

blinkit

India's Last Minute App



AVERAGE ORDER VALUE

2.20K

AVERAGE SALES

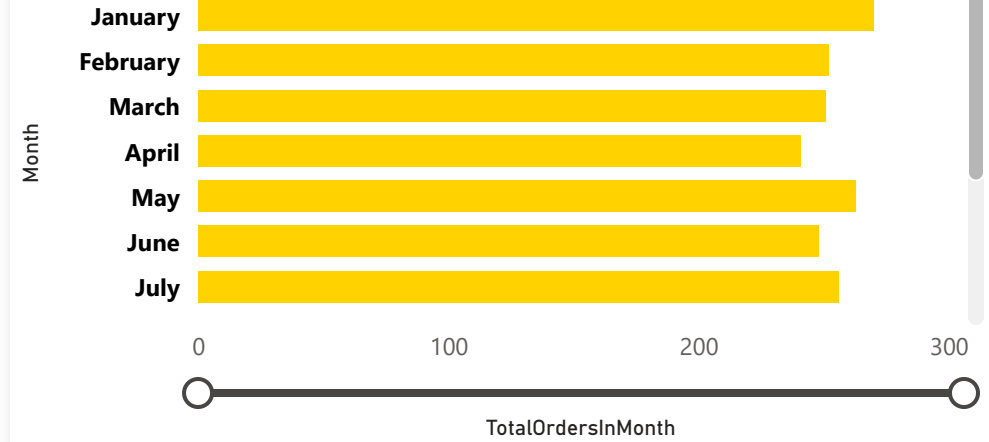
2.01

TOTAL SALES

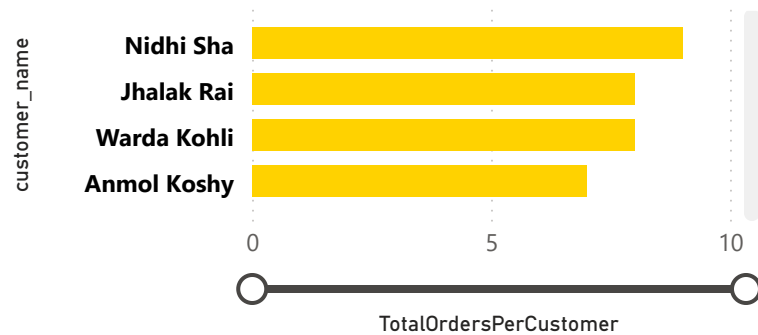
10K

TOTAL SALES REVENUE

4.97M



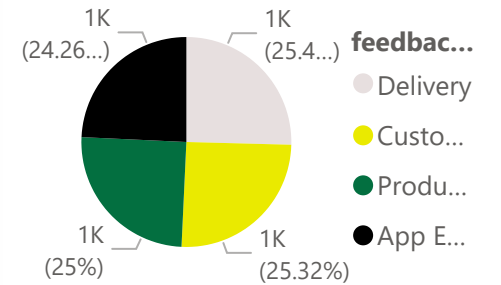
Number of orders placed per customer



Customer Details

customer_id	customer_name	email
31813	Indrajit Pau	wakeetasehgal@examp
31826	Ekiya Pau	fbedi@example.com
61020	Onkar Suresh	rudradeshpande@exan
75482	Jeet Gandhi	amrita05@example.net
119099	Zansi Parsa	neha08@example.com
188838	Idika Basu	deepakhanna@exampl
191616	Briiesh Tata	vadavipatla@example.c

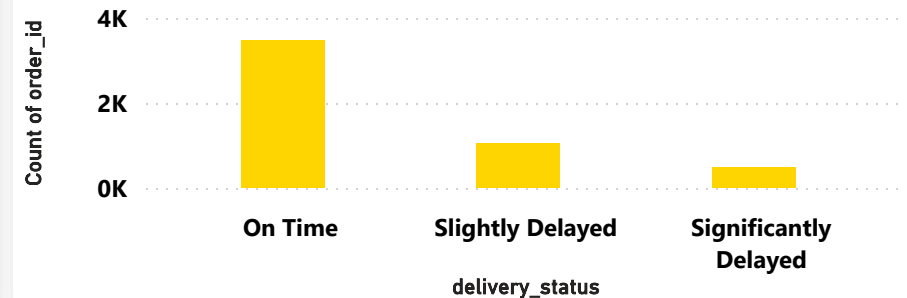
Feedback categories



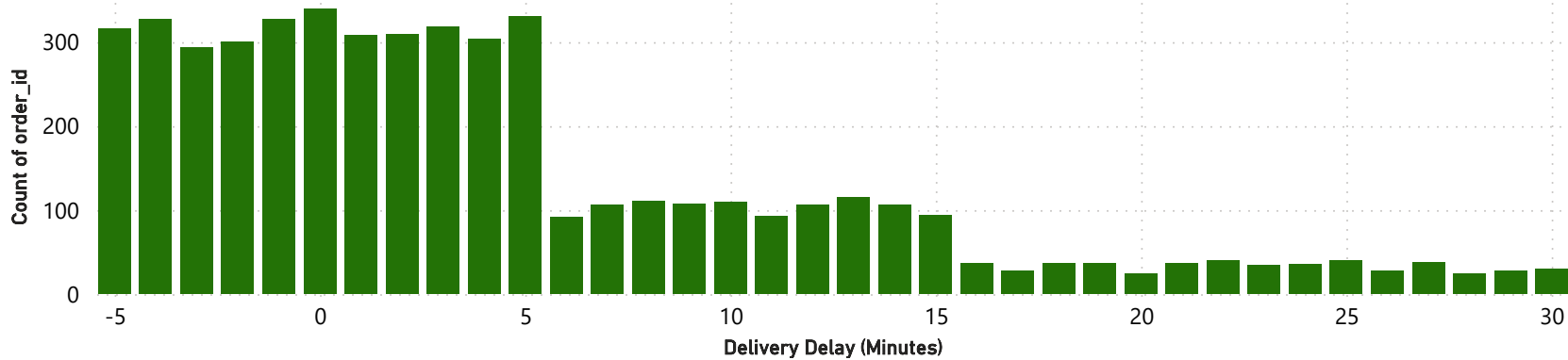
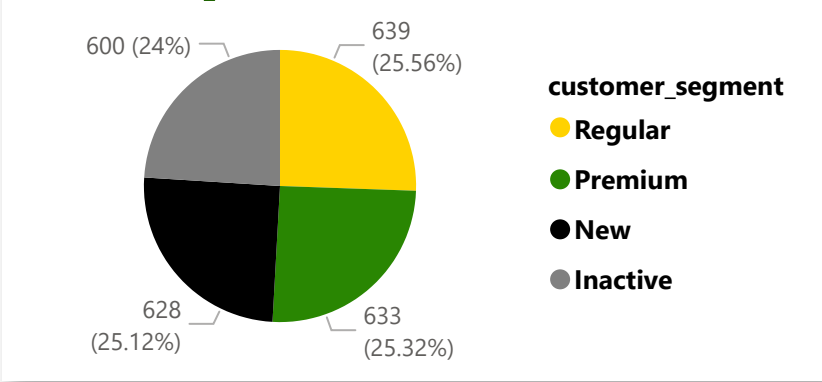
Campaigns

Sum of campaign_id	campaign_name	Sum of spend	Sum of revenue_generated
894940830	App Push Notification	53,66,967.60	1,06,63,110.00
902829894	Category Promotion	55,51,749.00	1,07,47,366.11
897157743	Email Campaign	54,32,189.01	1,08,05,355.66
932438310	Festival Offer	53,90,061.42	1,05,21,191.73
874138266	Flash Sale	54,95,063.46	1,06,68,261.06
932946840	Membership Drive	53,70,209.40	1,05,74,853.75
8121306549		4,89,59,514.72	9,65,80,222.11

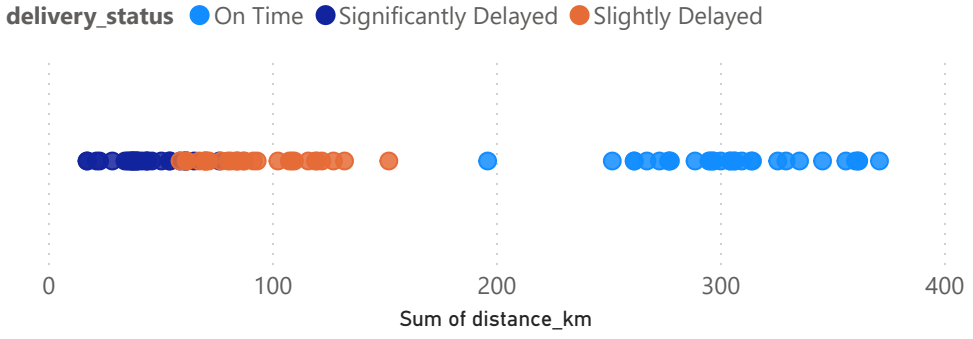
Delivery Status



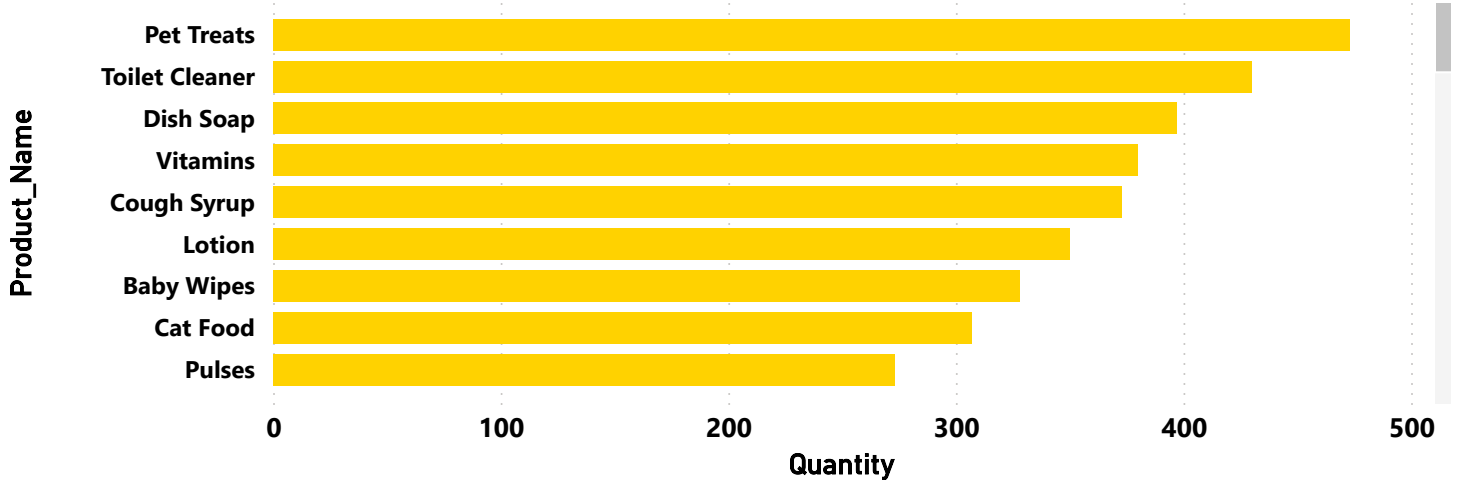
customer segments



Sum of distance_km by Day and delivery_status



Order Quantity per Product



ROARS retuen

1.97

Average order value

2.20K

Damage Stocks

57.42

Retention Rate

0.69

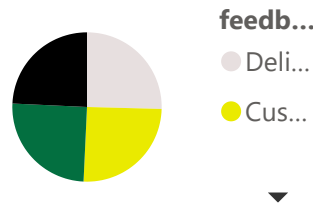
96.58M

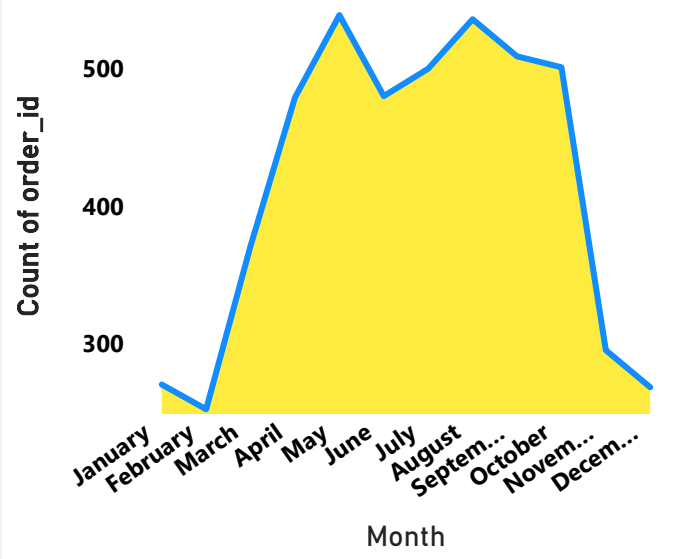
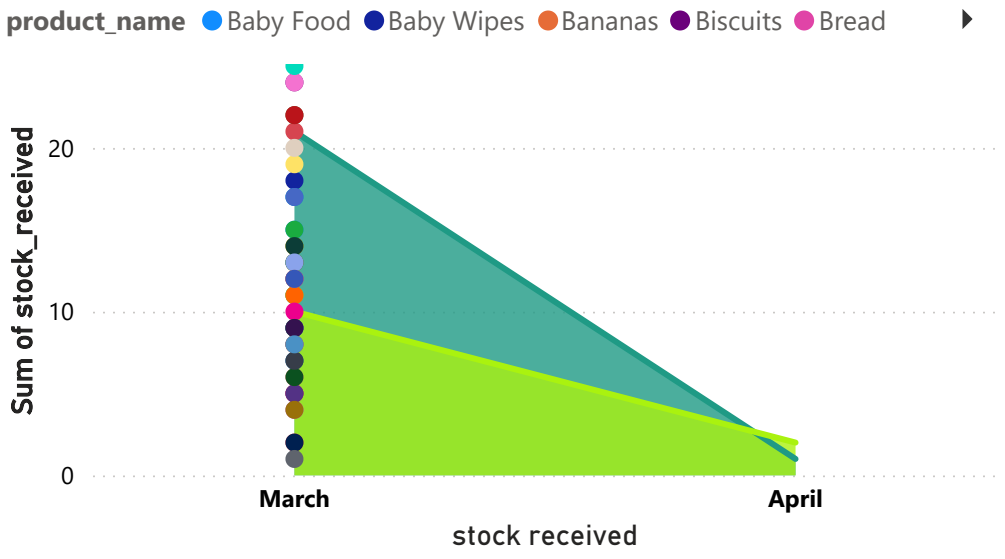
Total_Revenue1

4.44

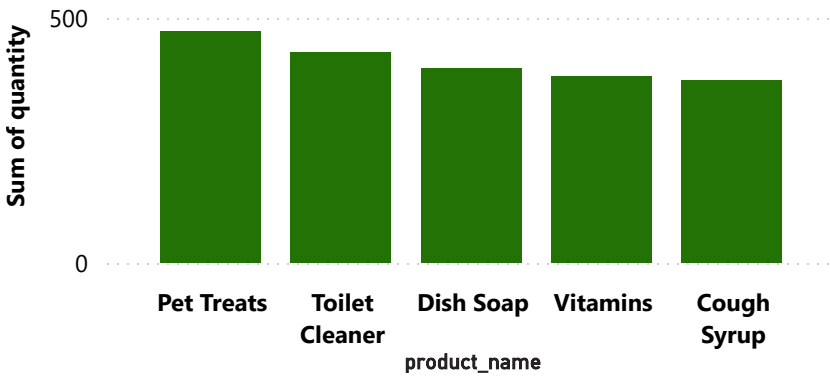
total Delivery Time

Feedback categories

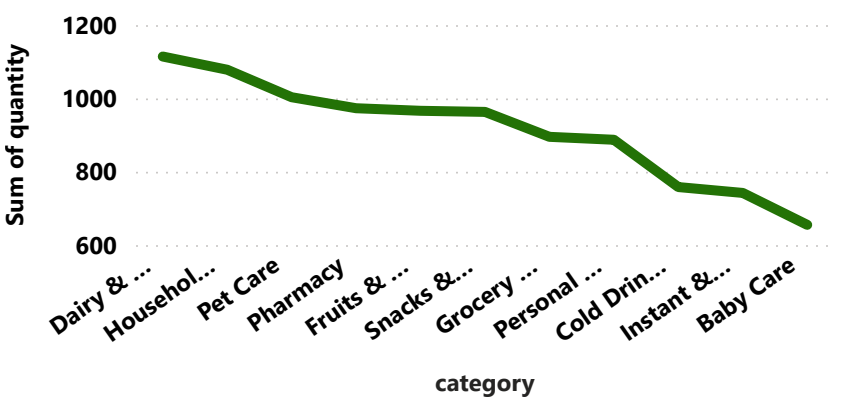




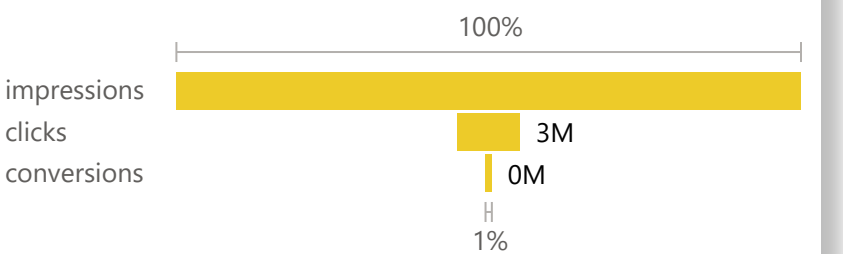
Top 5 products



Sum of quantity by category



Sum of Metric by Stage



customer_id	customer_name	Customer Lifetime Value
31813	Indrajit Pau	22,11
31826	Ekiya Pau	13,51
61020	Onkar Suresh	32,31
75482	Jeet Gandhi	25,11
119099	Zansi Parsa	12,74
188838	Idika Basu	9,51
191616	Brijesh Tata	4,21
211163	Hiral Baral	10,51
243838	Sudiksha Nagar	12,74
376144	Ira Chhabra	23,11
408590	Januja Zachariah	7,41
469006	Shivansh Loyal	2,71
625395	Leena Loyal	7,11
644189	Tanay Sahni	1,51
666589	Kevin Bassi	6,91
701493	Ekaraj Saini	5,11
Total		2,90,27,09

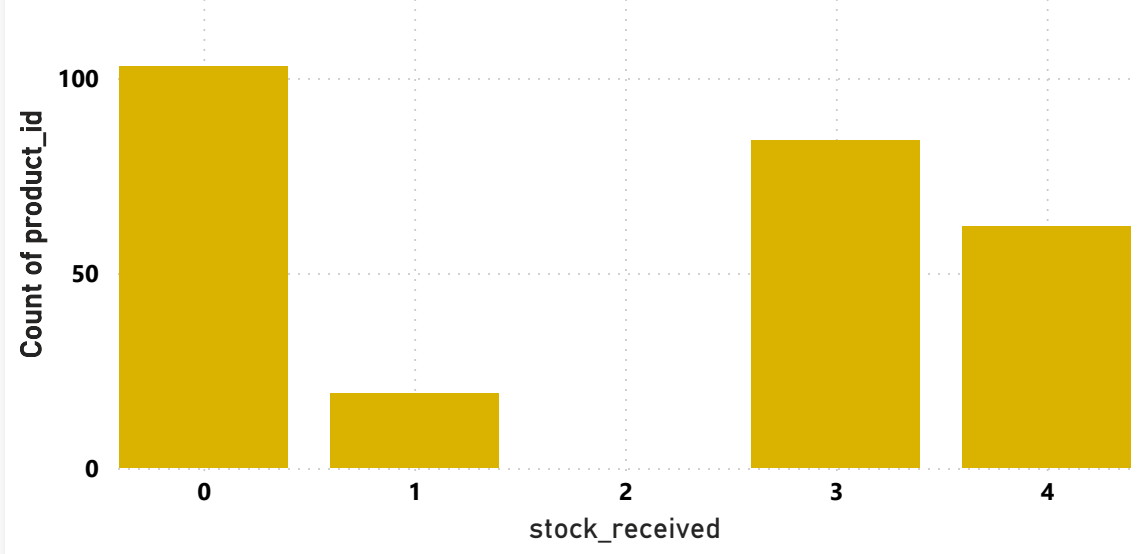


 Auto recovery contains some recovered files that haven't been opened.

View recovered files



- ☐ (Blank)
- ☐ On Time
- ☐ Significantly Delayed
- ☒ Slightly Delayed



4452	0	Low Stock
6405	3	Low Stock
9436	3	Low Stock
11422	4	Low Stock
14145	0	Low Stock
15314	0	Low Stock
18035	0	Low Stock
26060	3	Low Stock
33797	0	Low Stock
33955	0	Low Stock
34186	3	Low Stock
34200	3	Low Stock
36412	4	Low Stock
39154	4	Low Stock
41853	4	Low Stock
51036	4	Low Stock
52729	4	Low Stock
Total	519	



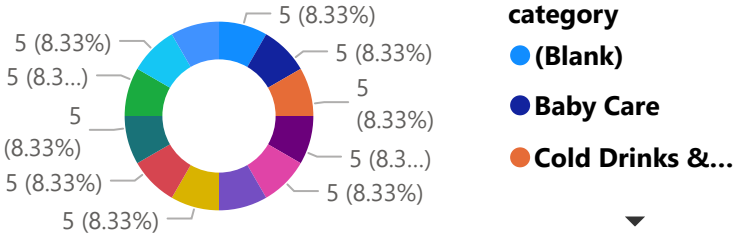
Map and filled map visuals are disabled. To enable them, go to File > Options and settings > Options > Global > Security. [See details](#)

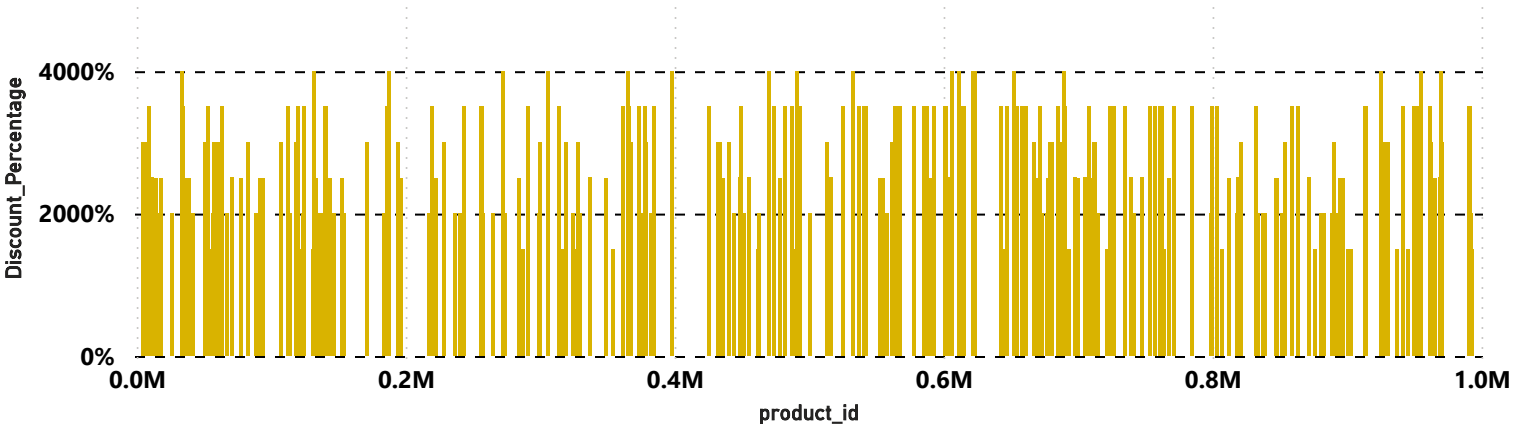
order_date

16-03-2023 04-11-2024

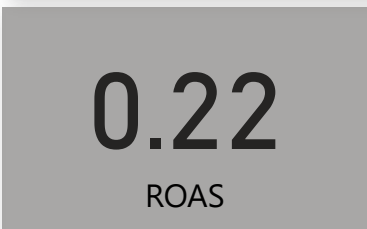
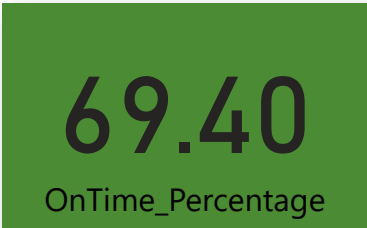
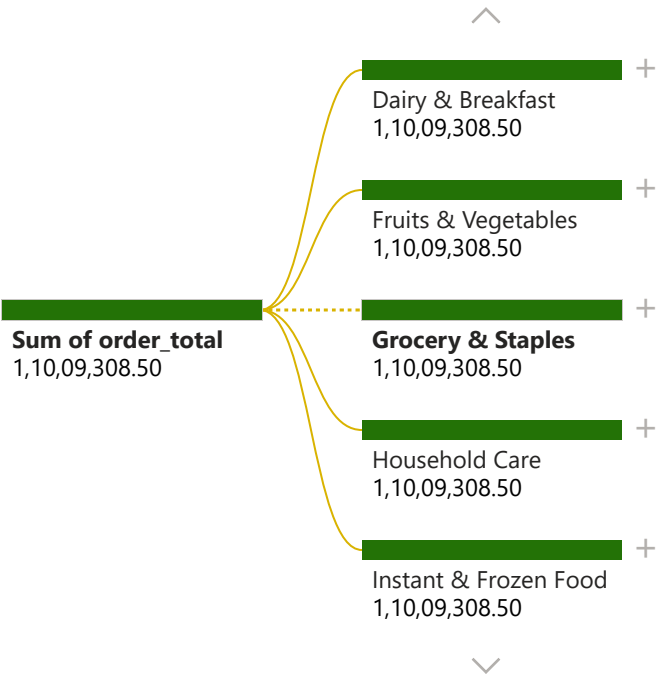
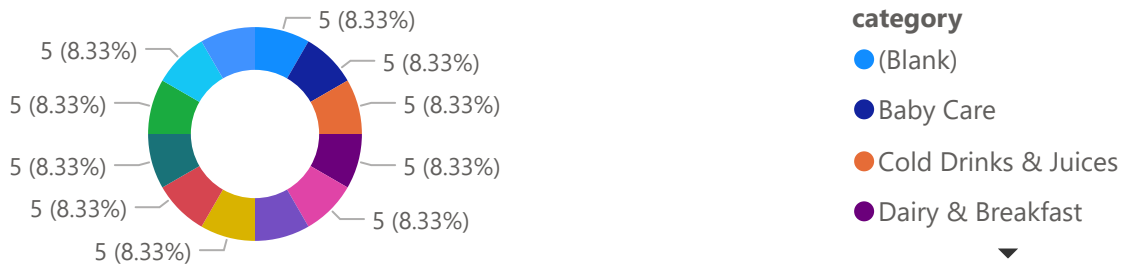


Count of Emoji by category

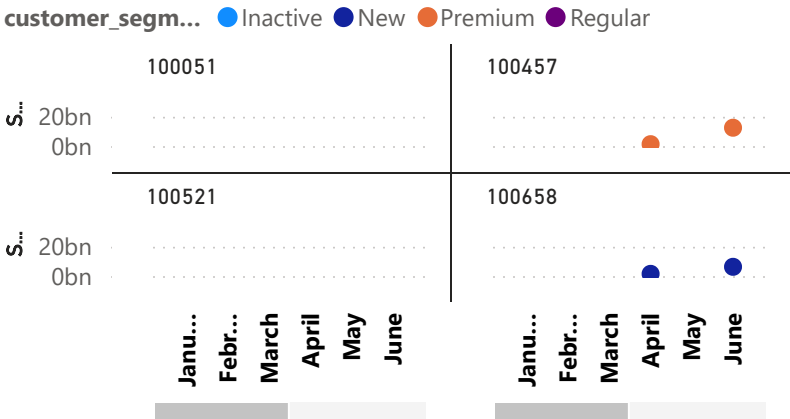




Count of Emoji by category



Sum of order_id by Month, customer_segment and pincode



campaign_name	ROASReturn on Ad Spend	TopN_Rank
Weekend Special	1.98	4
Referral Program	2.03	6
New User Discount	1.97	8
Membership Drive	1.97	2
Flash Sale	1.94	7
Festival Offer	1.95	3
Email Campaign	1.99	5
Category Promotion	1.94	9
App Push Notification	1.99	1
Total	1.97	10