

Blinkit Maharashtra – Simple Insights Report

Written in simple language for portfolio and interview use

1. Market & Sales Performance

Most of the revenue comes from a few important products and brands. Daily-use categories like beverages, dairy, and household items contribute the largest share of total sales. This shows that regular household needs are the main reason customers use Blinkit.

Only a small number of products generate a large portion of revenue. These products can be considered high-demand items and should be given priority during stock planning and promotions.

2. Delivery & Operations Performance

Most orders are delivered between 20 and 50 minutes. Very fast deliveries are less common, which suggests that delivery speed is limited by operational capacity rather than customer demand.

Less than half of the orders are delivered within 30 minutes. This indicates that on-time delivery is a challenge and may need operational improvements to meet customer expectations consistently.

A noticeable number of orders are cancelled. While most orders are completed successfully, cancellations may be caused by stock issues, delivery delays, or other fulfillment problems.

3. Customer Experience & Ratings

Customer ratings remain close to 4 out of 5 on average. This shows that customers are generally satisfied with the service provided by Blinkit.

Ratings do not reduce sharply even when delivery time increases. This suggests that customers may care more about convenience, product availability, and pricing than delivery speed alone.

Cancelled orders show similar ratings compared to completed orders. This could be because only some users rate cancelled orders or because customer support handles issues well.

4. Store Operations

Most stores show similar performance in terms of ratings and order handling. There are no stores with very poor performance, which suggests that operations are fairly consistent across locations.

5. Customer Acquisition & Retention

The number of new and returning customers is almost equal. This shows that Blinkit is not only attracting new users but is also able to retain existing customers.

Customers are evenly spread across Android, iOS, and Web platforms. This reduces dependency on a single platform and shows balanced usage.

6. Overall Summary

Overall, the data shows strong demand for essential products, stable customer satisfaction, and balanced customer growth. However, delivery speed and on-time performance appear to be areas where improvements can further enhance the customer experience.

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