

Blinkit Maharashtra – Calculated Measures & Analytical Logic

Tableau Calculated Fields | Portfolio Documentation

Total Revenue

Purpose: Total sales value after discounts.

Calculation:

```
SUM([Final Payable Amount])
```

Total Orders

Purpose: Total number of orders placed.

Calculation:

```
COUNT([Order ID])
```

Average Order Value (AOV)

Purpose: Average value per order.

Calculation:

```
SUM([Final Payable Amount]) / COUNT([Order ID])
```

Discount Rate (%)

Purpose: Discount as a percentage of revenue.

Calculation:

```
SUM([Discount Amount]) / SUM([Final Payable Amount])
```

Average Delivery Time

Purpose: Average time taken to deliver orders.

Calculation:

```
AVG([Delivery Time (min)])
```

On-Time Delivery %

Purpose: Orders delivered within 30 minutes.

Calculation:

```
SUM(IF [Delivery Time (min)] <= 30 THEN 1 ELSE 0 END) / COUNT([Order ID])
```

Total Delivered Orders

Purpose: Successfully completed orders.

Calculation:

```
COUNT(IF [Order Status] = 'Completed' THEN [Order ID] END)
```

Average Customer Rating

Purpose: Average customer satisfaction score.

Calculation:

```
AVG([Customer Rating])
```

Total Customers

Purpose: Unique customers.

Calculation:

```
COUNTD([Customer ID])
```

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