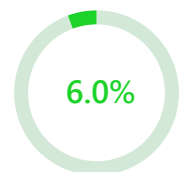


1.68M

Previous Year

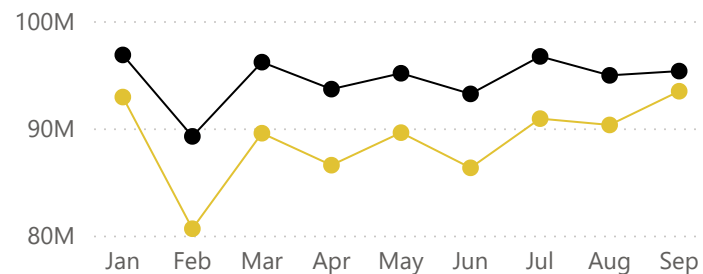
Inventory

Detail



● Available Stock%
● Damage Stock%

● Stock Available ● Stock Sold



Dashboard

Home

Sales Overview

Customer

Inventory

Marketing

Feedbacks



Marketing

Detail



3.9M
Impressions



3.9M
Clicks



3.9M
Conversions

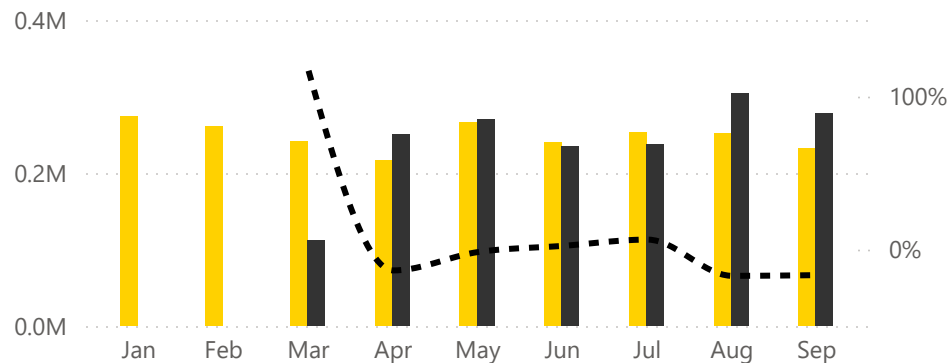


3.9M
Revenue

Sales Overview

Detail

● Current Year ● Previous Year ● Growth%



Customers

Detail

New Customers

768/1984

Lost Customers

472/1984

Feedbacks

Detail

Vasatika Chatterjee

★ ★ ★



Udyati Malhotra

★ ★



Sneha Amble

★ ★ ★



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India's Last Minute App



13.81%
Growth%



2.5M

Current Year

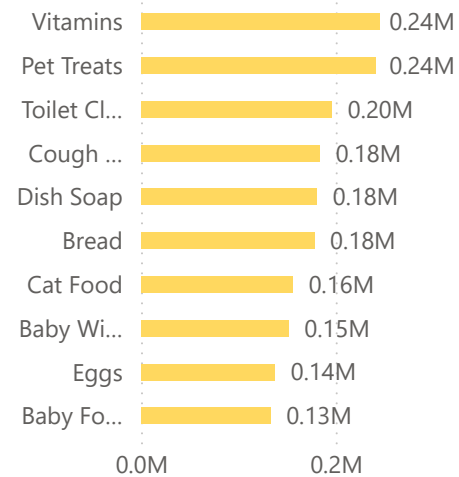


2.21M

Previous Year

Sales 2024

by Product Name



All Sale

Top 5

Top 10

Top 20

Top 50

Top 100

Sales Overview

Home

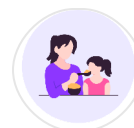
Overview

Customer

Inventory

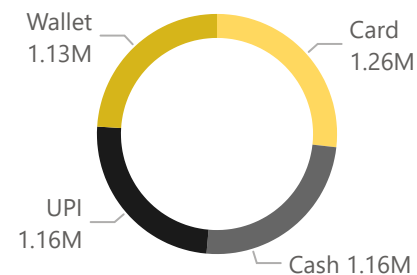
Marketing

Feedbacks



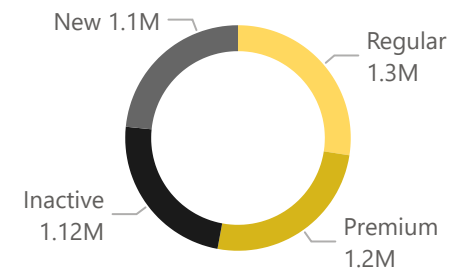
Sales 2024

by Customer Segment



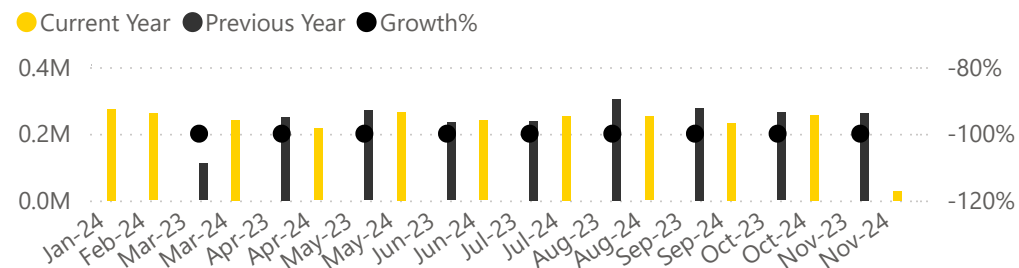
Sales 2024

by Payment Method

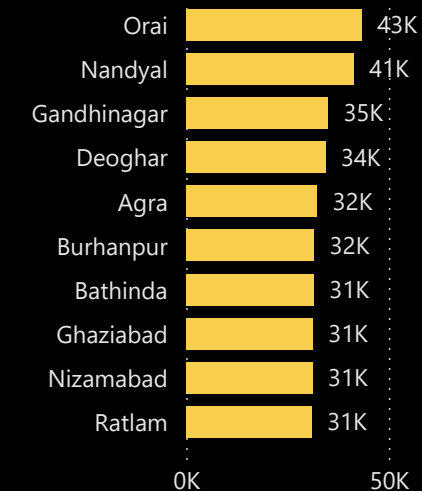


2024 and 2023 Monthyr Sales

Year to Date



All Sale Locations



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India's Last Minute App



13.82%
Growth%



2.5M

Current Year

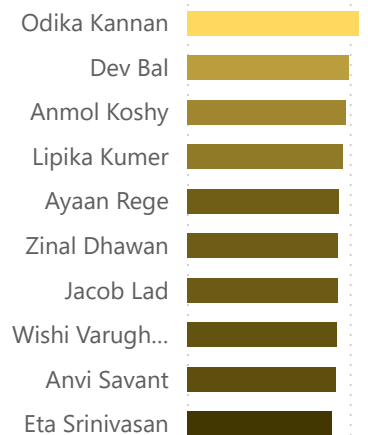


2.21M

Previous Year

Sales 2024

by Payment Method



0K

10K

All Sale

Top 5

Top 10

Top 20

Top 50

Top 100

Sales Overview

Home

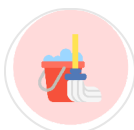
Overview

Sales Overview

Inventory

Marketing

Feedbacks



Sale and Customer Count

2024 and 2023

1612/1468



2024 and 2023

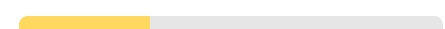
2.52M/2.21 M



New and Lost Customer Count

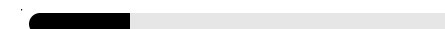
New Customers

659/2128



Lost Customers

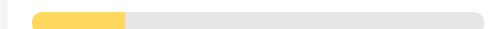
516/2128



New and Lost Customer Sale

New Customers

1.02M/4.73M

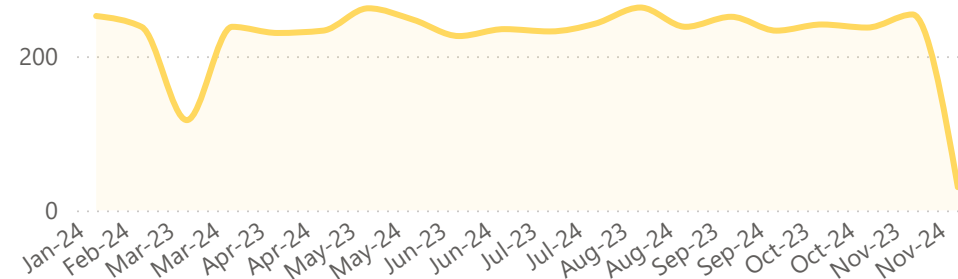


Lost Customers

765.16K/4.73M



Customer Count by MonthYr



2166

Number of Customers Who Order 0 Times or more!

0

0

Orders



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India's Last Minute App



13.81%
Growth%



2.5M

Current Year



2.21M

Previous Year

Inventory

Home

Overview

Sales Overview

Customer

Marketing

Feedbacks



54.41M

Stock Available



1.0bn

Stock Received



965.6M

Stock Sold



61M

Damaged Stock

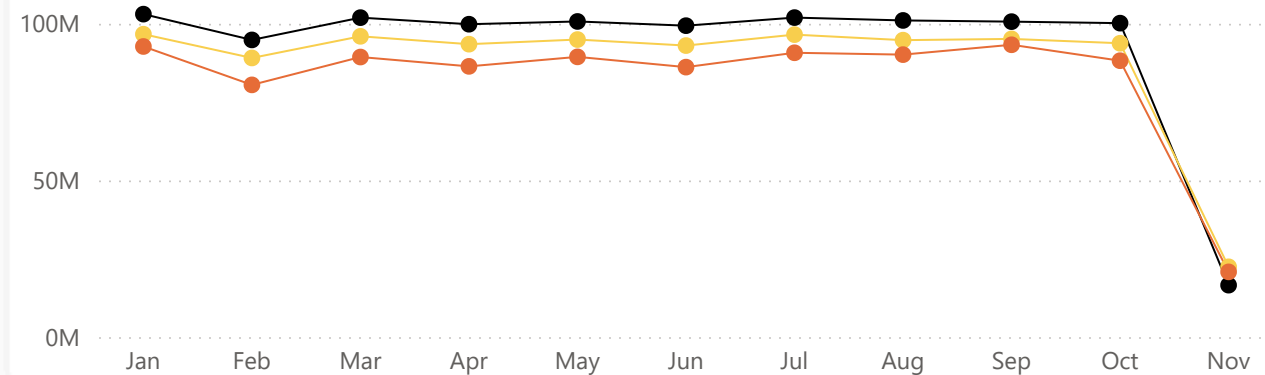


94.7%

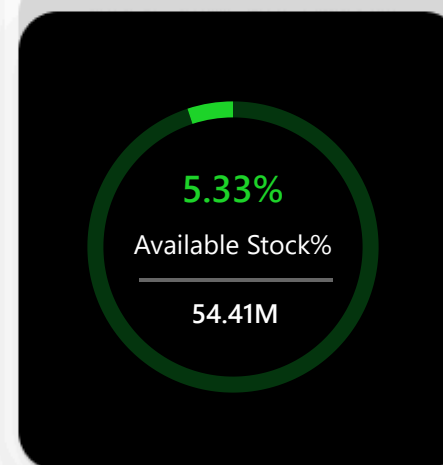
Turnover Rate

Received, Sold and closing_stock by Month

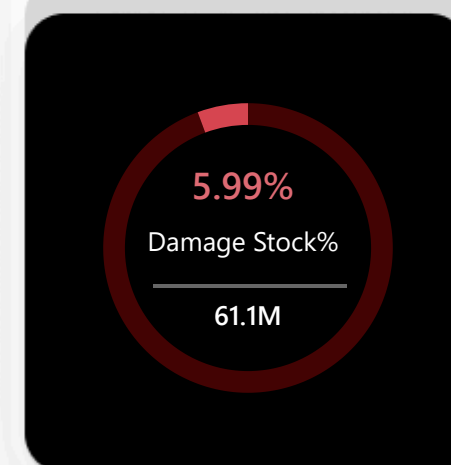
● Received ● Sold ● closing_stock



Available Stock Tracker



Damage Stock Tracker(Loss)



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India's Last Minute App



-4.05%
Growth%



744.3K
Current Year



775.75K
Previous Year

Select all

Clicks

Conversions

Impressions

Revenue Generated

ROAS

Spend

Marketing

Home

Overview

Sales Overview

Customer

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Feedbacks



9.12M
Impressions



917.22K
Clicks



90.71K
Conversions



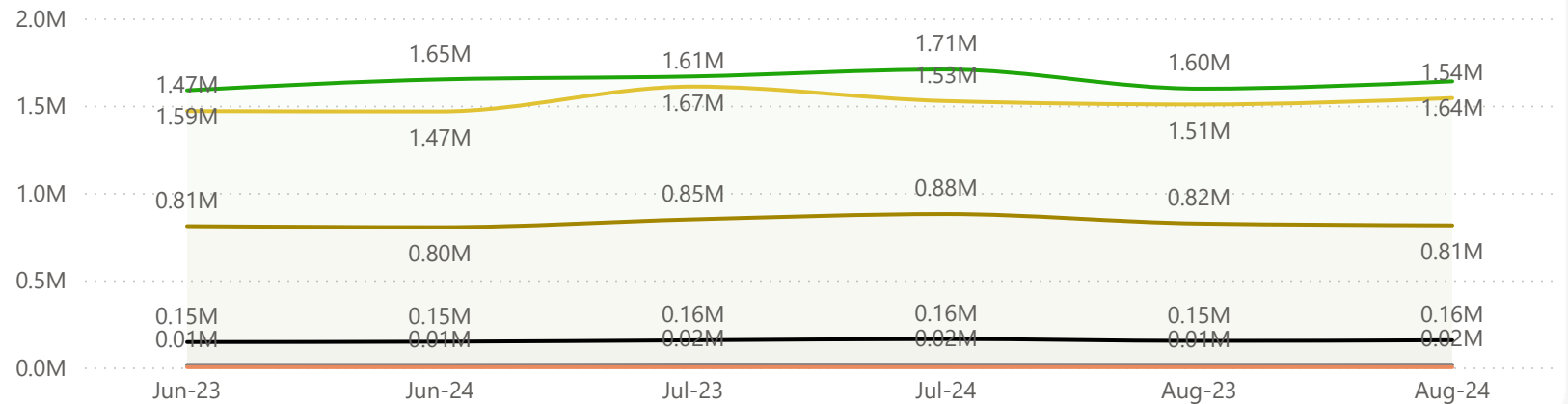
4.98M
Spend



9.85M
Revenue Generated

Impressions, Clicks, Conversions, Spend, Revenue Generated, ROAS by Monthyr

Key_New ● Clicks ● Conversions ● Impressions ● Revenue Generated ● ROAS ● Spend



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India's Last Minute App



13.82%

Growth%



2.5M

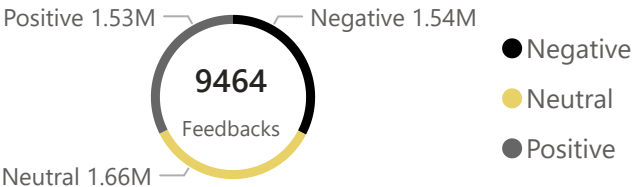
Current Year



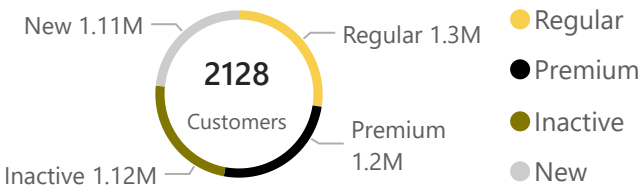
2.21M

Previous Year

Feedbacks by Customer sentiment



Feedback bys sentiment



Feedbacks

Home

Overview

Sales Overview

Customer

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Marketing



Feedbacks in Detail

customer_name	customer_segment	category	product_name	Rating_Stars	Value	delivery_status
Aadi Bains	Regular	Baby Care	Baby Wipes	★★★★	512.64	Slightly Delayed
Aadi Bains	Regular	Pet Care	Dog Food	★★★★	879.80	On Time
Aadi Bains	Regular	Fruits & Vegetables	Mangoes	★★★	926.65	On Time
Aadi Bains	Regular	Grocery & Staples	Pulses	★★★★★	1,105.76	On Time
Aarav Mander	Regular	Fruits & Vegetables	Onions	★★★★	878.43	On Time
Aarav Mander	Regular	Instant & Frozen Food	Frozen Biryani	★★★	69.12	On Time
Aarav Mukherjee	Regular	Cold Drinks & Juices	Cola	★★★	2,218.38	On Time
Aarini Khosla	Regular	Baby Care	Baby Wipes	★	2,821.65	On Time
Aarini Rama	Regular	Dairy & Breakfast	Cheese	★★★	1,847.28	Significantly Delay
Aarini Rama	Regular	Fruits & Vegetables	Onions	★★★	672.81	Slightly Delayed

1018
Star 1



1014
Star 2



2642
Star 3



3238
Star 4



1552
Star 5

