

What is Blinkit?

Blinkit (formerly known as Grofers) is an Indian quick commerce service established in 2013. **Renowned for its ultra-fast delivery model (10-15 minutes)**, Blinkit operates as an online marketplace connecting users with local stores.

Offering a diverse range of products (groceries, personal care items, etc.) across over 30 cities, Blinkit generates revenue from commissions, delivery fees, subscription services, and advertising.

Key features include ultra-fast delivery, product variety, specialized stores, promotions, order tracking, customer support, and multiple payment methods. Acquired by Zomato in 2022, Blinkit is a leading convenient quick delivery platform in India



TABLE OF CONTENTS

- Dataset Introduction **01**
- Data Definition **02**
- Preprocessing Data **03**
- Data Visualization Analysis **04**
- Recommendations **05**



1 | DATASET INTRODUCTION

Tables	Columns
blinkit_order_items	order_id
	product_id
	quantity
	unit_price
blinkit_orders	order_id
	customer_id
	order_date
	promised_delivery_time
	actual_delivery_time
	delivery_status
	order_total
	payment_method
	delivery_partner_id
	store_id

Tables	Columns
blinkit_delivery_performance	order_id
	delivery_partner_id
	promised_time
	actual_time
	delivery_time_minutes
	distance_km
	delivery_status
blinkit_customers	customer_id
	customer_name
	email
	phone
	area
	registration_date
	customer_segment
	total_orders
	avg_order_value

Tables	Columns
blinkit_products	product_id
	product_name
	category
	brand
	price
blinkit_customer_feedback	feedback_id
	order_id
	customer_id
	rating
	feedback_category
	sentiment
	feedback_date

Tables	Columns
blinkit_marketing_performance	campaign_id
	campaign_name
	date
	target_audience
	channel
	impressions
	clicks
	conversions
	spend
	revenue_generated
	roas

Overview

The Blinkit Sales Dataset has sales data from the online grocery delivery platform Blinkit, which can be used to analyze customer purchases, product demand, revenue, and sales trends.

Time-Based Trends

Analyze the fluctuation of revenue, transactions and order volume by year, quarter, and month to identify growth/decline trends, seasonality, and overall performance.

Store Performance (Store ID)

Top 5 Sales Volume: Identify the most effective stores by revenue, how much they contributed to the grand total

Product Performance (by Transactions)

TOP 5: Identify key, high-performing products.

Customers

The analysis focuses on understanding customer structure, evaluating their satisfaction through both quantitative (ratings) and qualitative (feedback) data, and delving into negative feedback to identify the root causes and the products/customer groups that require prioritized improvement.

Distribution

By area and customer segment.

Satisfaction

Based on ratings and feedback, particularly identifying customer groups and products with negative feedback.

Feedback Categories

Analyzing feedback rates by category, the correlation between delivery time and satisfaction, and the top 10 products with negative feedback.

Products & Operation

The analysis focuses on evaluating product performance, delivery operation efficiency, identifying peak purchasing times, and measuring the effectiveness of marketing campaigns, as well as understanding the correlation between operational factors and business outcomes

Products

Best-selling brands and products
Lowest-selling brands and products

Operations

Top 10 & Bottom 10 Stores by Revenue

Delivery & Peak Time

Average time/km, on-time/late rate
By hour of day, days of the week, weekday vs. weekend comparison

Customer Growth

YoY Customer Growth

Marketing Effectiveness

Analyze Marketing plans through rates, channels and targeted audiences to find which plans were effective

2 | DATA DEFINITION

Blinkit is an Indian quick-commerce company, so the currency used in the analysis was “ ₹ ” (Rupee).

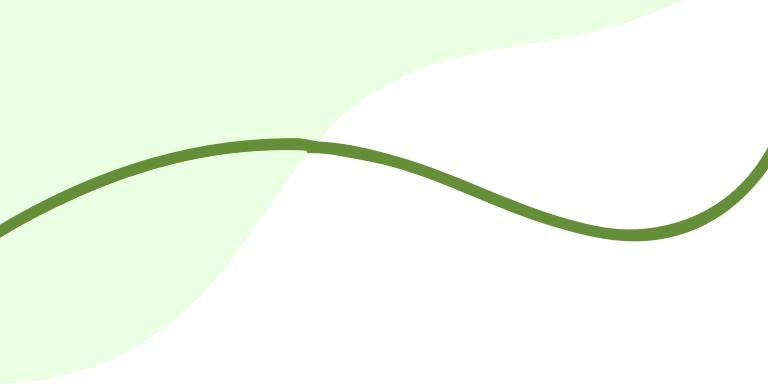
1₹ ~ 300.44 VND

The dataset consisted of information of customers who registered from 16/3/2023 and their order details to 4/11/2024

The date was used to calculate the R Score (Recency) was 1/1/2025.

The Customer Segments divided into 4 groups: “Inactive”, “New”, “Regular” and “Premium”. However, there was fluctuation in the numbers of customers within groups in 2024. We updated their status based on their Registration Time, R Score (in months) and F Score. Their updated status was “Inactive” & “Active”

- Inactive group stayed Inactive
- Customers who registered more than 12 months ago and didn't have any orders in 2024 => “Inactive”



3 | PREPROCESSING DATA

Calculated Columns

Delivery Time

The time within the time customers placed orders and the actual delivery time

Lateness

The Actual Delivery Time – The Promised Delivery Time

AVG Delivery Time/ km

Delivery Time/Distance (mins/km)

Create new table: RFM

R (How long has it been since customer's last order)

The time within recent order date and 1/1/2025

F (Total orders that customer placed)

Total online orders + Total history orders in other systems

Orders in 2024

to check whether customers placed any orders in 2024

Updated Status

Update customers' status into "Active" & "Inactive"

Regis_diff

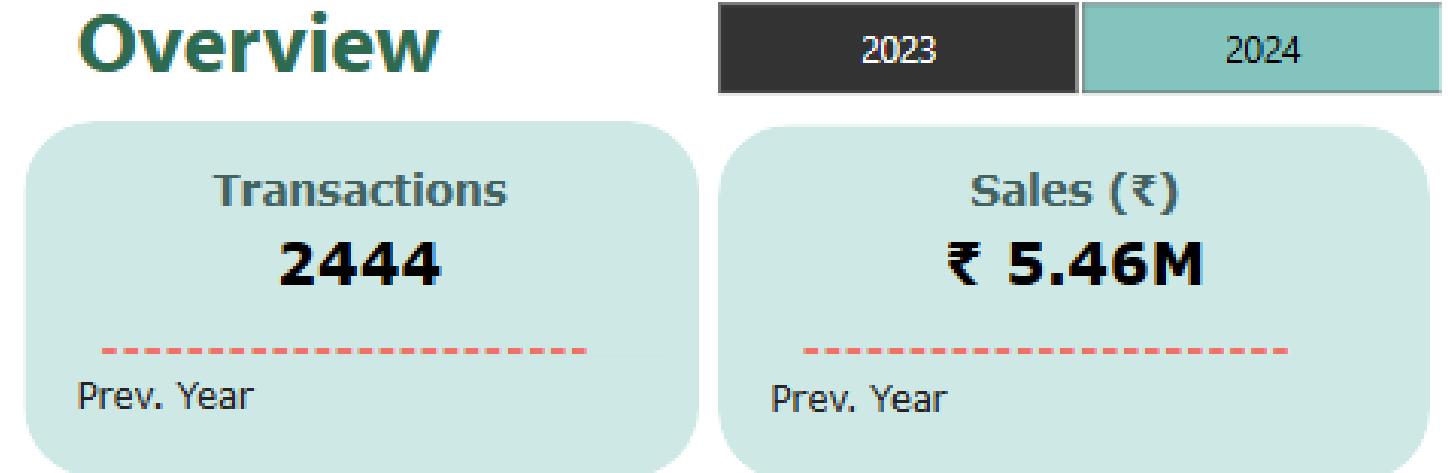
1/1/2025 – registration date

4 | DATA VISUALIZATION ANALYSIS

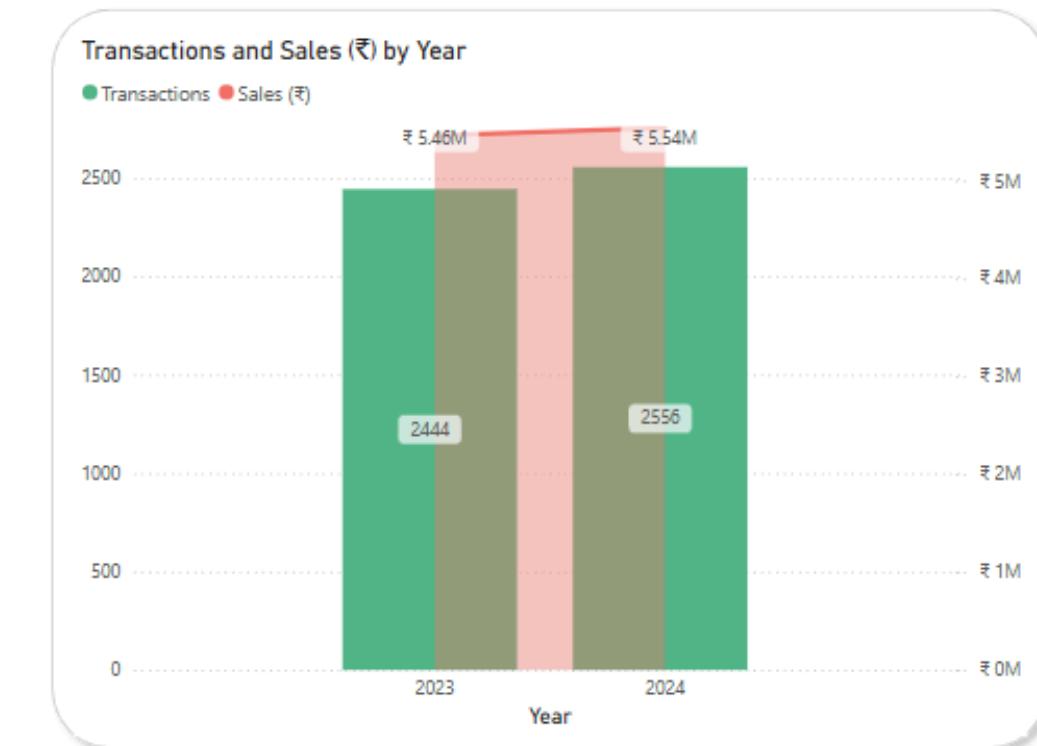
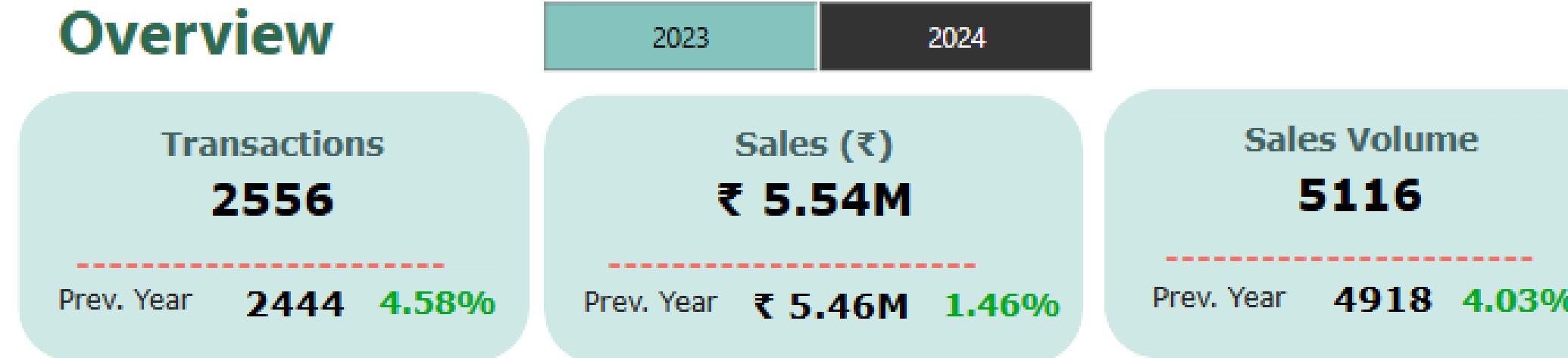


Overview

Overview



Overview

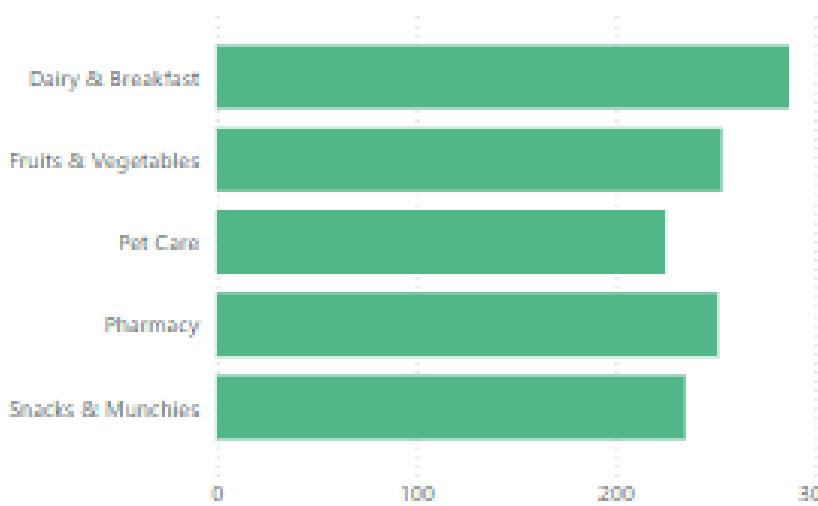


- Increase was seen in 2024 in comparison to 2023 among the 3 criteria: transactions, sales volume and revenue.
- Transactions and Sales volume increased more than 4%. However, there was only a slight growth in the revenue (₹) (1.46%). It indicated the AOV decreased compared to 2023 (~3%).

Overview

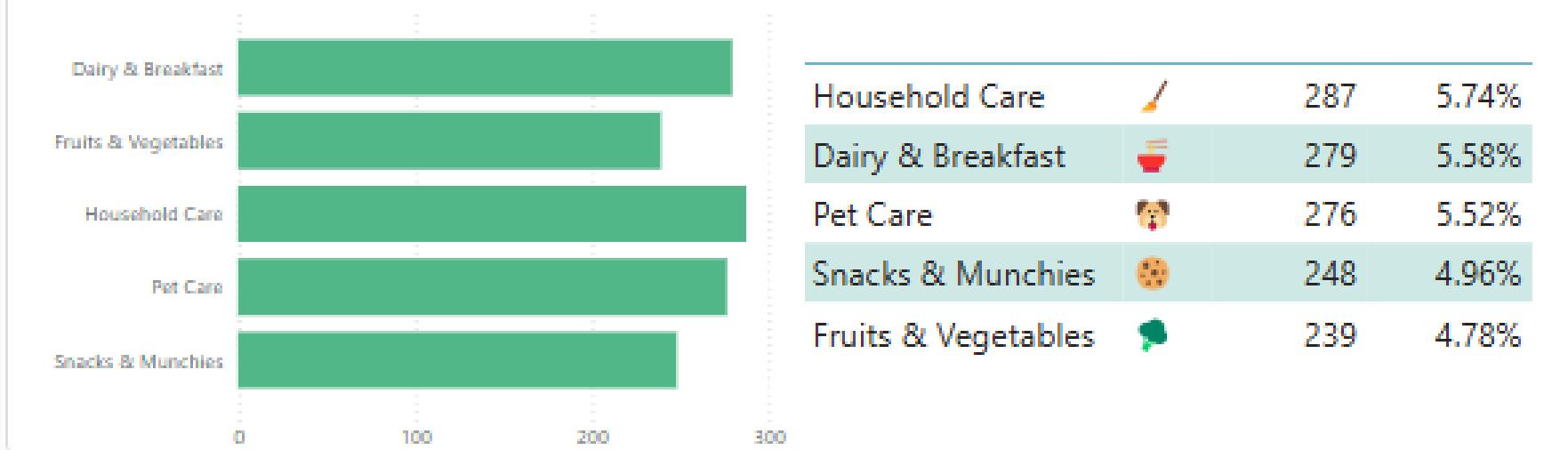
2023

Top 5 Product Categories by Transactions



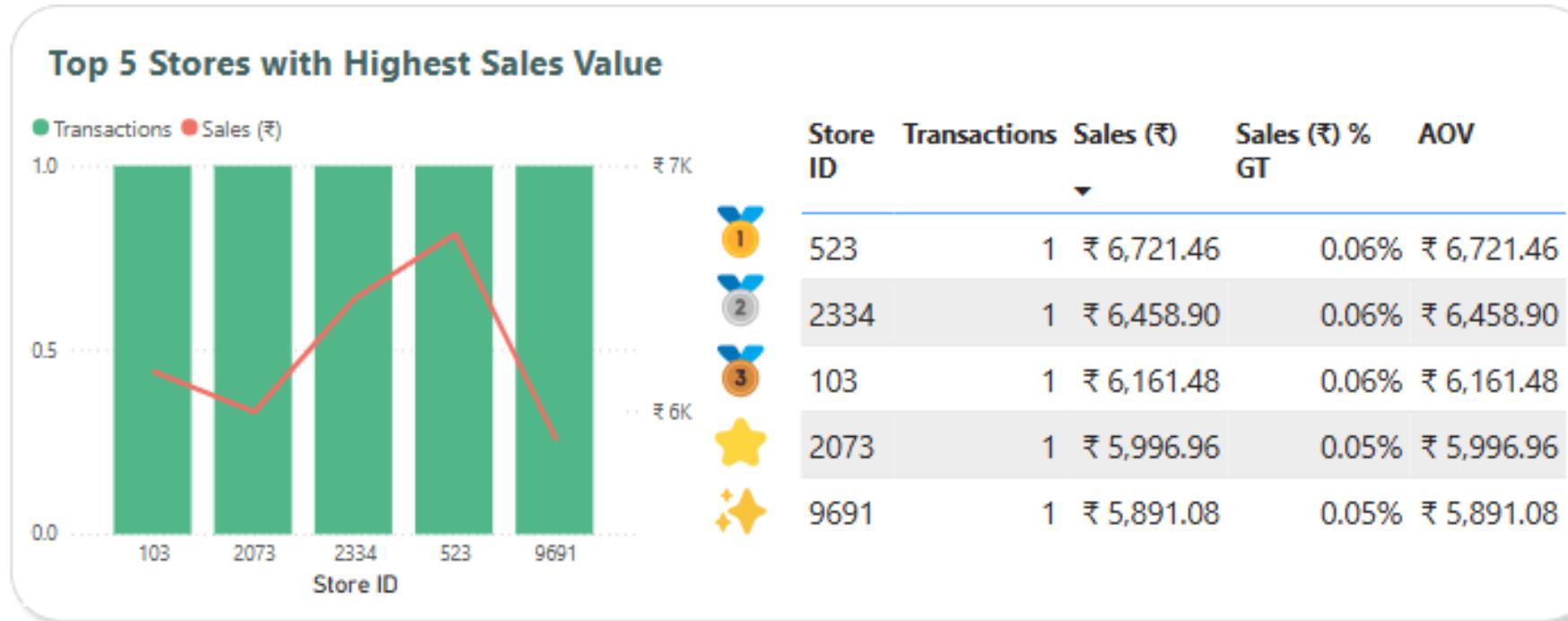
2024

Top 5 Product Categories by Transactions

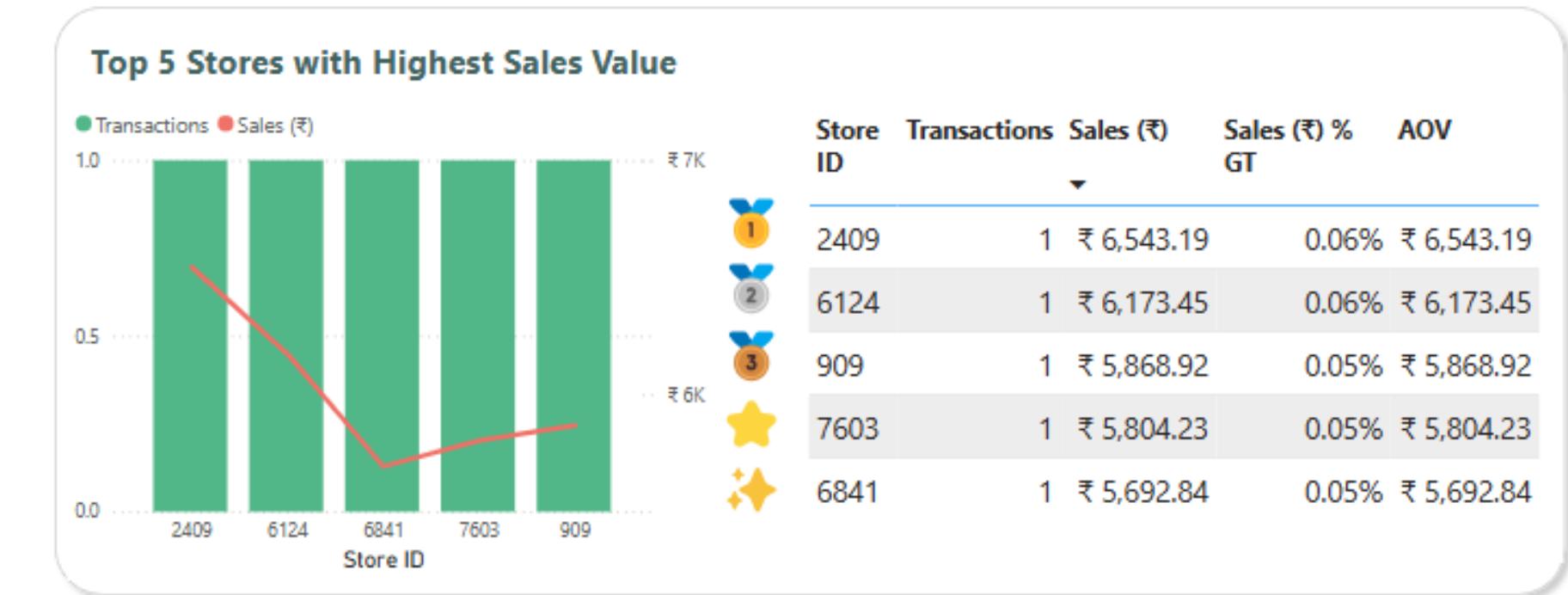


- “Dairy & Breakfast” still remained in Top 2 of highest transactions due to the demand for food in daily life.
- There was a great change in demand for “Household Care” products, made it jump from 6th to 1st place in 2024
- The demand for “Fruits & Vegetables” and “Pet Care” products slightly decreased.
- However, “Pharmacy” products observed a big change in demand from shoppers, making it out of top 3 (in 2023) and landed in top 8 among all product categories.

2023



2024

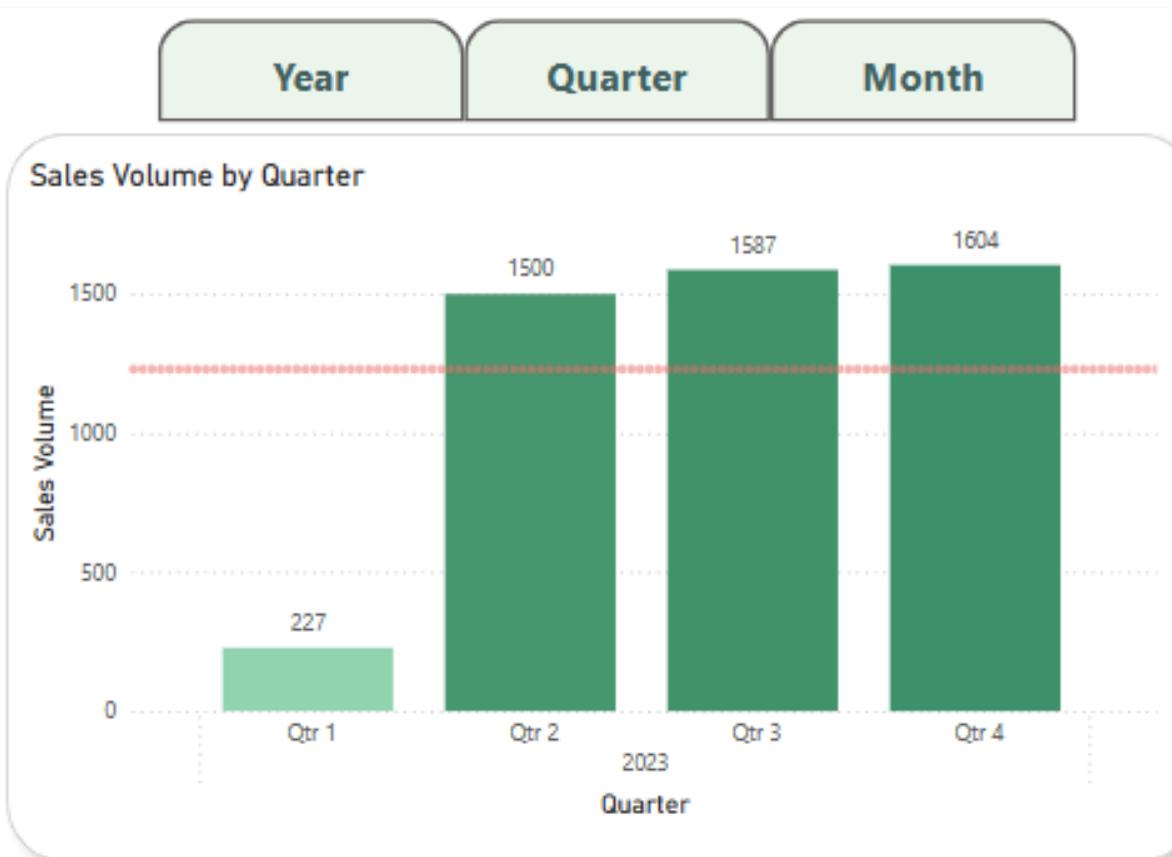


TOP 5 Stores with Highest Sales Value (₹):

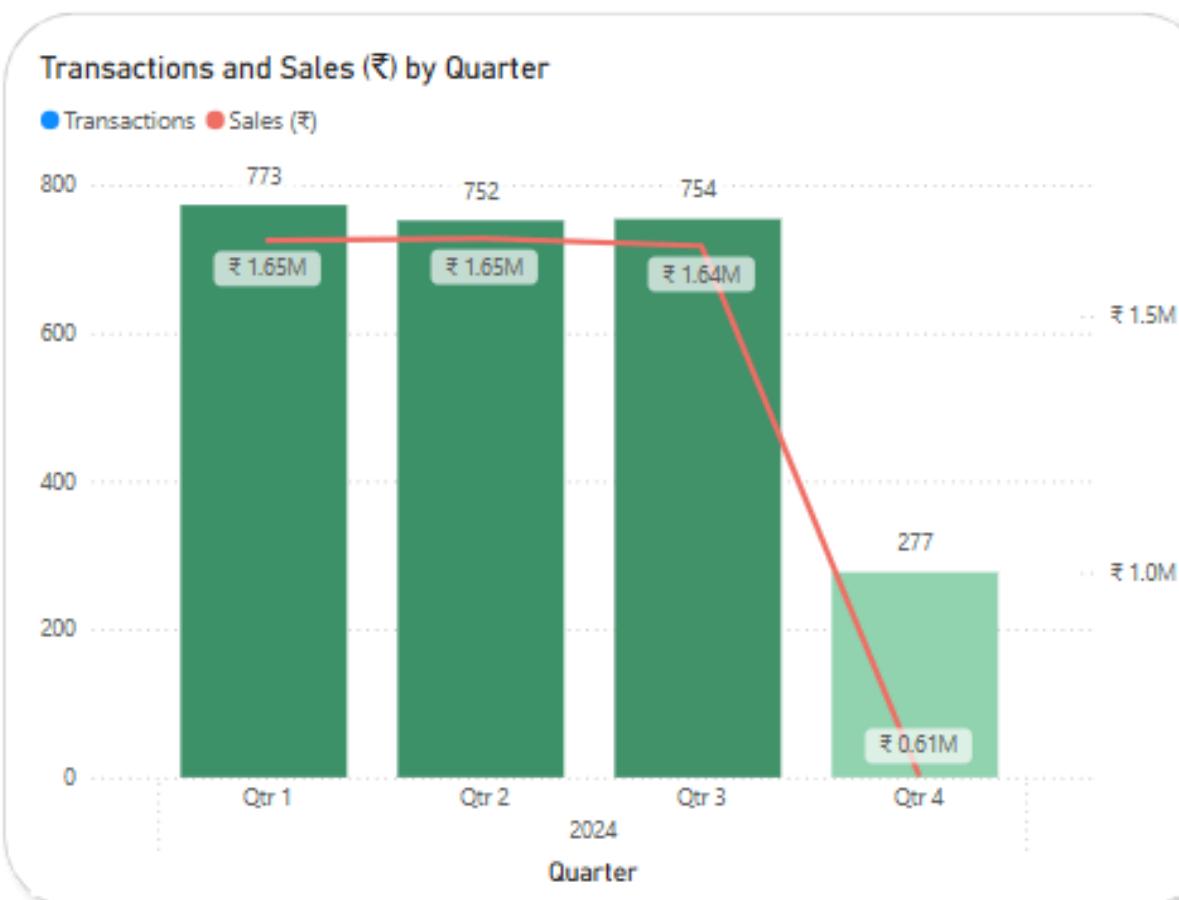
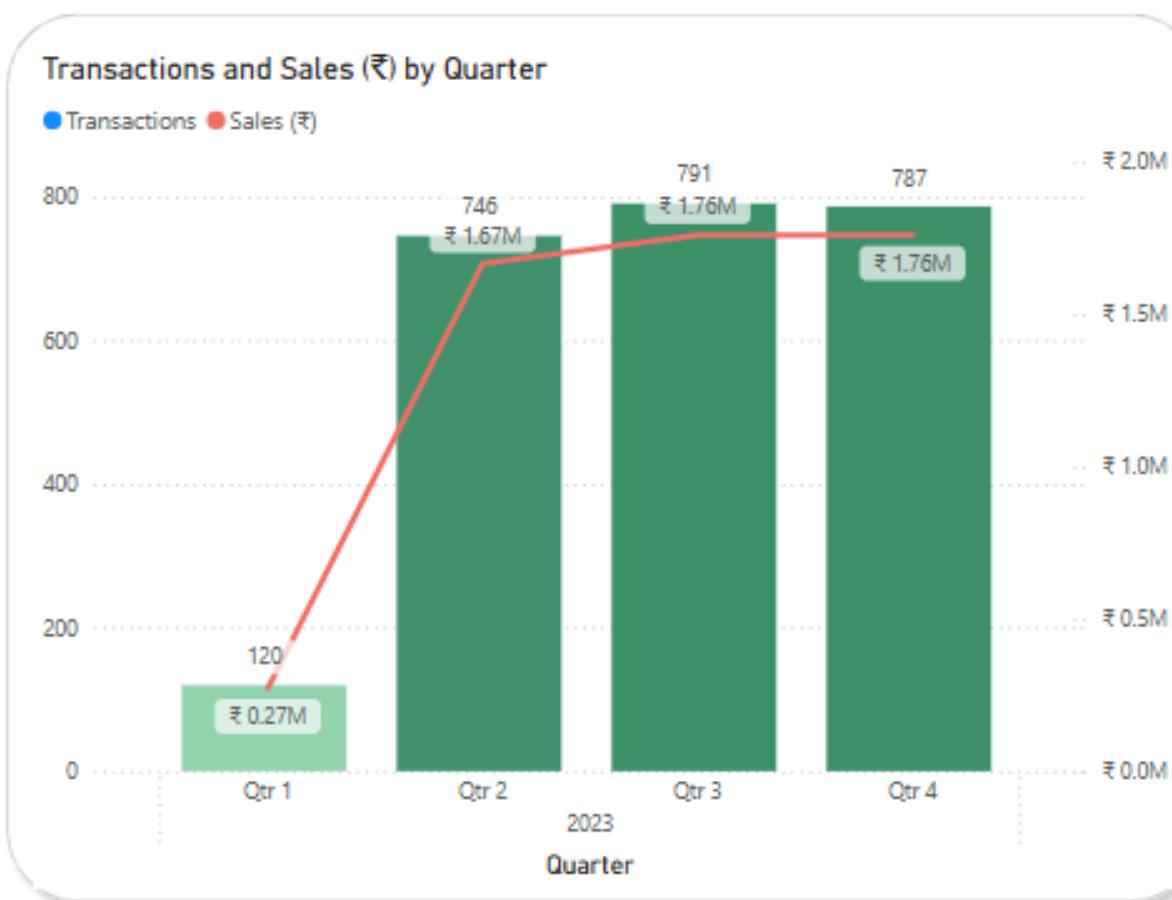
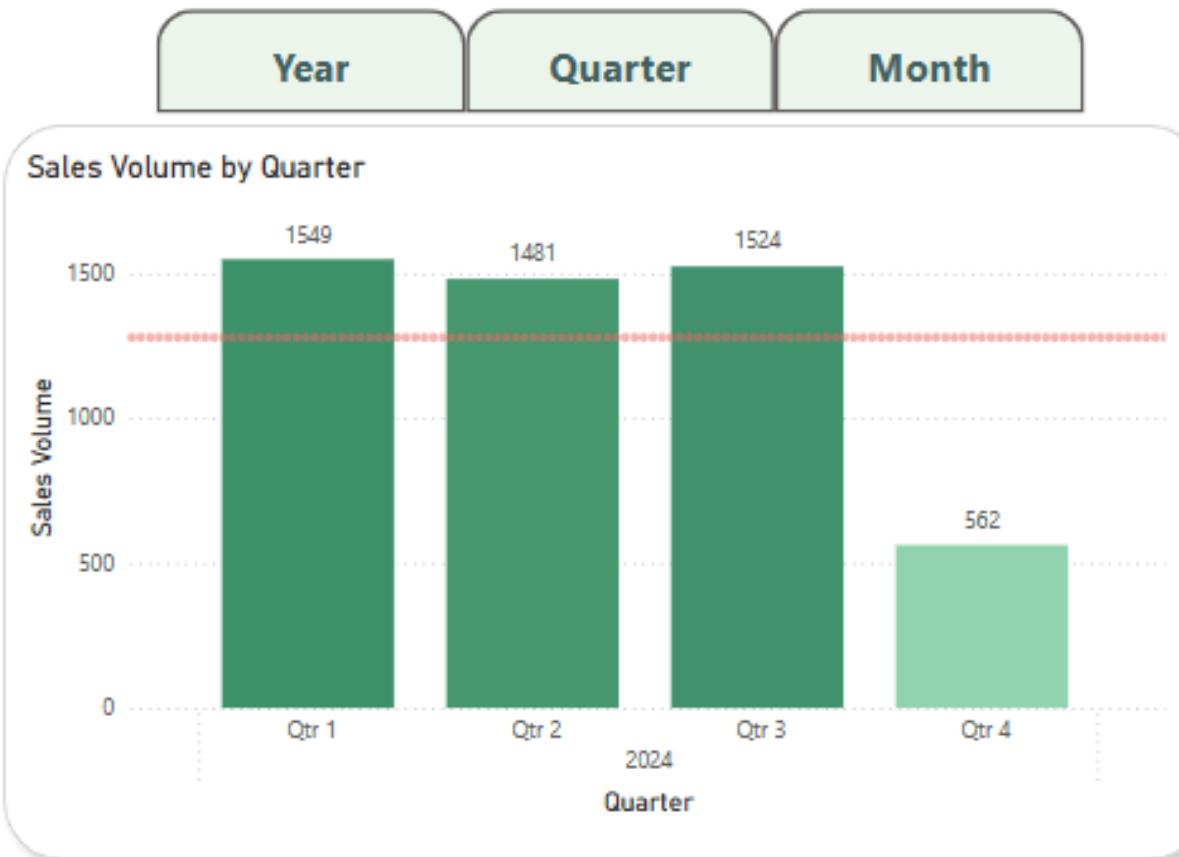
- In 2023: 523, 2334, 103, 2073, 9691
- In 2024: 2409, 6124, 909, 7603, 6841

In general, there was a lot of change among all stores' performance. Notably, the highest store's revenue in 2023 was 2.65% higher than in 2024.

2023



2024



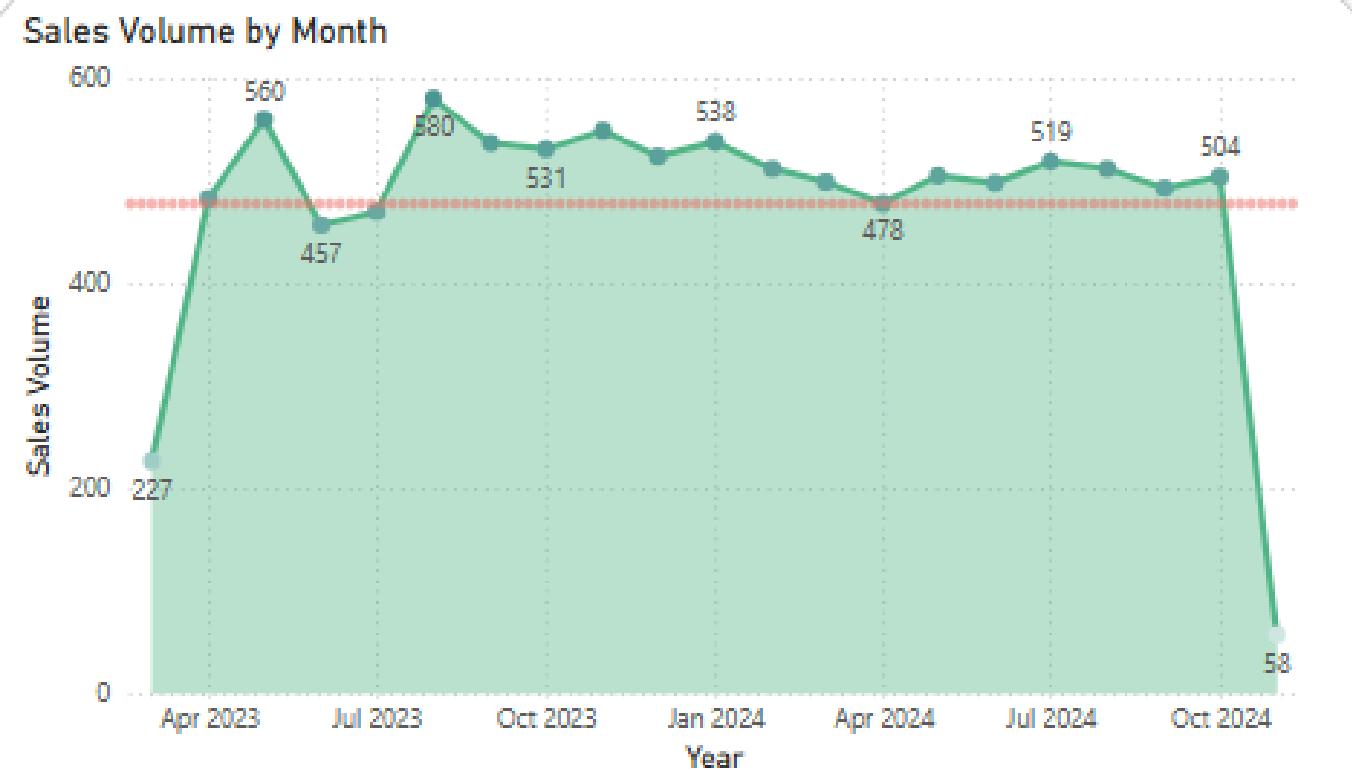
In 2023:

- Sales volume increased steadily though quarters while the transactions and revenue decreased in the 4th quarter. It indicated the average items in cart improved but the AOV decreased.

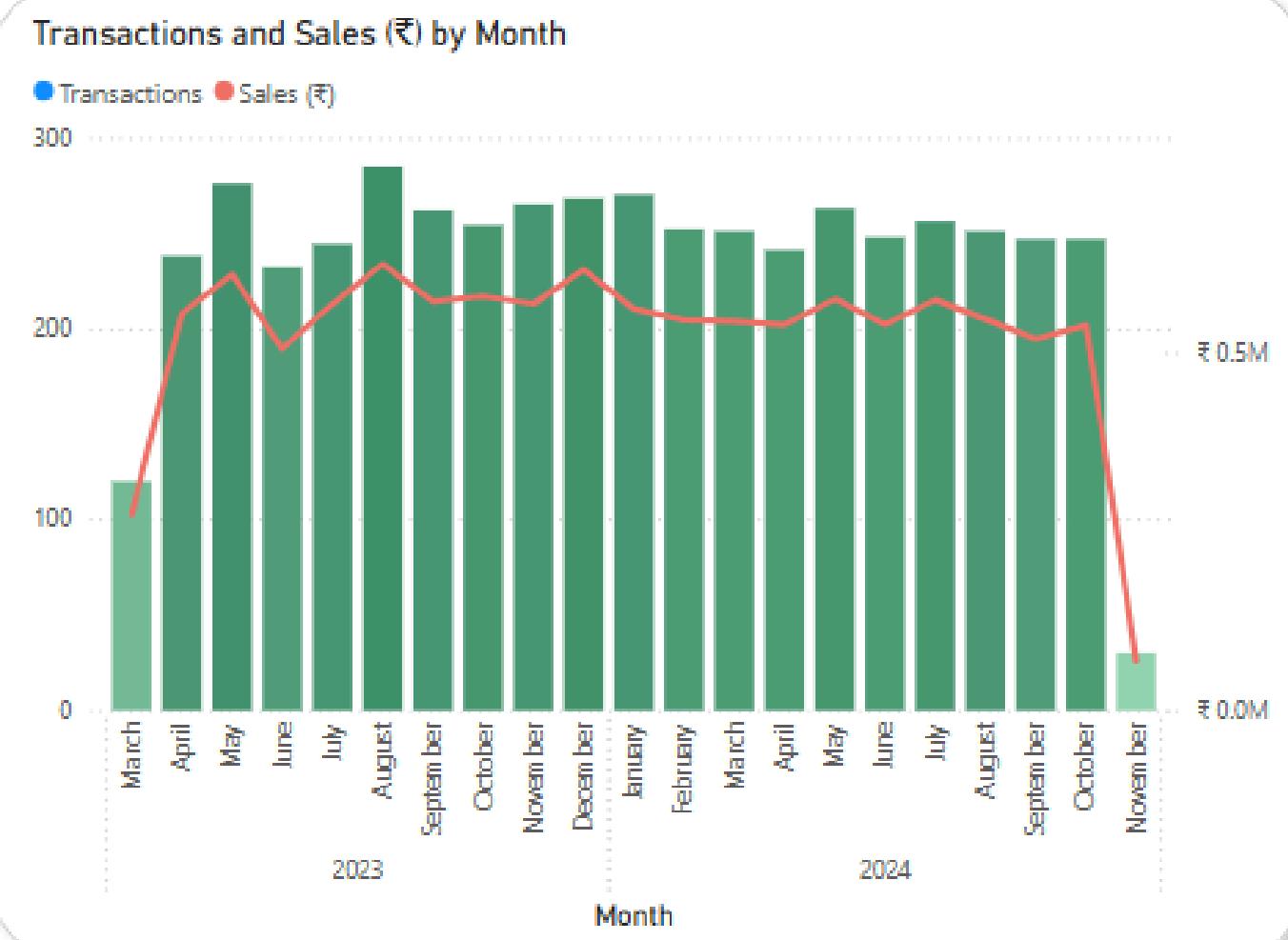
In 2024:

- Sales volume slightly decreased when it came to the 2nd quarter and recovered in 3rd quarter.
- However, the transactions and revenue didn't share the same trend with sales volume.
- In 2nd quarter, the AOV grew and stayed still through 3rd quarter.

Low value experienced in 1st quarter of 2023 and 4th quarter of 2024 due to the length of recorded time period

Year**Quarter****Month**

- There was a great drop in sales statistic, the sales volume declined 18.4% and lost 17% of revenue in June 2023 in comparison with May, making it stay below the average.
- The sales statistic recovered when it turned to July and boomed in August (boosted 23.4% in sales volume and 9.8% of revenue), then remained steady in other months.



Customers

Customers

2023

2024

Total Customers
ordered in this period:

1573

Customer Types:

Customer Type	Total	% Customers of GT	%Customer Change
Inactive	372	17.13%	
New	378	17.40%	
Premium	411	18.92%	
Regular	412	18.97%	

Customers

2023

2024

Total Customers
ordered in this period:

1612**▲ 2.48%**

Customer Types:

Customer Type	Total	% Customers of GT	%Customer Change
Inactive	384	17.68%	▲ 3.23%
New	391	18.00%	▲ 3.44%
Premium	396	18.23%	▼ -3.65%
Regular	441	20.30%	▲ 7.04%

Total Customers: The customer base grew by 2.48%, indicating moderate but positive business growth.

Inactive Customers: There was a 3.23% increase in inactive customers, which exceeds the overall growth rate. This highlights a potential customer retention issue or early signs of churn.

New Customers: The number of newly acquired customers increased, showing that the business continues to be effective in attracting new users.

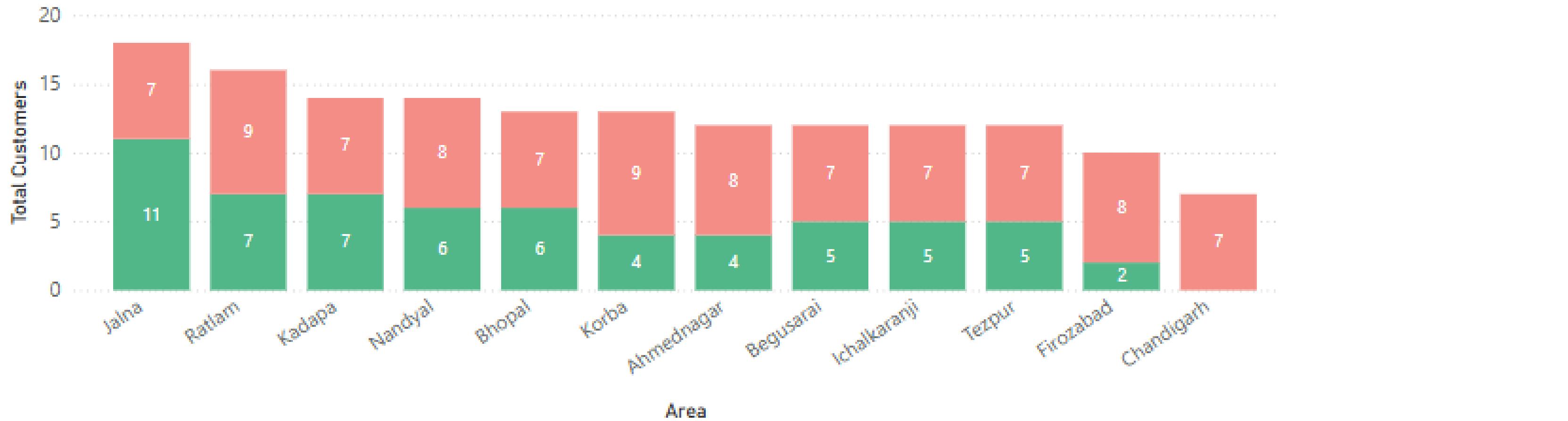
Premium Customers: The -3.65% decline in premium customers is concerning, as this segment typically contributes significantly to revenue. This trend needs immediate attention.

Regular Customers: The strong growth in regular customers indicates effective retention efforts and possibly successful strategies in converting new or occasional users into loyal ones.

Customers

Top 10 Areas with The Most Inactive Customers

● Active ● Inactive



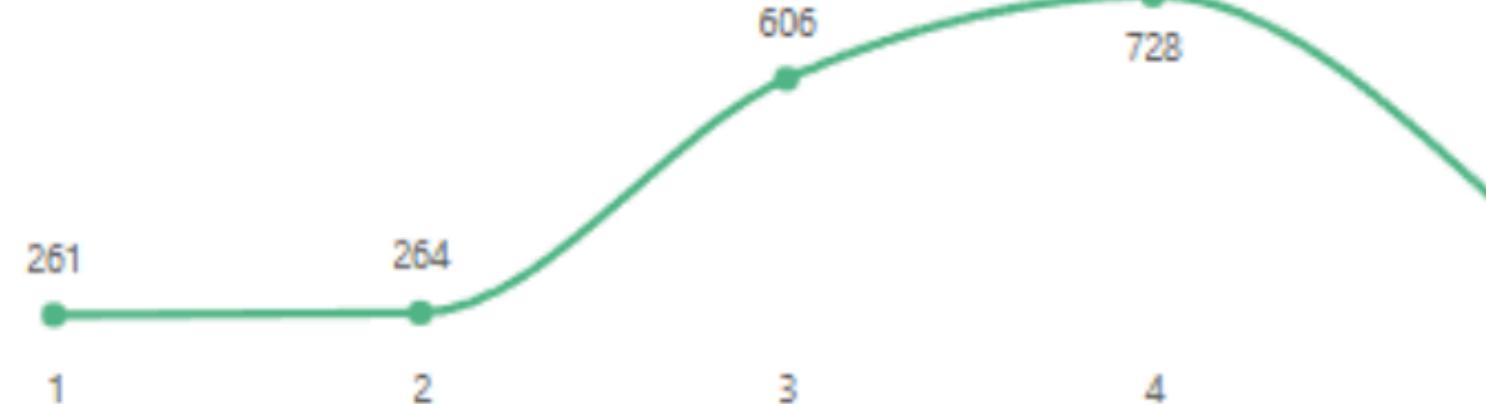
It is noteworthy that in 7 out of 10 areas, the number of **inactive customers** is greater than the number of **active customers**. This indicates a serious challenge in maintaining customer engagement and loyalty in many of these important locations. The customer churn rate is higher than the number of actively interacting customers.

- Jalna: Largest customer base (18), but high **inactivity (38.9%)**.
- Worst Areas: Nandyal (**57.1%**), Bhopal (**53.8%**), Korba (**69.2%**) show very high churn.
- Chandigarh: **100% inactive** (small base of 7), a critical issue.

This could relate to poor delivery service quality, weak logistics, or strong competition.

2023

2024

AVG Satisfaction Rate:**3.33****Satisfaction Rate:****AVG Satisfaction Rate:****3.36** ▲ 1.10%**Satisfaction Rate:**

Slight Increase in Average Satisfaction: The average customer rating improved modestly from 3.33 in 2023 to 3.36 in 2024 (+1.1%), suggesting a general positive shift in customer sentiment.

Shift Toward Higher Ratings, Slight Increase in Low Ratings:

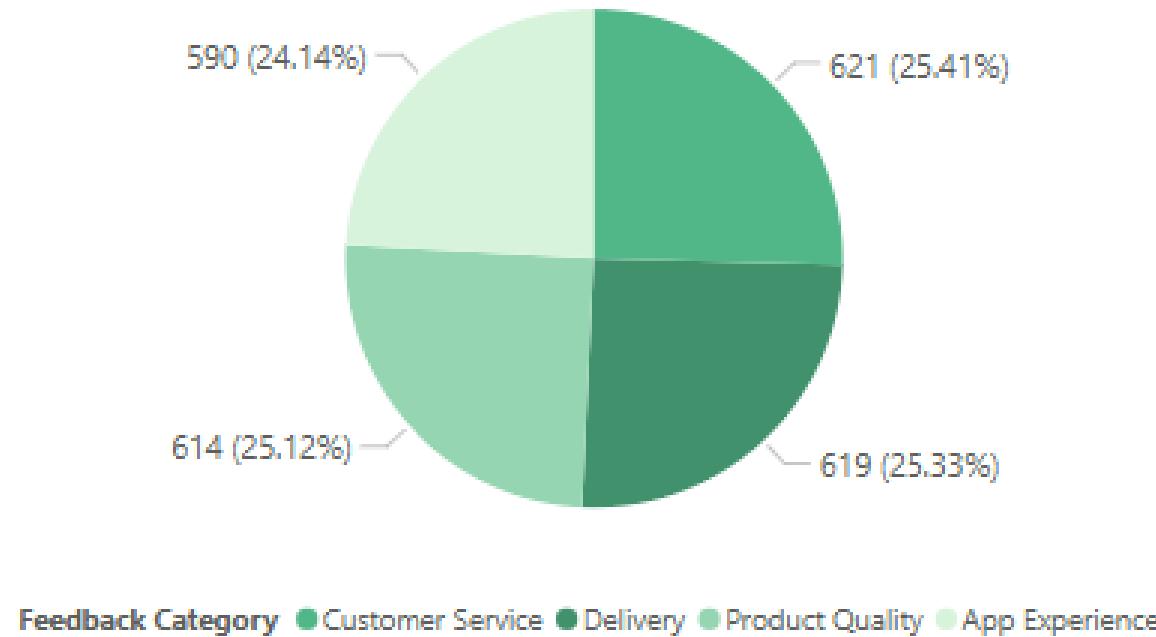
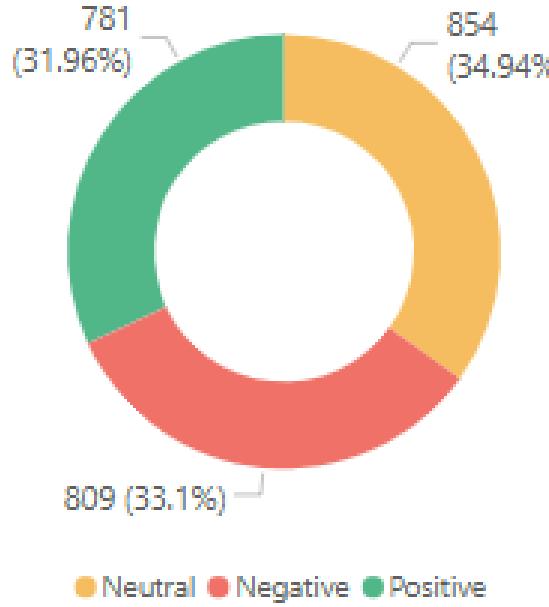
- Low ratings (1 and 2) slightly increased in 2024, from 247 to 261 and 264 customers respectively. Meanwhile, high ratings showed notable growth—Rating 4 rose from 696 to 728 (+4.6%), and Rating 5 jumped from 349 to 396 (+13.47%). Rating 3 saw a slight drop from 616 to 606, indicating a shift toward more defined sentiments.

The significant growth in ratings 4 and 5 suggests that a larger proportion of customers are experiencing positive satisfaction, which is a **positive sign of potential service improvements**. However, the concurrent increase in ratings 1 and 2 indicates that there are still underlying issues affecting a segment of the customer base.

Customers



Feedback:



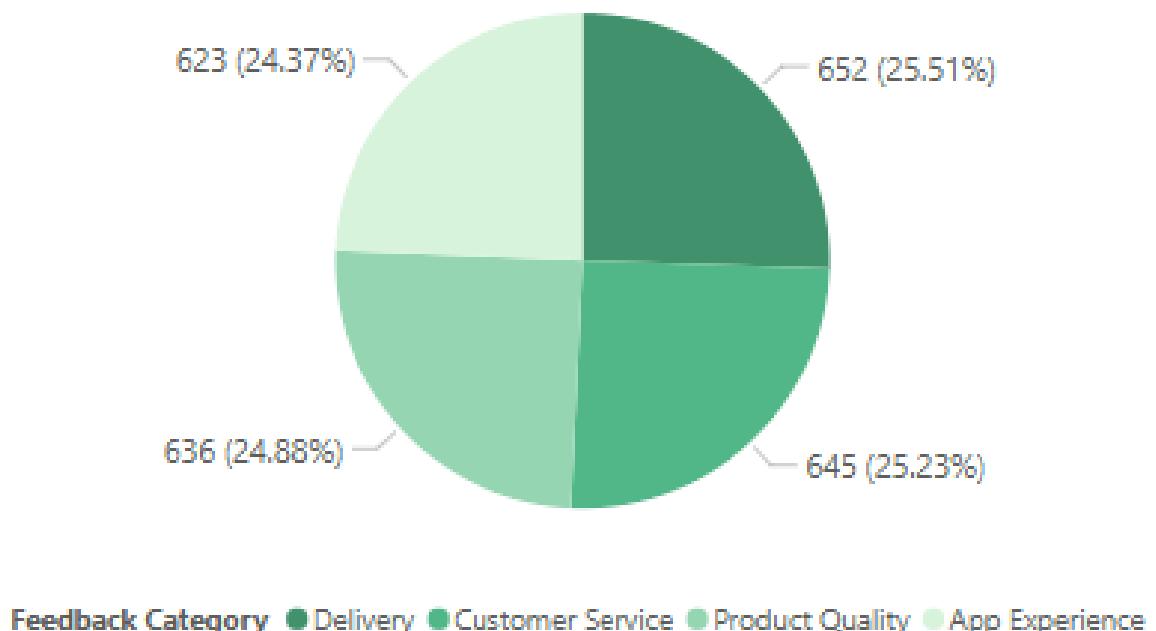
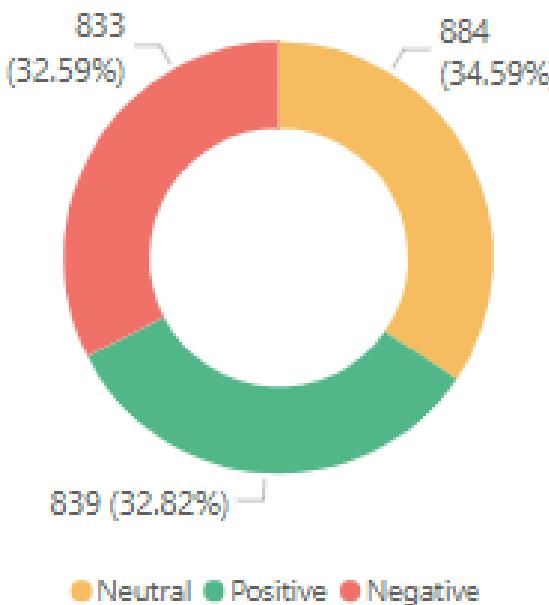
Negative Feedback Overview:

The total volume of negative feedback increased slightly from 809 (2023) to 833 (2024). However, its proportion of total feedback declined from 33.1% to 32.59%, suggesting that while more customers expressed dissatisfaction, the rate of increase was slower than the overall feedback growth.

Category-Level Observation:

- In 2023, the highest volume of negative feedback came from Product Quality with 210. Customer Service had the second highest volume with 203.
- In 2024, the highest volume of negative feedback came from Product Quality, increasing to 222. Customer Service remained the second highest, increasing to 214.

Feedback:



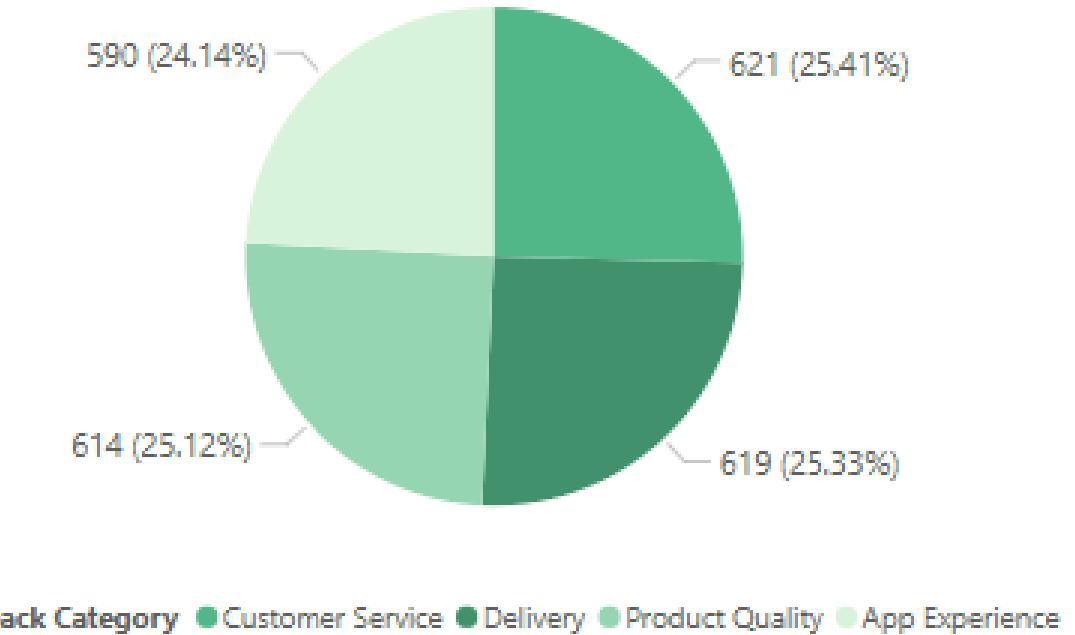
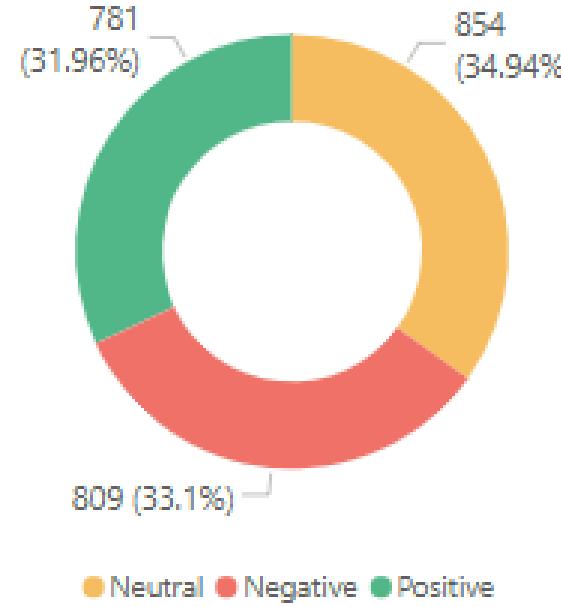
Insights:

- Persistent Dissatisfaction with Product Quality and Customer Service:** The fact that Product Quality consistently generated the highest negative feedback and Customer Service consistently held the second-highest position in both 2023 and 2024 clearly indicates that these are the most significant and persistent areas of customer dissatisfaction. The increases in negative feedback volume for both emphasize the urgent need for targeted improvement strategies.

Customers

2023 2024

Feedback:



Neutral Feedback Overview:

The total volume of neutral feedback increased slightly from 854 (2023) to 884 (2024). However, its proportion of total feedback declined from 34.94% to 34.59%, indicating a shift in customer sentiment distribution.

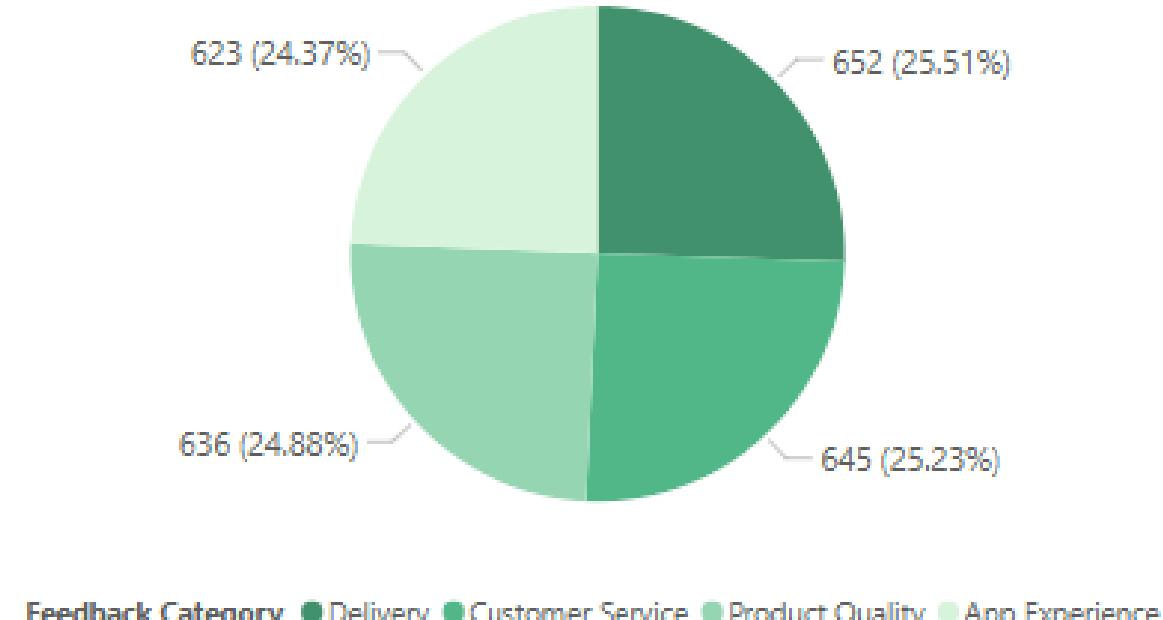
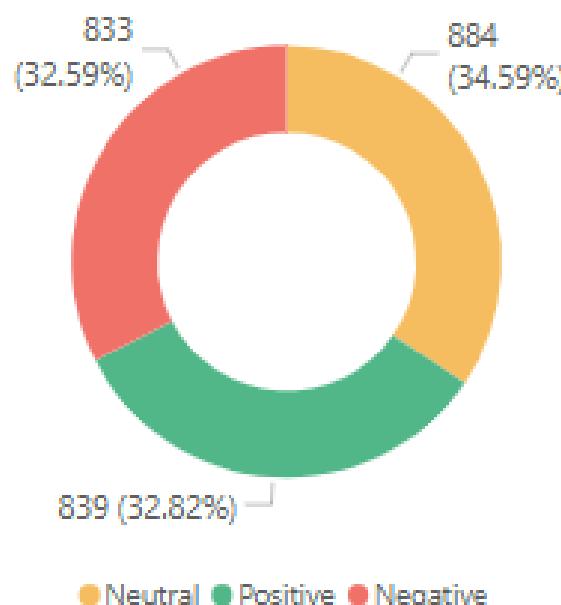
Category-Level Observation:

- In 2023, the highest volume of neutral feedback came from Product Quality with 219.
- In 2024, Delivery took the lead with 230, while Product Quality dropped to second with 221.

Insights:

- Customer Sentiment Polarization:** The decreasing share of neutral feedback indicates that customers are forming stronger opinions—either positive or negative.
- Delivery as the New "Average":** The shift in neutral feedback leadership from Product Quality to Delivery may reflect changes in user experience across both areas. Delivery could be evolving into a more “standard” experience, while opinions on Product Quality are becoming more polarized.

Feedback:



Customers

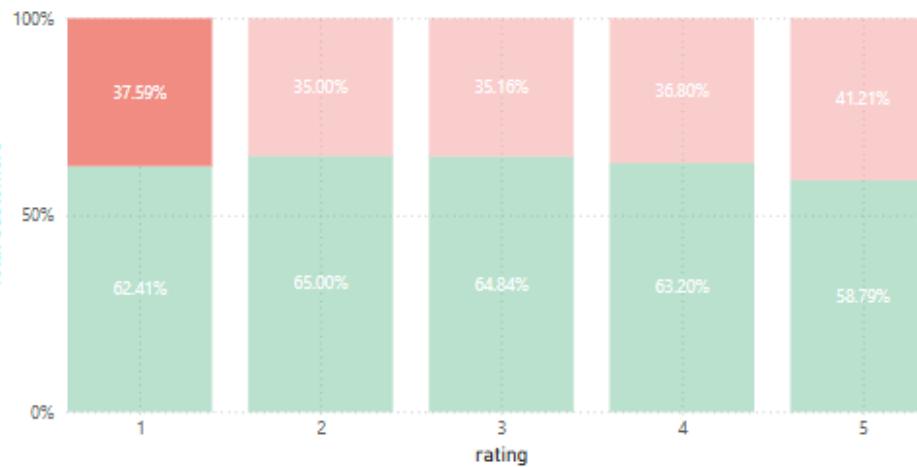
Customers

2023

2024

Which Customer Groups are sending negative feedbacks

Updated Status ● Active ● Inactive



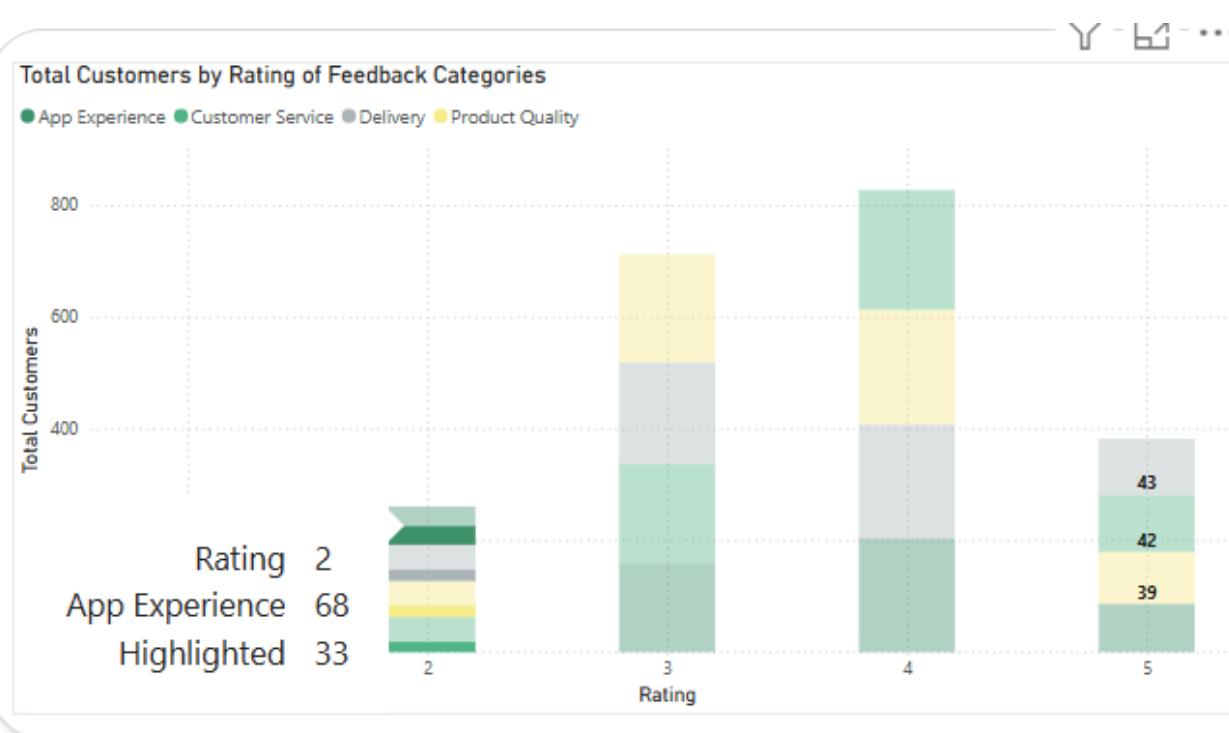
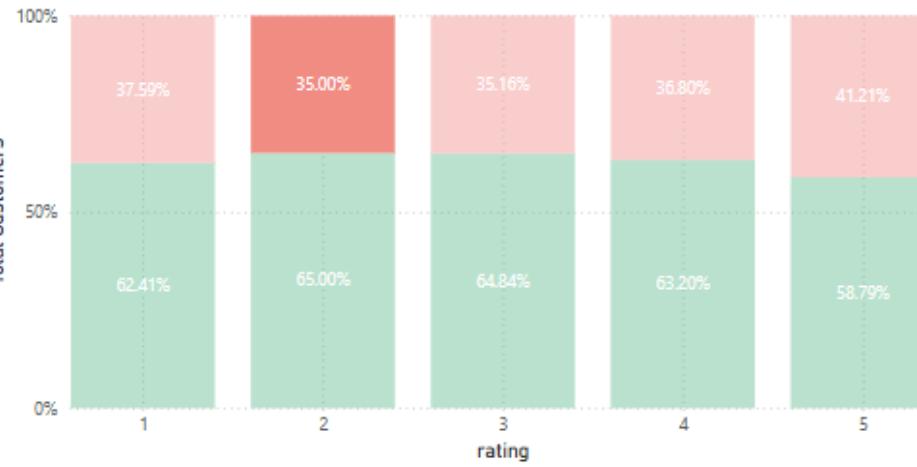
Customers

2023

2024

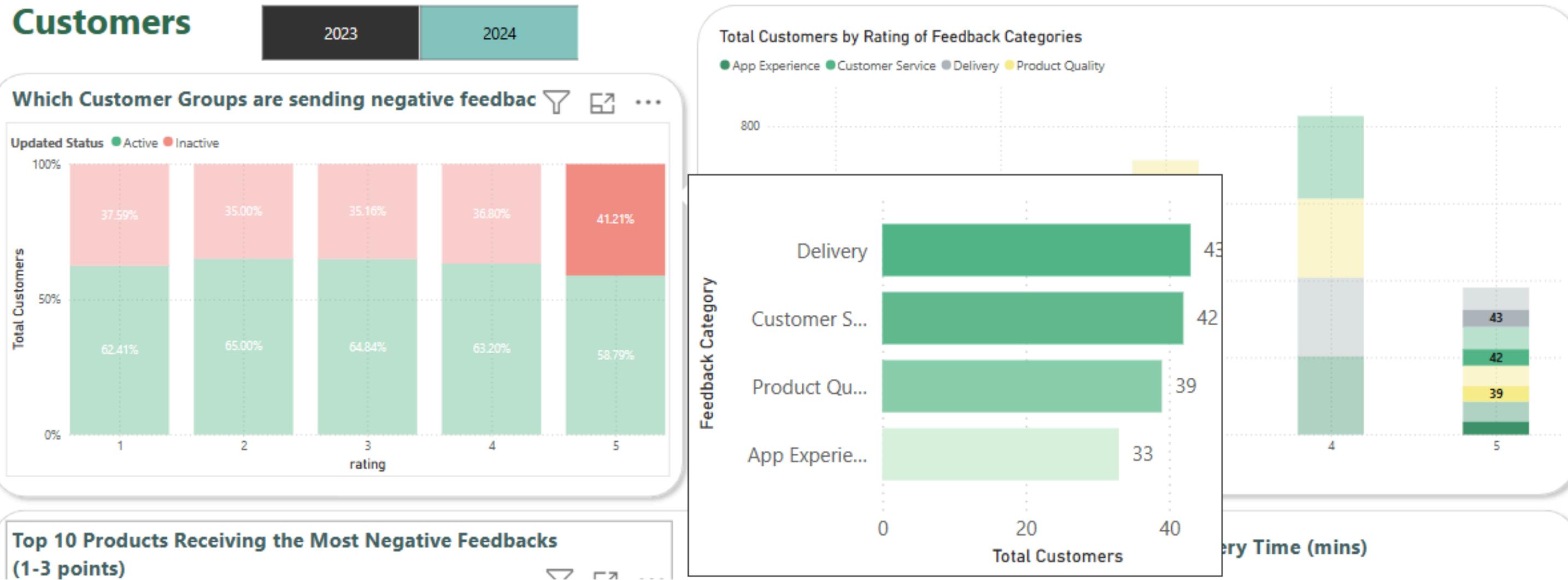
Which Customer Groups are sending negative feedbacks

Updated Status ● Active ● Inactive



Low Ratings for App Experience: in 2023, **App Experience** had the highest number of low ratings from inactive customers, with 34 rating 1 (37.59%) and 33 rating 2 (35%), making it the weakest-performing category for this segment. This suggests that a poor app experience may be a major driver of customer inactivity. Inactive users are likely dropping off early due to frustrations with the app interface or performance. Prioritizing improvements in the app's usability, responsiveness, and onboarding process could help reduce churn and re-engage this group.

Customers



Customers

Customers

2023

2024

Which Customer Groups are sending negative feedbacks



Customers

2023

2024

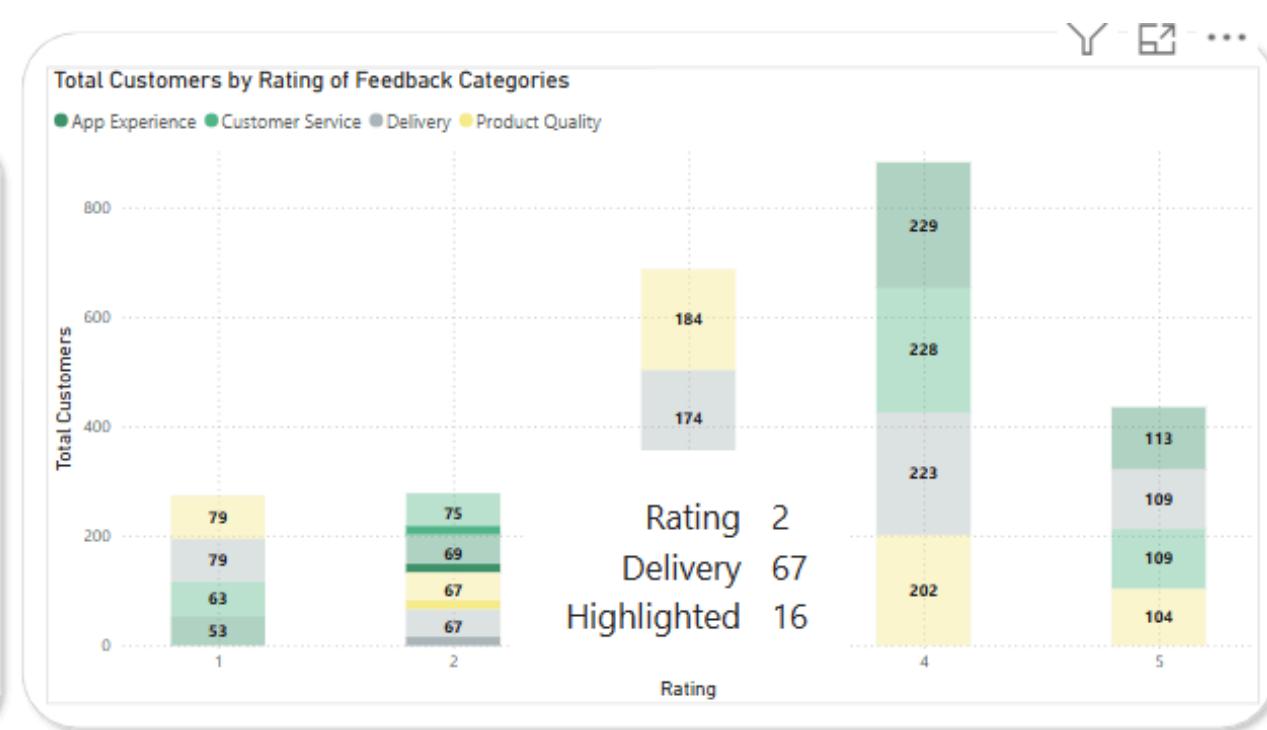
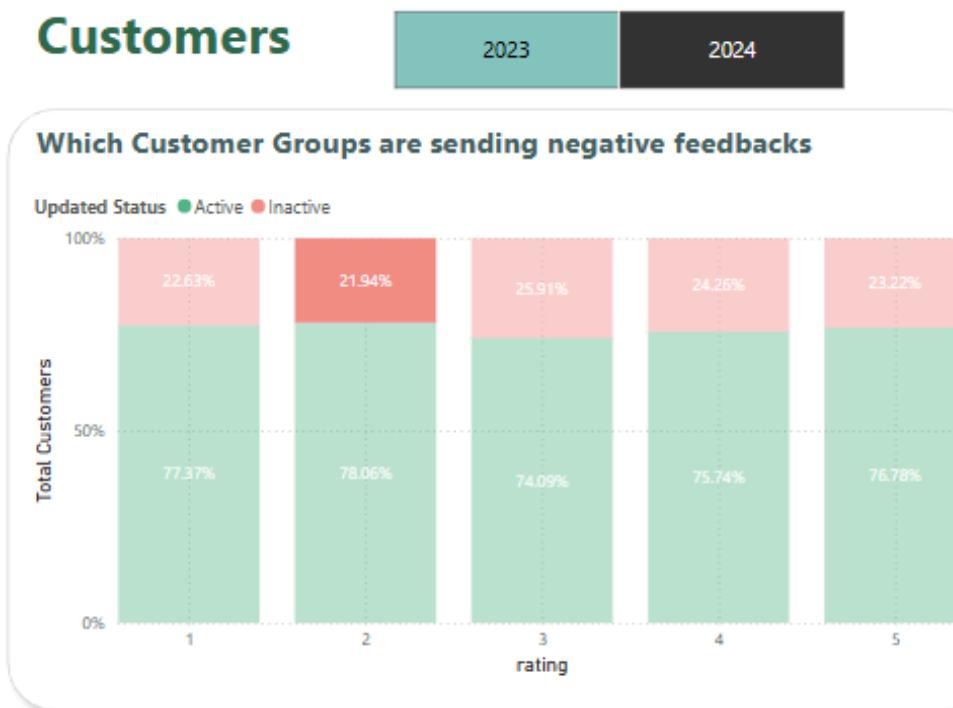
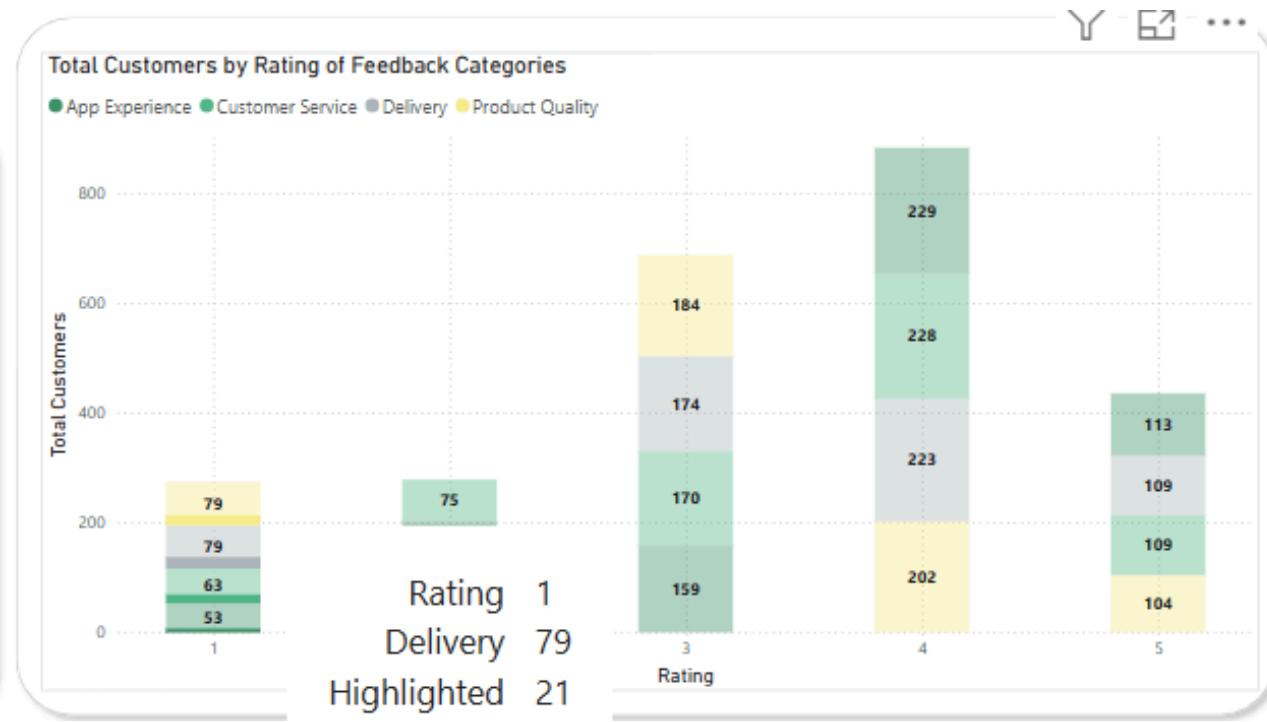
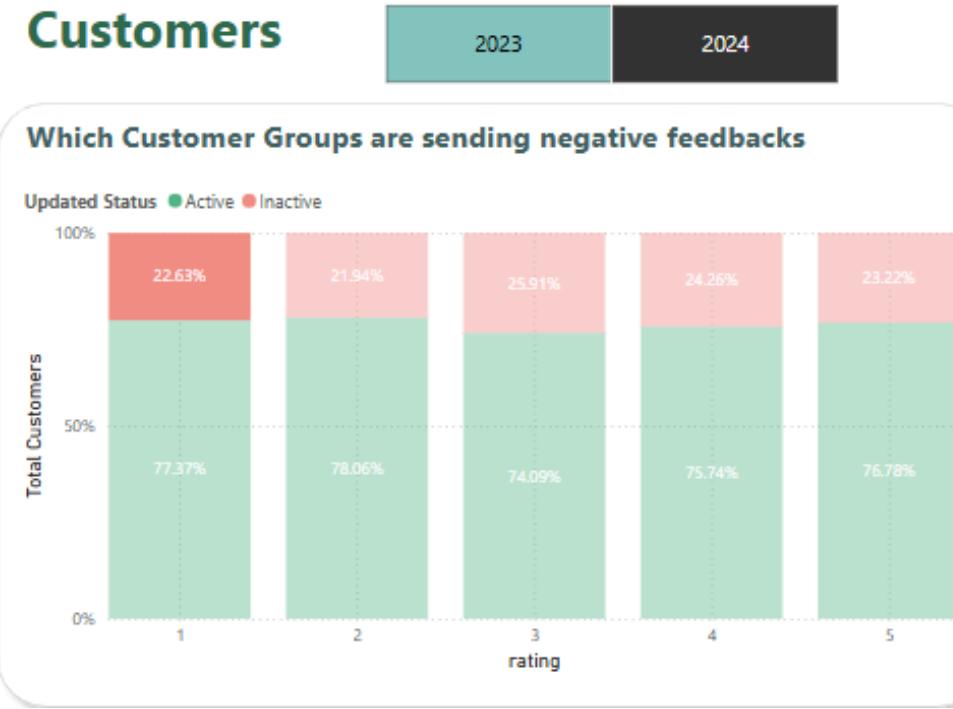
Which Customer Groups are sending negative feedbacks

Updated Status • Active ● Inactive



Decrease in Inactive Customer Share: in 2024, the percentage of inactive customers declined across all rating levels. This points to improved customer retention and potentially reduced churn, reflecting positively on engagement strategies.

Customers



Low Ratings for Delivery: In 2024, Delivery had the highest number of low ratings from inactive customers, making it the most critical pain point in this segment. This indicates that poor delivery experiences—such as delays, mishandling, or lack of communication—may be a major factor contributing to customer churn. Meanwhile, the drop in negative feedback for App Experience shows that earlier improvements were effective, but ongoing monitoring is needed to sustain progress.

Customers



Total Customers by Rating of Feedback Categories

● App Experience ● Customer Service ● Delivery ● Product Quality



Total Customers by Rating of Feedback Categories

● App Experience ● Customer Service ● Delivery ● Product Quality

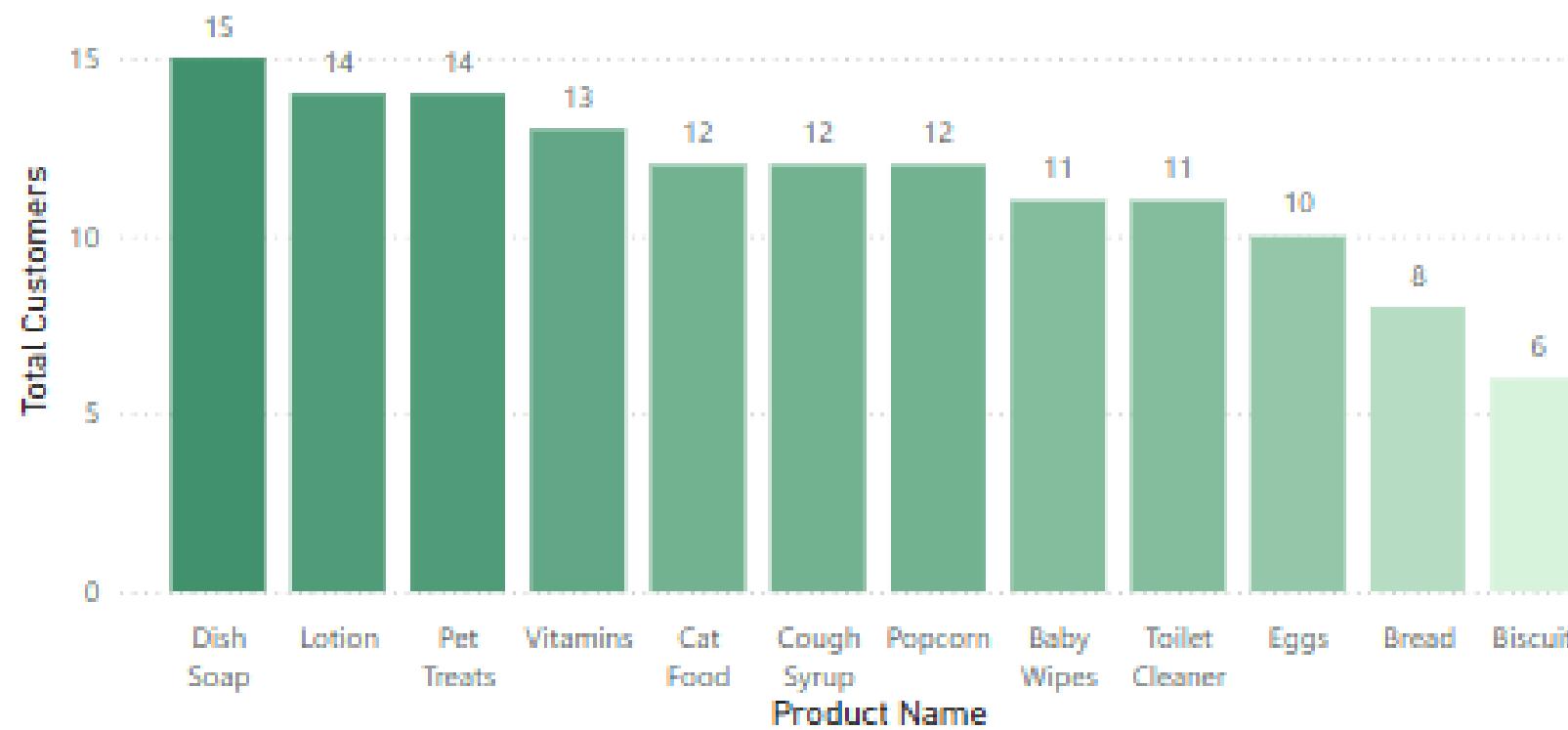
Rising Concerns in Product Quality: In 2024, Product Quality moved from the lowest to the highest position in terms of Rating 1 among all categories, increasing from 59 to 79 low ratings. Meanwhile, its performance in higher ratings (4 and 5) remained stable or declined slightly. This sudden spike in negative feedback, without corresponding improvement in positive ratings, suggests a potential issue or inconsistency in product quality. The data indicates an emerging problem that warrants further investigation—possibly related to a specific product line, supplier, or quality control process.

Customers

2023

2024

**Top 10 Products Receiving the Most Negative Feedbacks
(1-3 points)**



2023

2024

**Top 10 Products Receiving the Most Negative Feedbacks
(1-3 points)**



Pet Treats emerged as the top concern in 2024, with a sharp rise in negative feedback.

New entries like **Toilet Cleaner, Baby Wipes, Pulses, and Cat Food** in the top 10 highlight potential emerging issues that need further analysis.

Positive impact is seen in products like **Vitamins, Cough Syrup, and Bread**, which dropped out of the top 10—suggesting previous improvement efforts may have worked.

Lotion remains a concern, holding its rank while receiving more negative reviews—requiring closer monitoring.

Dish Soap shows signs of improvement with fewer complaints and a lower rank, but continued tracking is recommended.

Customers

2023

2024

Correlation between Satisfaction Rate and Delivery Time (mins)



Updated Status	Inactive
Average of Delivery Time (mins)	20.50
AVG of Distance (km)	2.76
AVG of Lateness (mins)	-5.42
AVG Delivery Time (mins)/Km	10.81

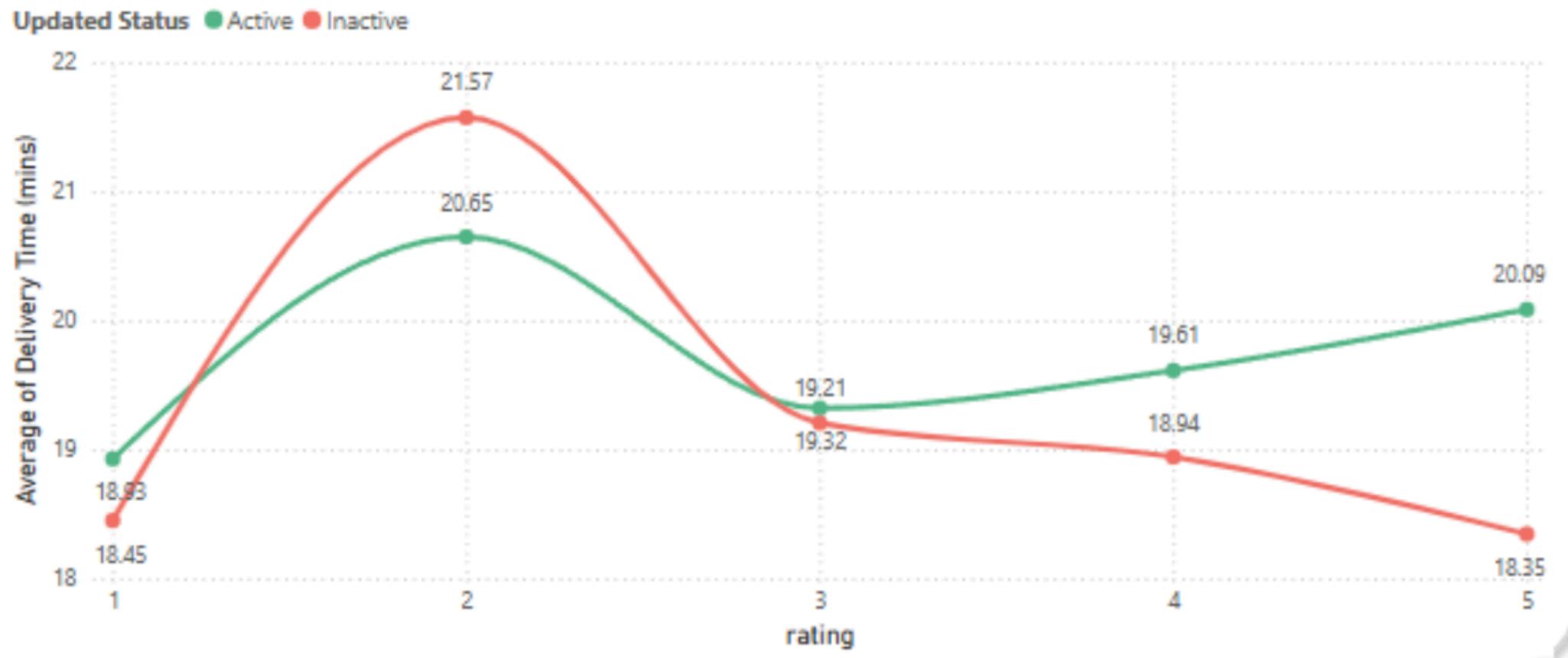
In 2023 very few Inactive customers gave extremely low satisfaction scores (ratings 1–2), indicating that their dissatisfaction wasn't severe. However, a large portion rated their experience as 3, likely influenced by perceived delivery delays. Although the AVG of Lateness is negative (-5.42 mins)—meaning orders were technically delivered early—it still felt slow by Blinkit's standards. As the brand promises ultra-fast delivery, even slight delays in perception (especially with short distances like 2.76 km, this delivery speed may have felt slow relative to the short distance, reflected in the high average delivery time per km (10.81 mins/km).

Customers

2023

2024

Correlation between Satisfaction Rate and Delivery Time (mins)



Updated Status	Inactive
Average of Delivery Time (mins)	21.57
AVG of Distance (km)	2.84
AVG of Lateness (mins)	-6.51
AVG Delivery Time (mins)/Km	9.74

In 2024, Inactive users gave the most ratings at level 2, indicating a further decline in satisfaction compared to 2023. The root cause remains the perception of slow delivery, despite the actual performance being efficient:

- Average Delivery Time was high at 21.57 minutes
- AVG of Lateness was -6.51 minutes, meaning deliveries were early
- AVG Delivery Time per km was just 9.74 minutes/km

This suggests that even with timely and efficient operations, the total delivery time still feels too long—likely due to Blinkit's ultra-fast delivery promise setting high customer expectations.

Recommendations

Reducing Inactive Customers

Win-Back Campaigns

- Offer targeted discounts or incentives to inactive users based on their past purchase history.
- Send personalized emails re-engaging them with new products or relevant promotions.

Onboarding Improvements

- For new users, provide a smoother first-time experience with clear tutorials and proactive support.
- For premium users, highlight the exclusive benefits and value proposition more effectively.

Communication Strategy

- Implement a system for regular communication with users, not just transactional emails.
- Gather feedback proactively to understand reasons for inactivity (e.g., surveys, polls).

Enhancing Feedback and Satisfaction

Fast-Track Negative Feedback

- Establish a dedicated team or process to address negative feedback urgently.
- Offer immediate apologies and solutions to dissatisfied customers.

Late Delivery Compensation

- Introduce a guarantee where customers receive a discount code if the order is delivered late, serving as both an apology and a gesture of goodwill.

Dynamic Promised Delivery Time

- Adjust the promised delivery time based on real-time traffic conditions or local factors to better align with achievable delivery windows.

Recommendations

Improving Product Quality

Root Cause Analysis

- Conduct thorough investigations into quality issues for "Pet Treats," "Lotion," "Dish Soap," etc.
- Identify whether problems originate from suppliers, storage, or handling.

Supplier Management

- Review supplier contracts and quality agreements.
- Consider diversifying suppliers or implementing stricter quality control checks on incoming goods.

Customer Communication (Quality)

- Be transparent with customers about quality issues and steps taken to resolve them.
- Offer replacements or refunds for defected products.

Geographic Focus

Localized Marketing

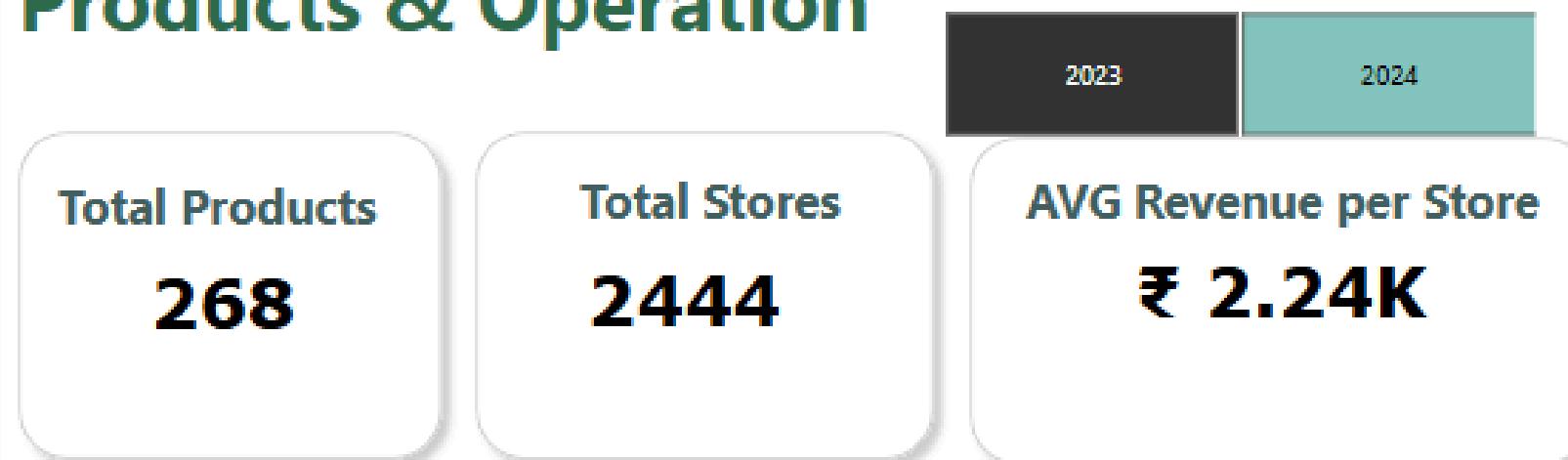
- Tailor marketing campaigns to the specific needs and preferences of each region.
- Consider offering location-based promotions or partnerships.

Service Level Agreements (SLAs)

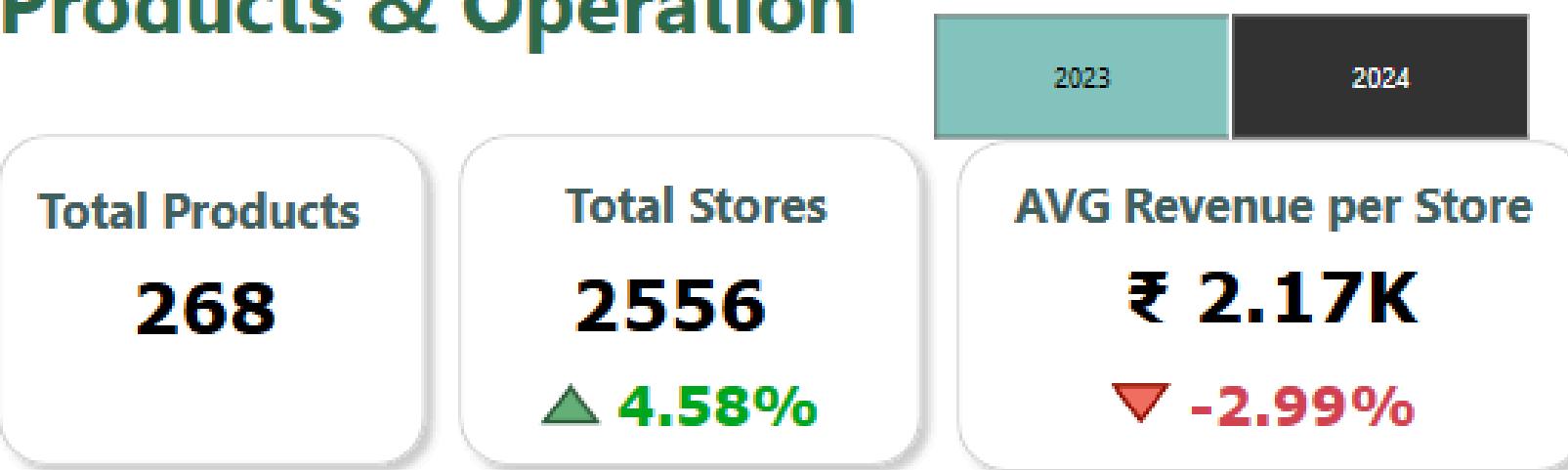
- Set specific delivery time targets and service standards for each area.
- Monitor performance against these SLAs and address any consistent underperformance.

Products & Operation

Products & Operation



Products & Operation



1. Total Products:

- No change: 268 products in both years.

2. Total Stores:

- Increased by 4.58%: From 2444 stores in 2023 to 2556 stores in 2024.

3. Average Revenue per Store:

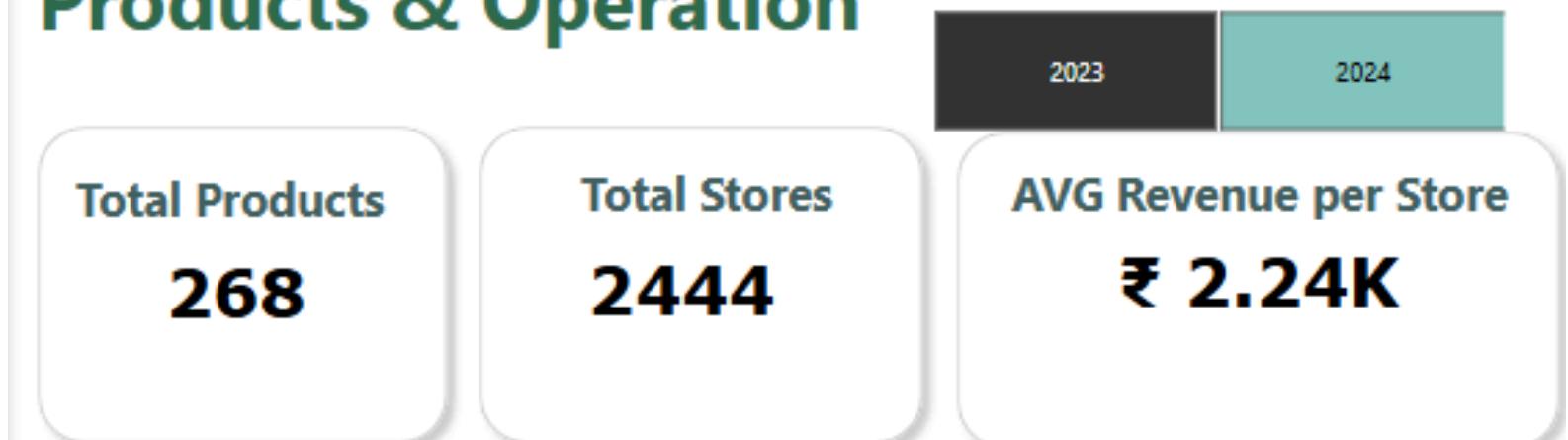
- Decreased by 2.99%: From ₹ 2.24K in 2023 to ₹ 2.17K in 2024.

Increase in Total Stores: The addition of 112 stores from 2023 to 2024 suggests a growth strategy, but the impact on revenue is negative.

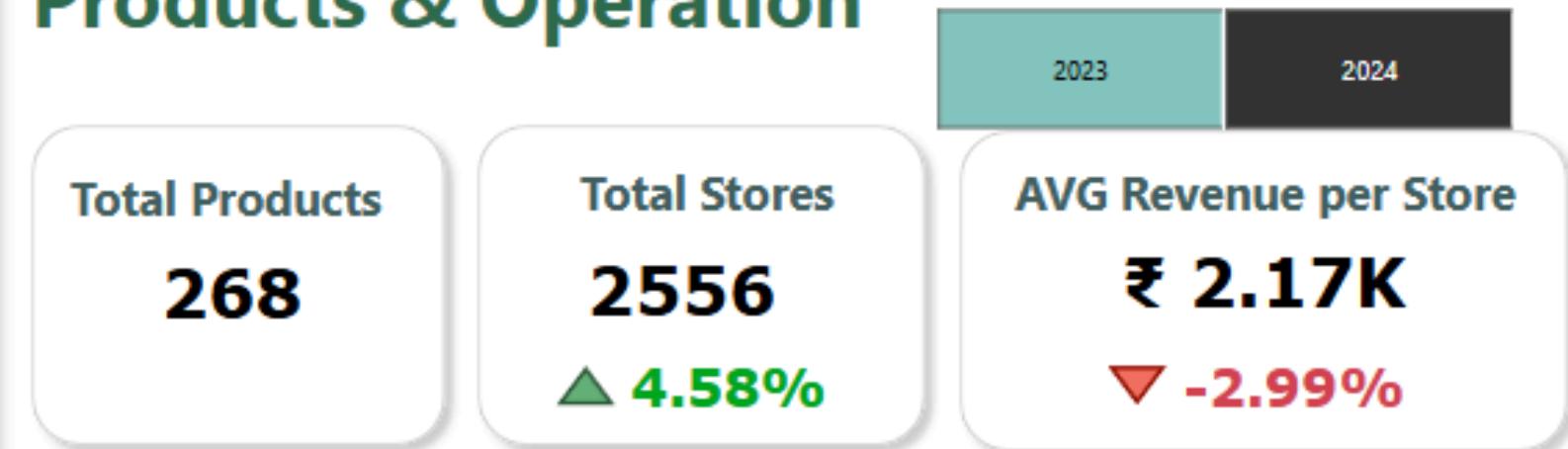
Decreased Average Revenue: Despite an increase in store count, average revenue per store dropped, indicating potential issues in sales efficiency or operations.

Products & Operation

Products & Operation



Products & Operation

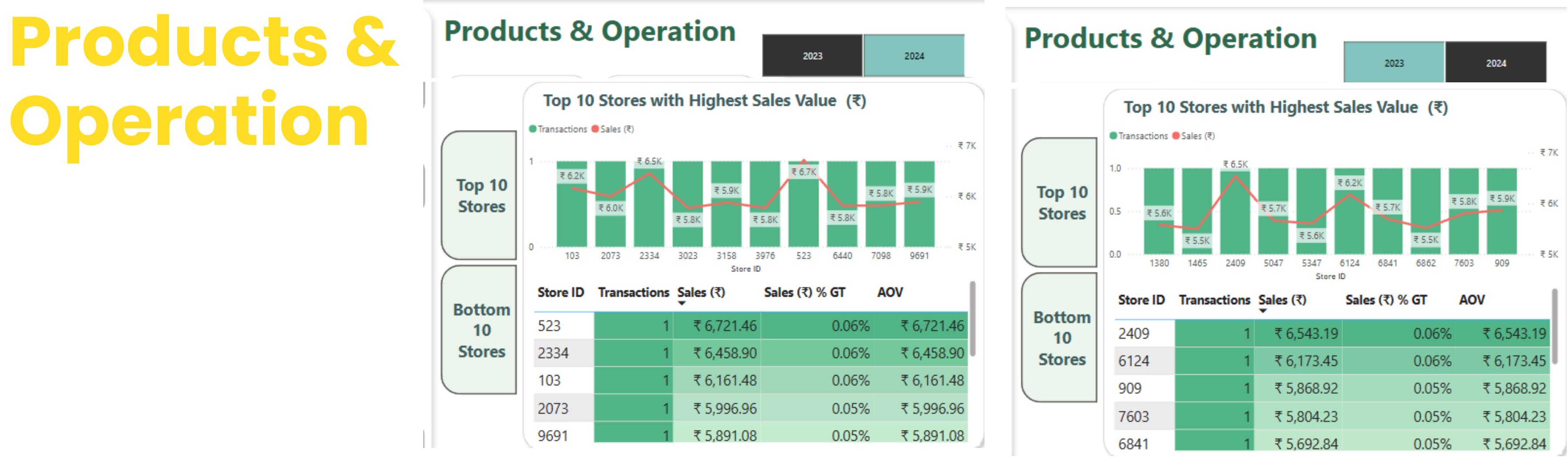


Why did Blinkit's AVG Revenue per Store in 2024 decrease compared to 2023, even though the number of stores increased?

Expansion into New Markets: Expanding into new markets can lead to a lower average revenue per store initially. New stores may take time to build a customer base and achieve revenue levels comparable to more established stores.

Focus on Order Volume Growth: Blinkit might be prioritizing increasing the total number of orders over optimizing revenue per order. This could involve discounts or promotions to attract new customers, which would reduce the average revenue.

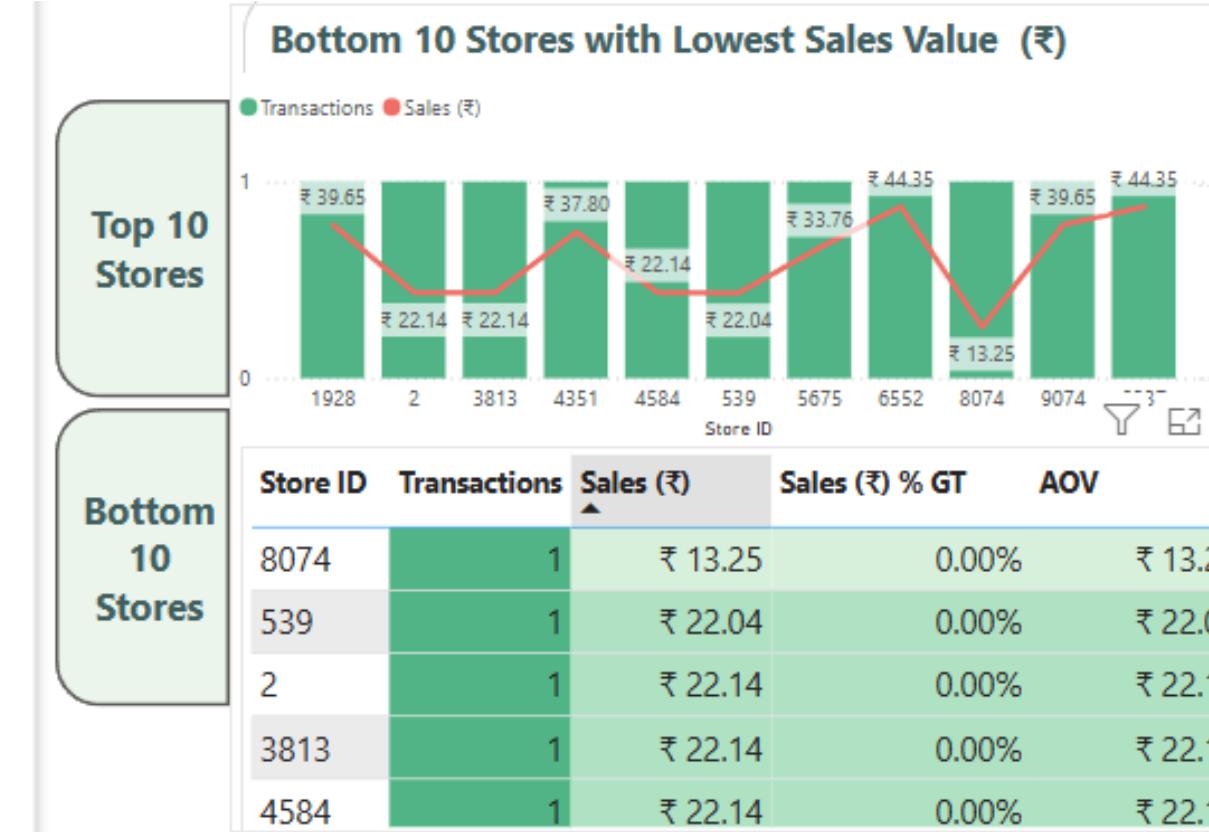
Increased Competition: The quick delivery market is becoming increasingly competitive in India. The emergence of new competitors or the expansion of existing ones can put pressure on Blinkit's pricing and average revenue, as seen with players like Zepto and Flipkart Minutes, etc.



Products & Operation

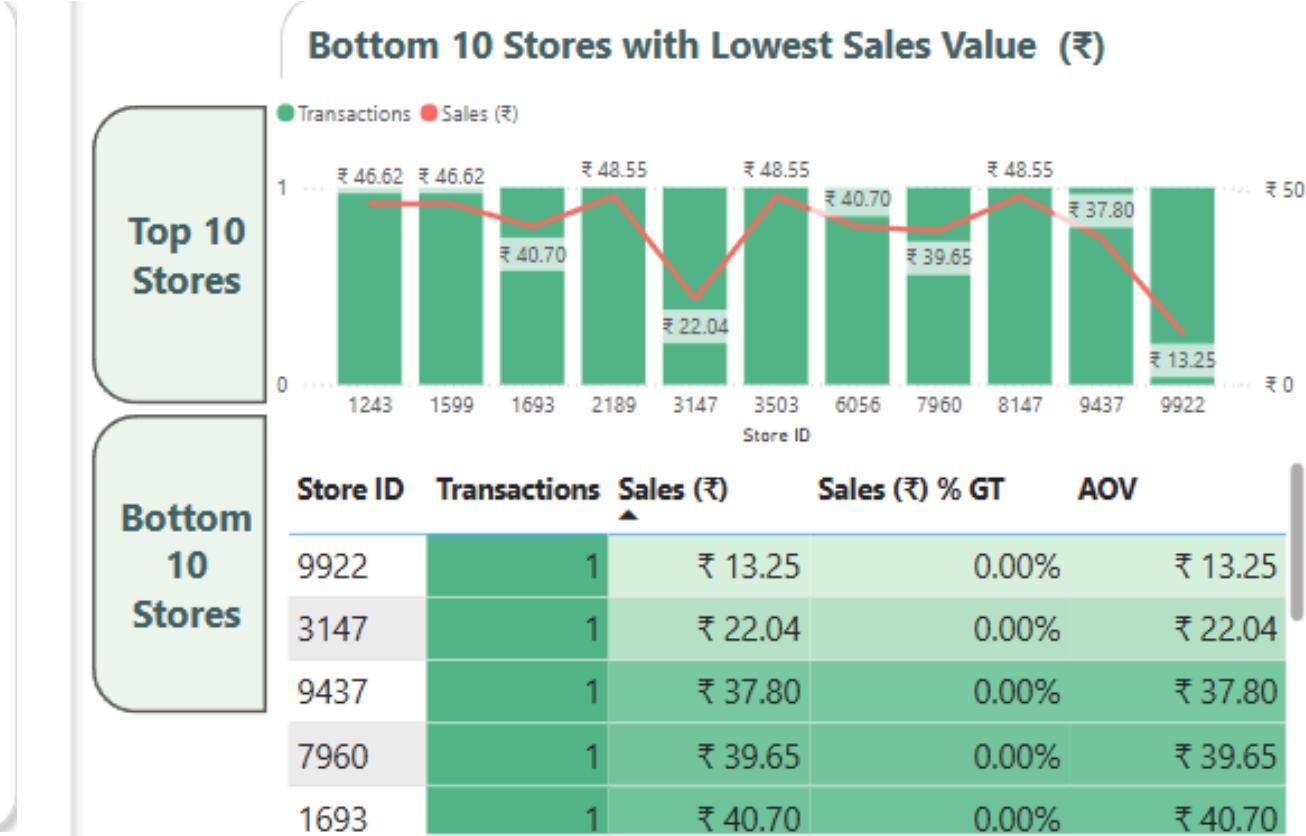
Products & Operation

2023 2024



Products & Operation

2023 2024



2023 Bottom Stores:

Key Insights: Store ID 8074 had the lowest sales at ₹ 13.25 with only one transaction. Other low-performing stores also showed low sales, similar to 2023, ranging from ₹ 22.14 to ₹ 44.

2024 Bottom Stores:

Total Number of Stores: 2556

Key Insights: Store ID 9922 had the lowest sales at ₹ 13.25, equivalent to the lowest in 2023 at ₹ 13.25 with just one transaction. Other underperforming stores had sales ranging from ₹ 22.04 to ₹ 48.55.

Averages and Performance Indicators:

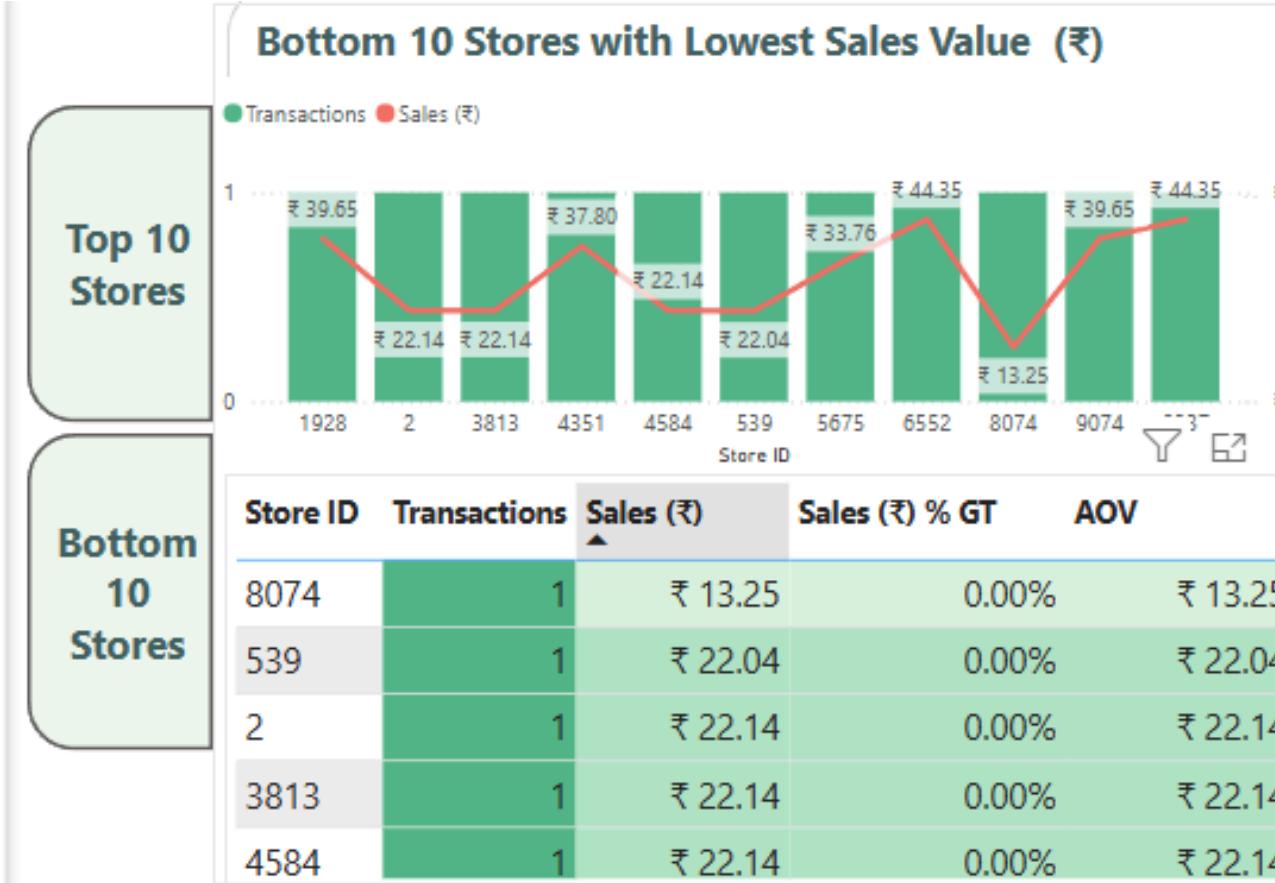
Average Order Value (AOV): It was a significant improvement. In 2023, only 4 stores had sales above ₹ 30 and only 2 stores had sales above ₹ 40. In contrast, **2024 shows a notable improvement with 2 stores having sales above ₹ 30 and 7 stores having stable sales above ₹ 40 in the lowest-performing segment.**

Products & Operation

Products & Operation

2023

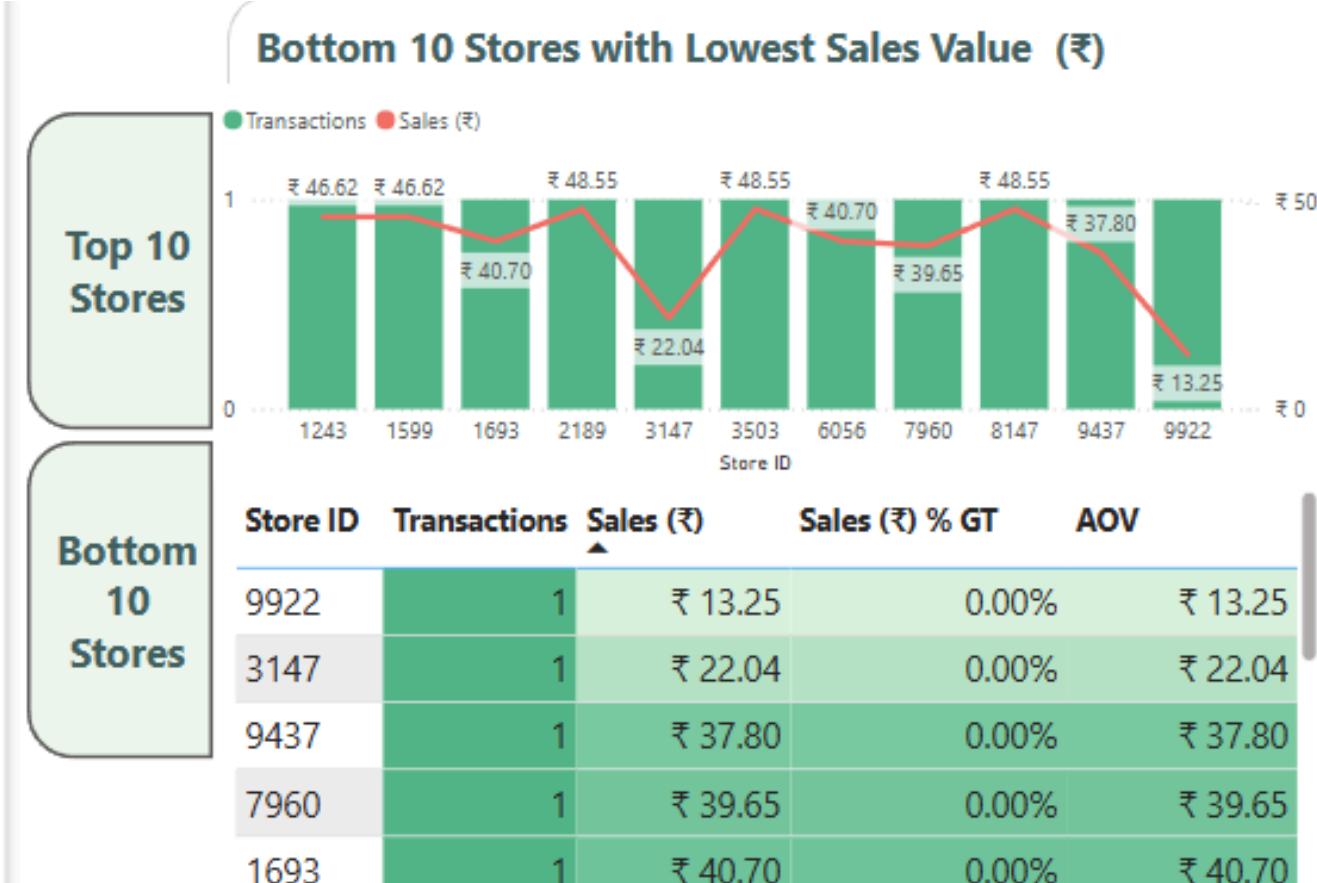
2024



Products & Operation

2023

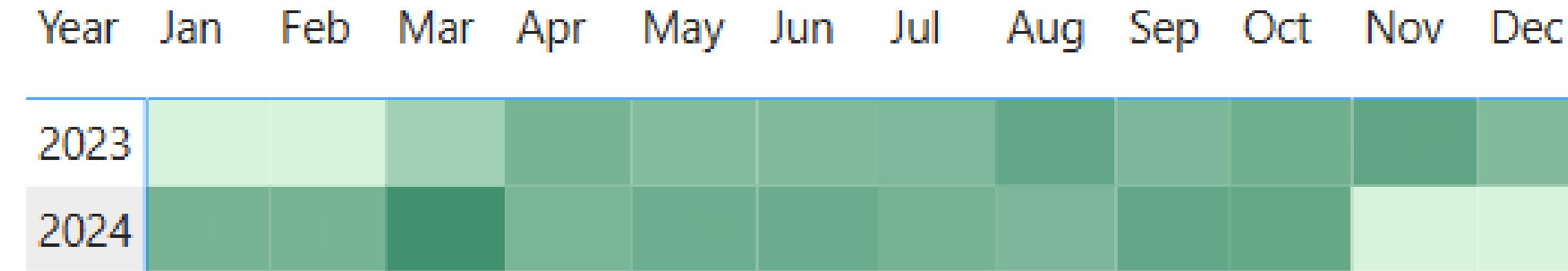
2024



Impact of Store Expansion: Although the average revenue per store decreased overall, the expansion might have helped redistribute customers or created a positive spillover effect for some previously underperforming stores. The new stores could be attracting a new customer base, indirectly reducing pressure on the oldest, weakest-performing stores.

Products & Operation

Customer Growth



Year-over-Year Consistency: March appears to be a significant month for Blinkit's customer growth in India for both years. This could be related to factors such as:

- **Special Promotions or Events:** Blinkit may have major marketing campaigns or discounts in March, as March often includes the Holi festival in India.
- Quick delivery platforms like Blinkit frequently leverage this with promotions on: colors and water guns, snacks and beverages for gatherings, ingredients for festive sweets, etc., which likely created a surge in consumer shopping in March.

Notable Growth in October 2023 and November 2024: This is the difference compared to 2023, potentially driven by major shopping events like Diwali (which typically falls in late October or early November) or end-of-year promotions.

Products & Operation

- Growth in Total Campaigns:**

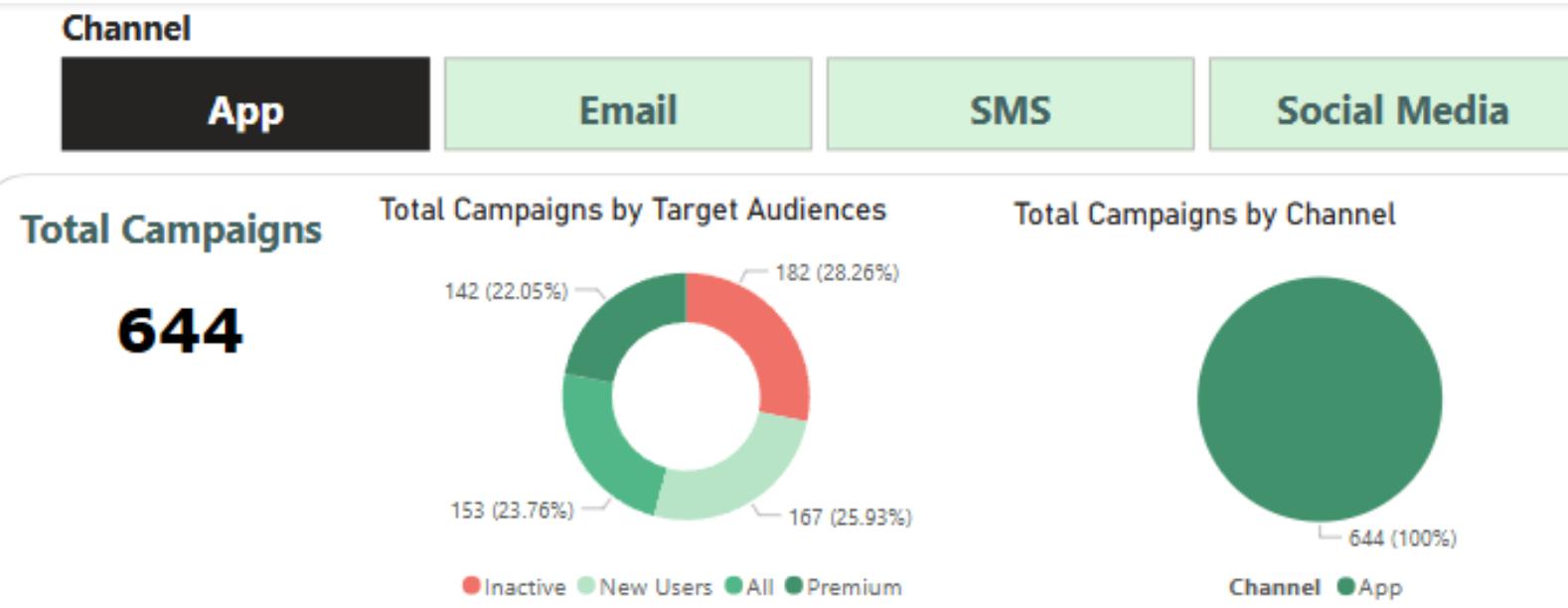
- The increase of 13.35% from 2023 to 2024 indicates a rising engagement or expansion of the marketing efforts.

- Stable Target Audience Distribution:**

- The distribution among target audiences remains relatively stable, with slight shifts toward both New Users and Inactive Users.

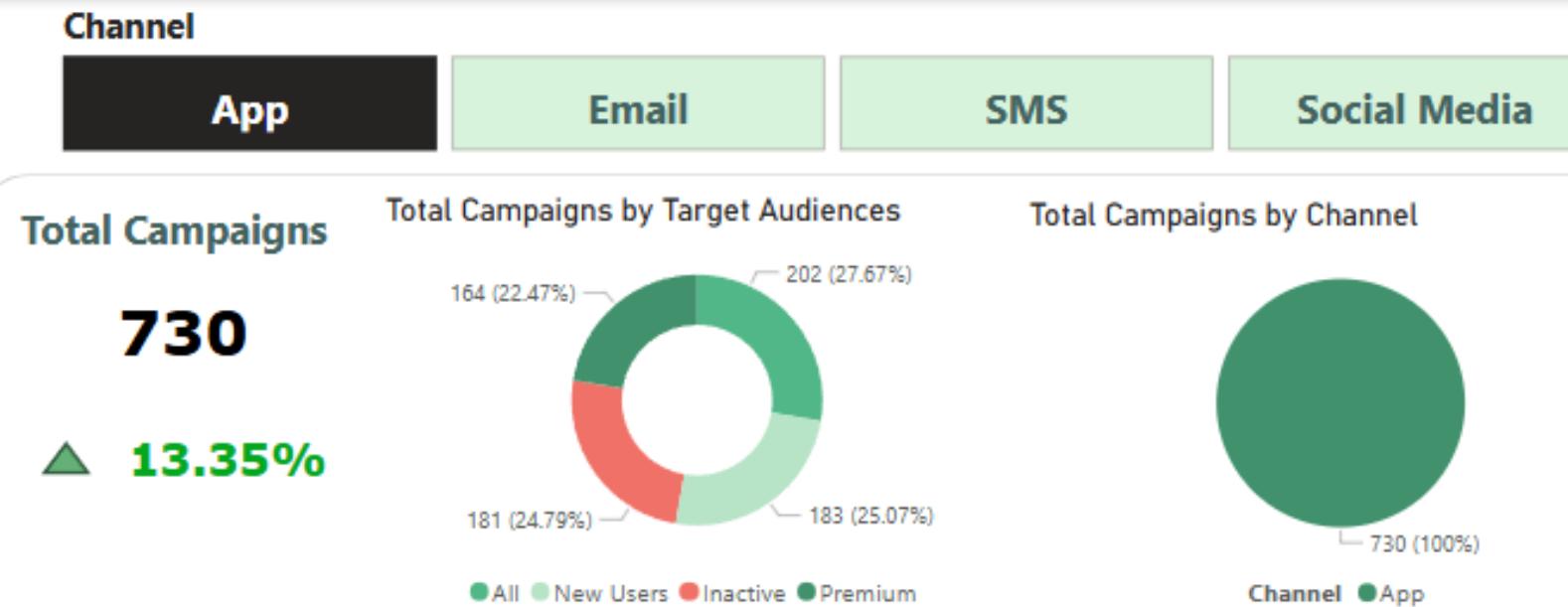
- Increase in All and Premium Users:**

- Both "All Users" and "Premium Users" saw an increase in absolute numbers, suggesting better targeting or more effective campaigns.



Planned MKT Campaigns by Months:

Target Audience	3	4	5	6	7	8	9	10	11	12
All	11	21	14	11	16	16	20	15	14	15
Inactive	4	15	10	28	16	24	18	33	17	17
New Users	8	19	22	19	21	19	15	12	15	17
Premium	8	19	21	13	17	14	11	15	10	14



Planned MKT Campaigns by Months:

Target Audience	1	2	3	4	5	6	7	8	9	10	11
All	26	14	18	27	10	23	22	26	19	12	5
Inactive	14	14	17	15	21	19	27	17	10	21	6
New Users	16	19	16	12	20	17	14	15	28	25	1
Premium	19	20	18	16	18	14	15	10	15	17	2

Products & Operation

Growth in Total Campaigns:

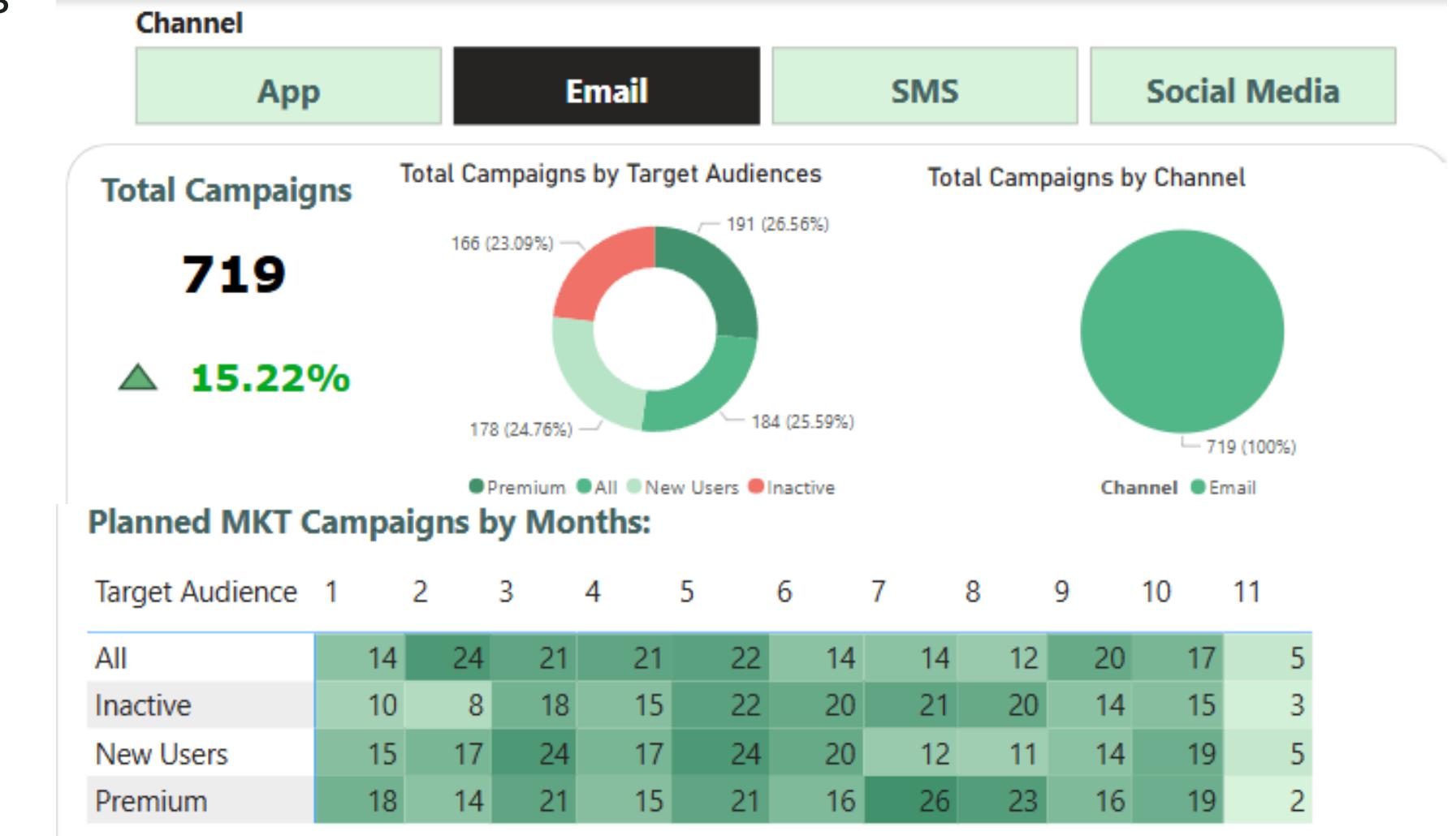
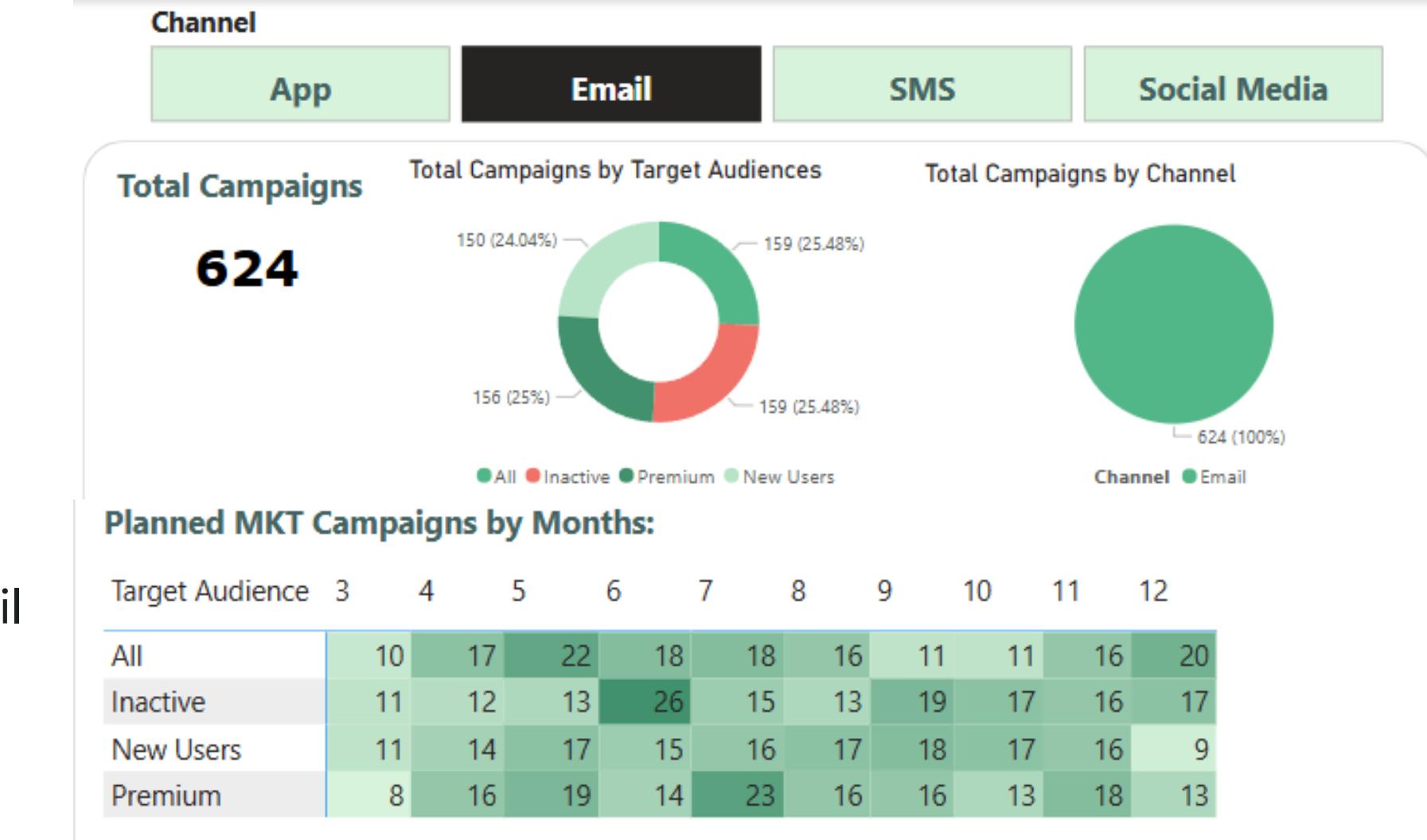
- A significant increase of 15.22% in total campaigns from 2023 to 2024 indicates a successful scaling of the email marketing efforts.

Premium Audience Engagement:

- The share of campaigns targeted at Premium audiences increased from 25.48% in 2023 to 26.56% in 2024, suggesting a positive trend in focusing on high-value customers.

New User Acquisition:

- Campaigns aimed at New Users slightly increased from 25% to 25.59%. However, the overall percentage of Inactive audiences has decreased from 24.04% to 23.09%, indicating improved engagement.



Products & Operation

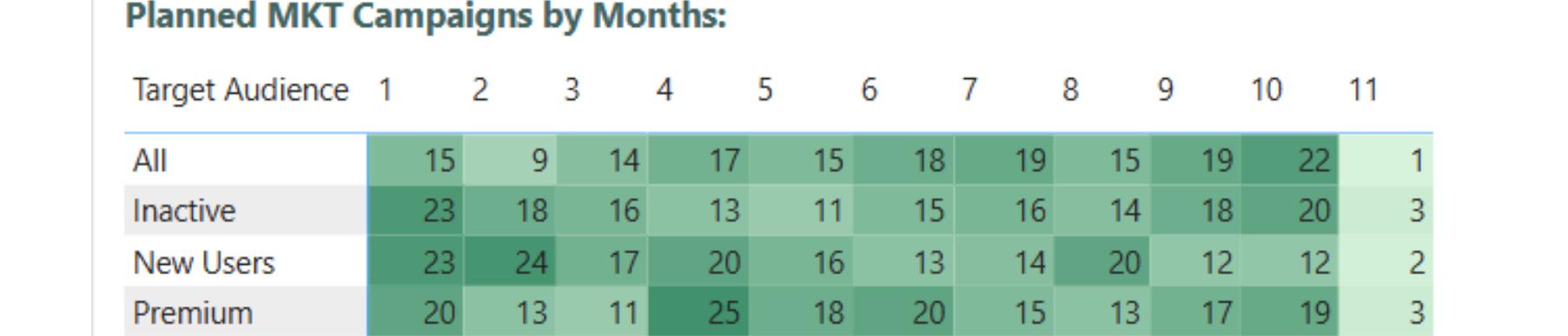
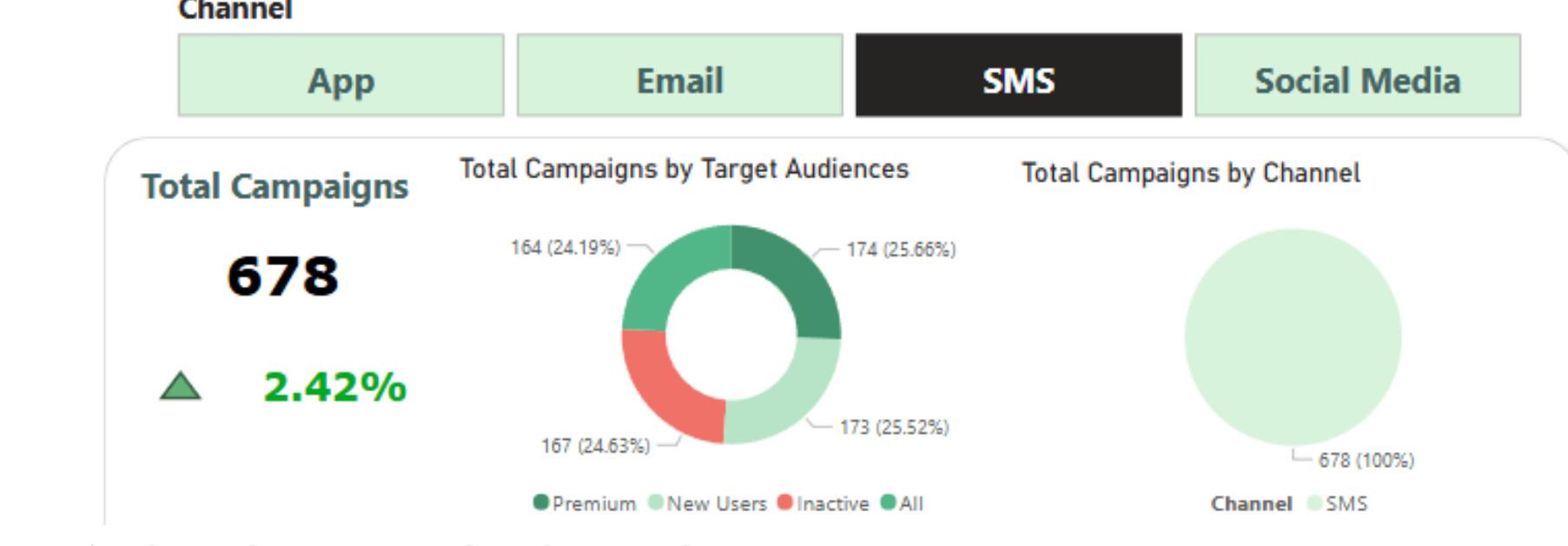
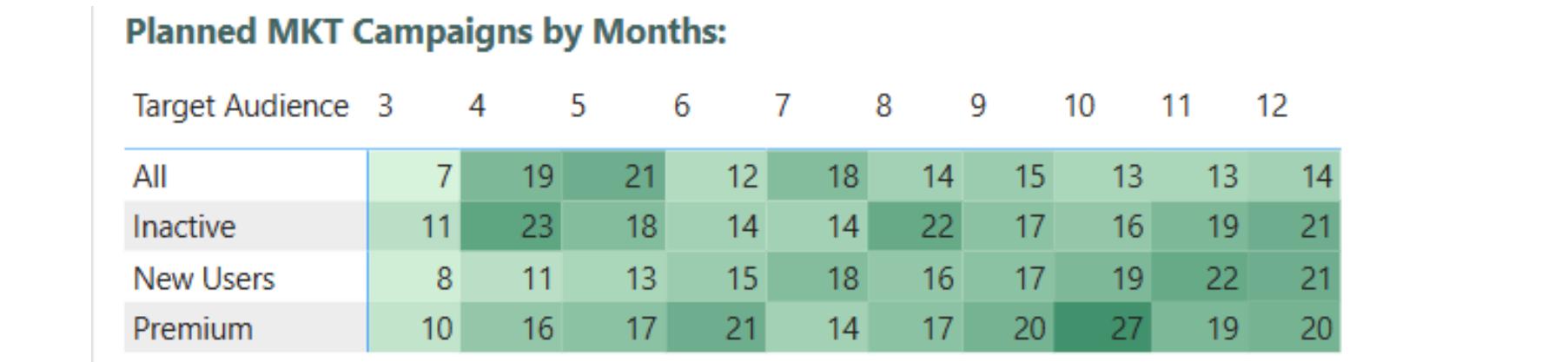
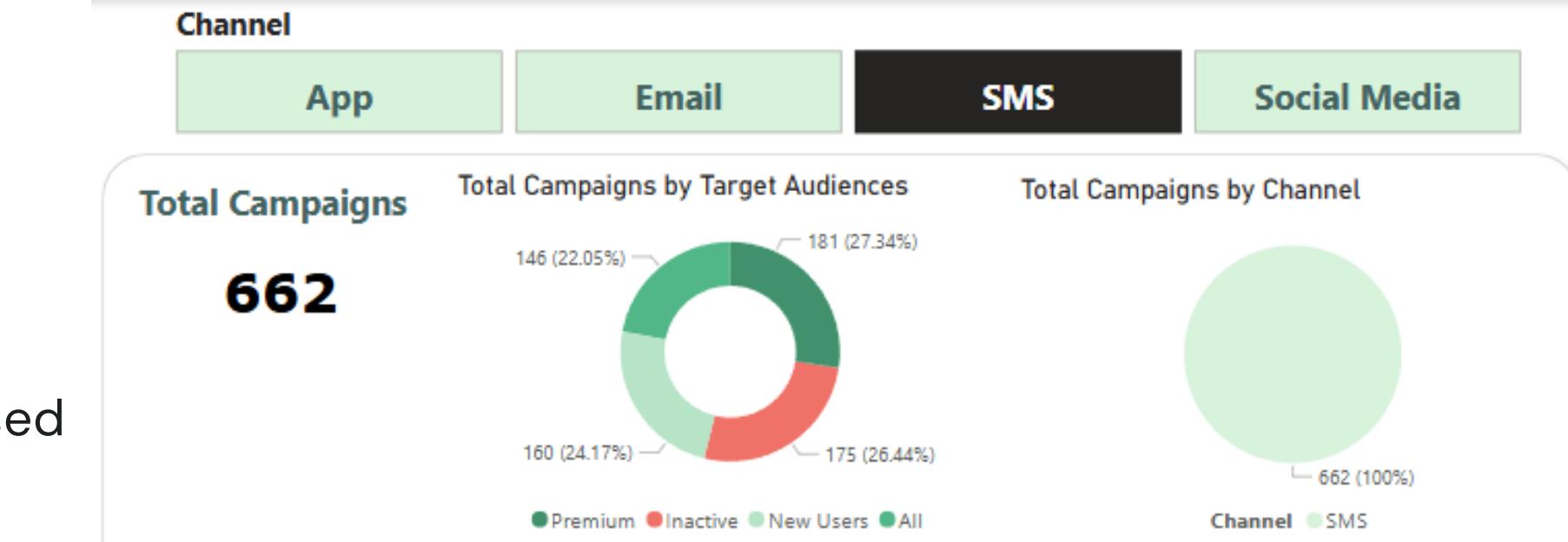
Increase in Campaigns: The total number of campaigns increased from 662 to 678, indicating a growth trend in campaign activity.

Premium Segment Growth: The percentage of campaigns targeting Premium users increased significantly from 22.05% to 24.19%.

Slight Decrease in New Users: The percentage of campaigns aimed at New Users decreased slightly from 27.34% to 25.66%.

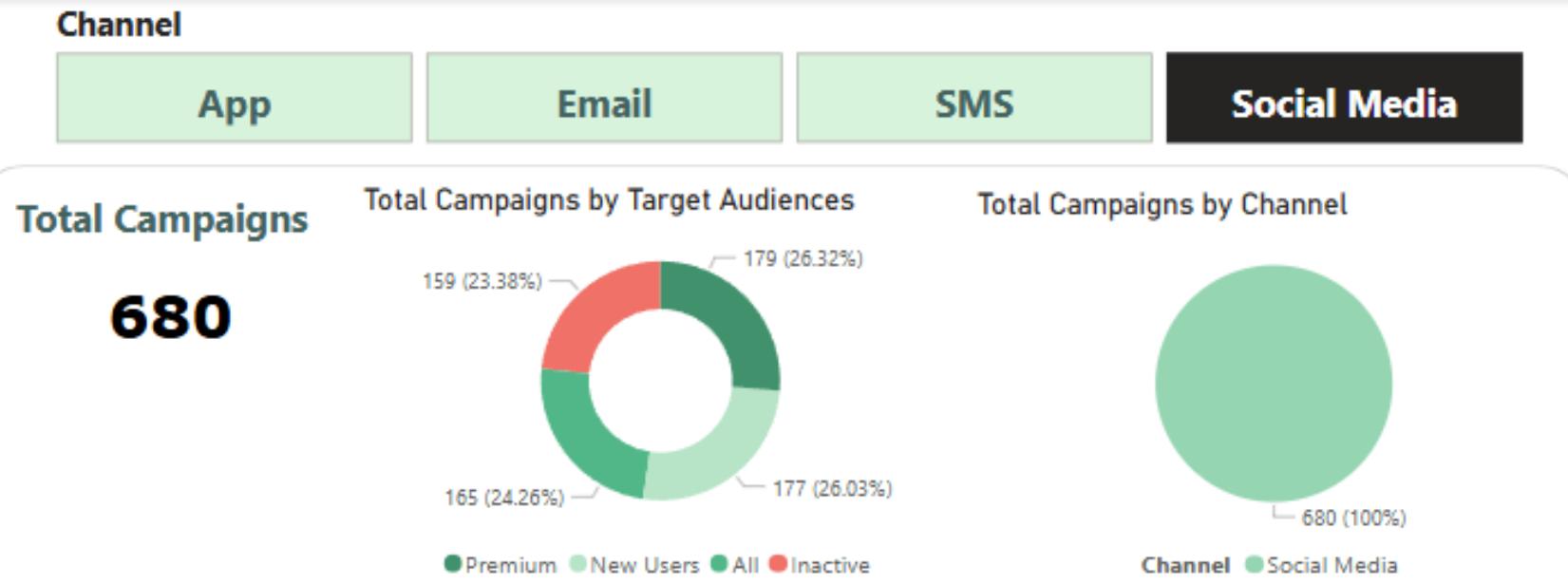
Stable Inactive Segment: The inactive audience proportion remained relatively stable, with a slight increase in the absolute number of campaigns targeting them (from 160 to 167).

All Audiences: Campaigns targeting "All" users remained stable, with a slight decline in percentage from 26.44% to 25.52%.



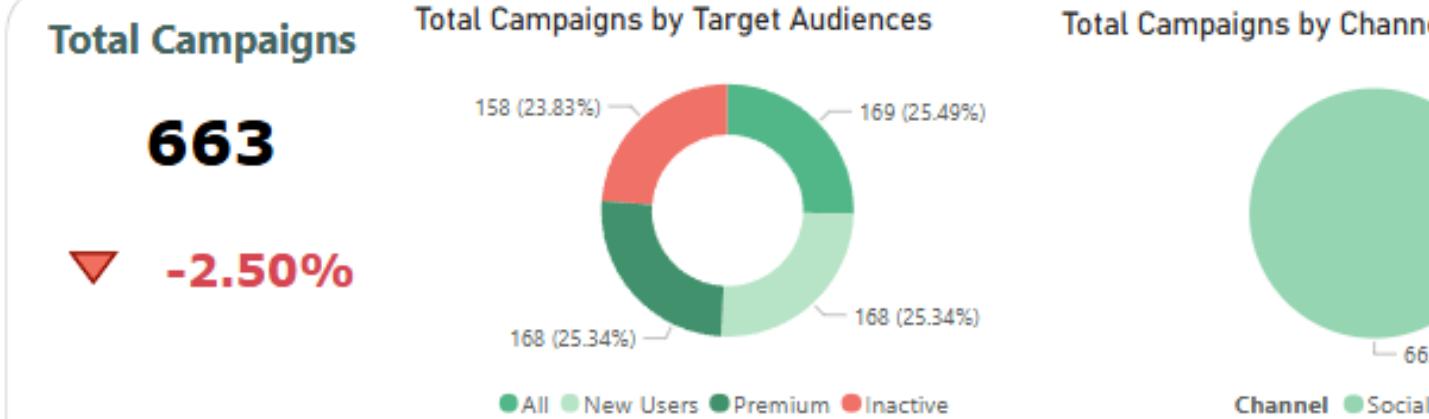
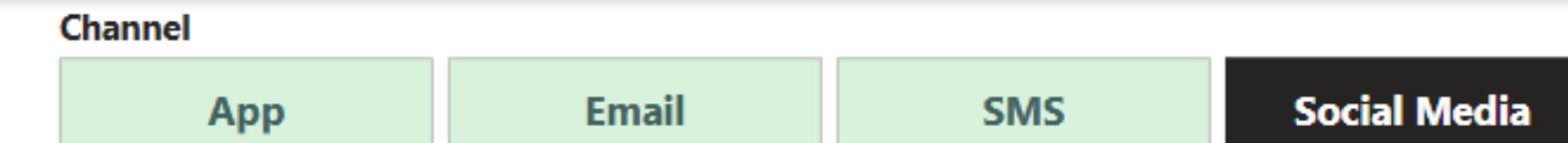
Products & Operation

There is a slight decline in total campaigns and new user outreach. However, the overall count of campaigns targeted at "All" users increased slightly, while the number of inactive users remained constant. Social Media remains the sole channel for these campaigns.



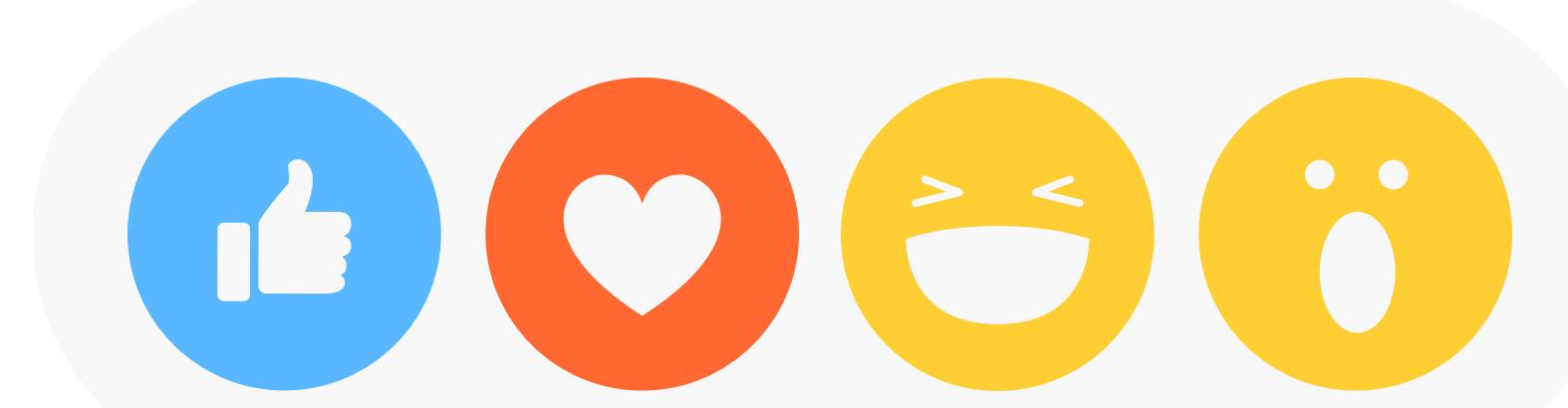
Planned MKT Campaigns by Months:

Target Audience	3	4	5	6	7	8	9	10	11	12
All	8	16	19	13	11	17	13	18	22	28
Inactive	9	12	20	16	19	16	18	18	15	16
New Users	8	8	19	17	25	23	24	15	19	19
Premium	3	32	14	18	18	19	18	20	19	18

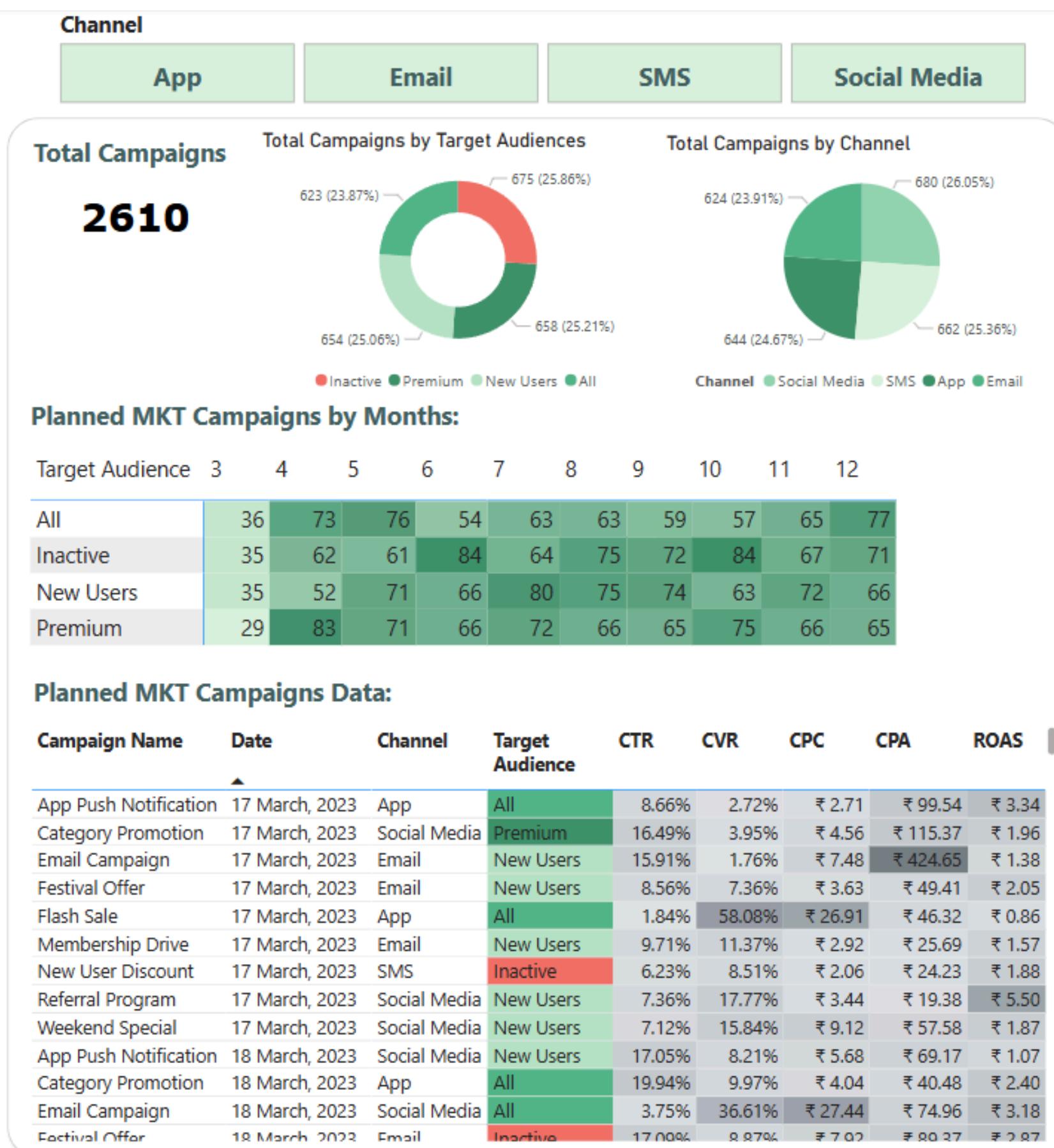


Planned MKT Campaigns by Months:

Target Audience	1	2	3	4	5	6	7	8	9	10	11
All	15	19	18	15	19	13	19	15	18	17	1
Inactive	14	10	17	14	11	19	17	25	14	15	2
New Users	20	19	13	17	16	15	15	20	16	14	3
Premium	17	19	20	11	15	14	13	23	20	15	1



Products & Operation

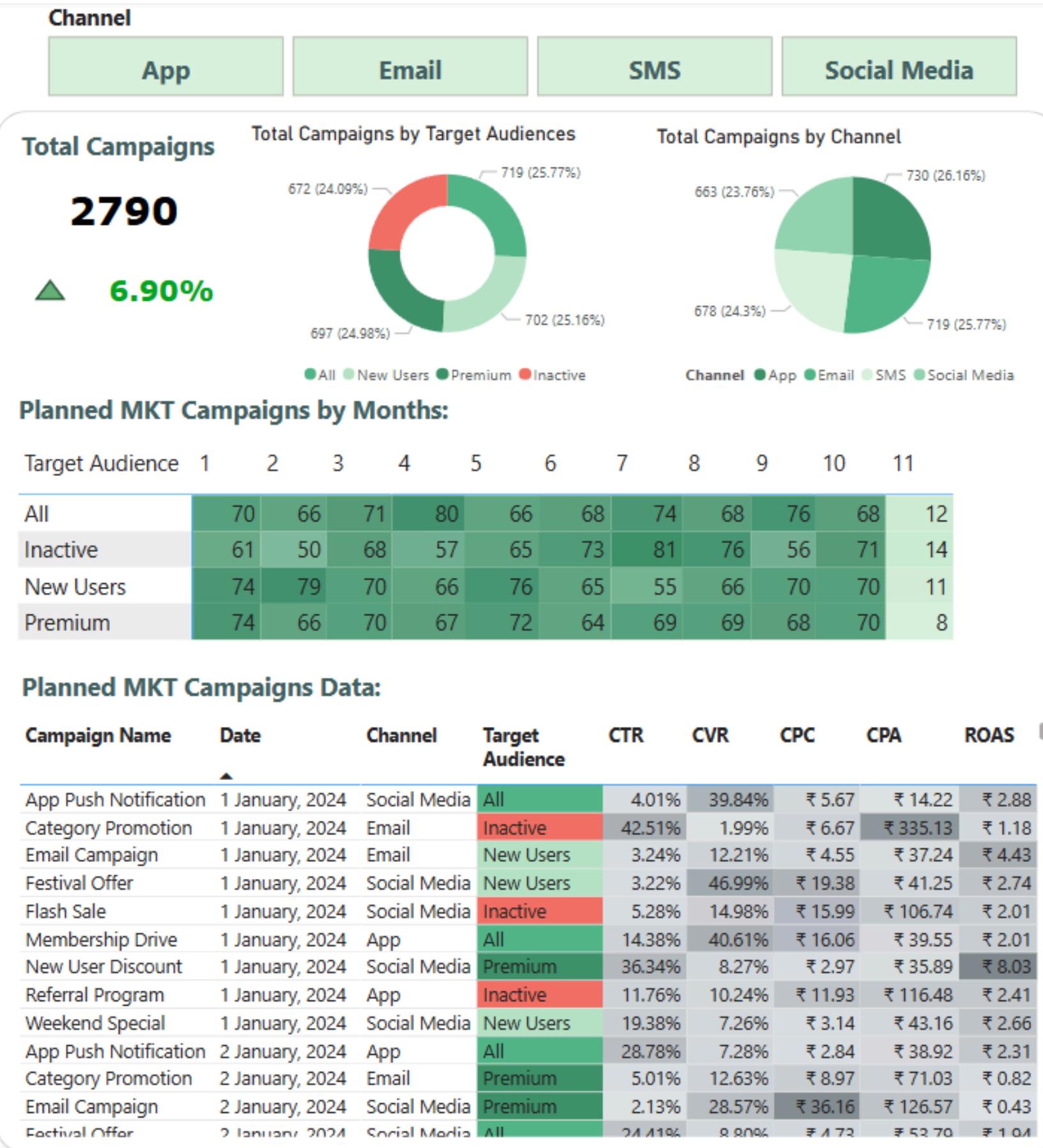


CTR (Click-Through Rate): Analyzing the click-through rate reveals differences among target audiences. New users tend to have a higher click-through rate.

CVR (Conversion Rate): This metric shows the actual effectiveness of the campaigns, with the Premium audience demonstrating the best conversion rate.

CPC (Cost Per Click) and CPA (Cost Per Acquisition): These metrics need to be optimized to achieve the best ROAS (Return on Ad Spend).

Products & Operation



Effective Mkt Plans:

- Weekend Special (4 Nov, 2024):** low cost spent but received medium CTR (46.44%) & among the highest ROAS range (₹ 9.14)
- Festival Offer (31 July, 2024):** low cost spent but above-average CTR (67.96%) & high ROAS (₹ 8.16) in return
- New User Discount (4 March, 2024):** low cost spent, but could get high CVR (69.47%) and high ROAS (₹7.80), likely amplified by the surge of new users acquired due to the major Holi festival in March, coupled with the effectiveness of this marketing plan in contributing to Blinkit's new user growth.
- Category Promotion (10 October, 2023):** low cost spent but could drive 70% of CVR and ₹7.00 of ROAS

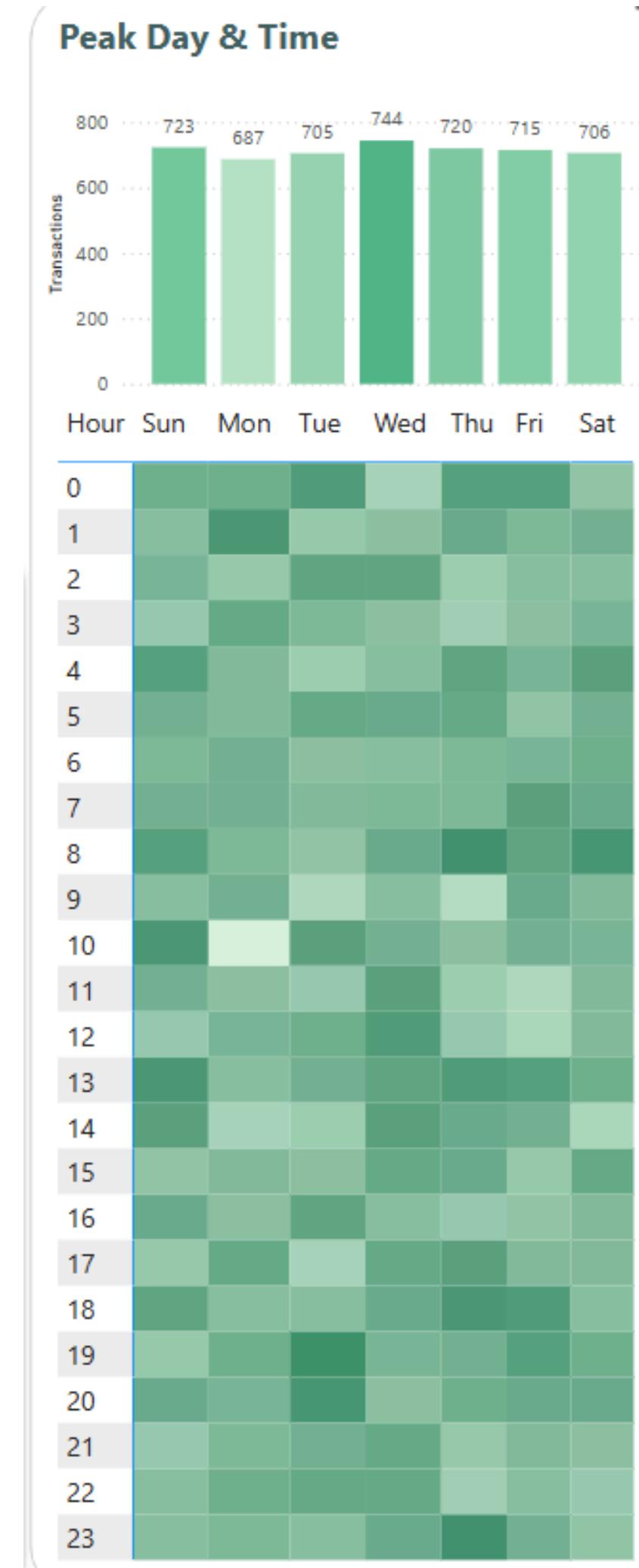
Products & Operation

Peak Day & Time

Overall, for both years, the high peak days fall on Wednesday and Sunday due to consumer shopping and stockpiling habits.

- **Sunday:** Being a day off, consumers tend to buy groceries and other items to stock up for the weekdays.
- **Wednesday:** By midweek, the stocked items start to decrease, leading to a mid-week need for additional purchases.

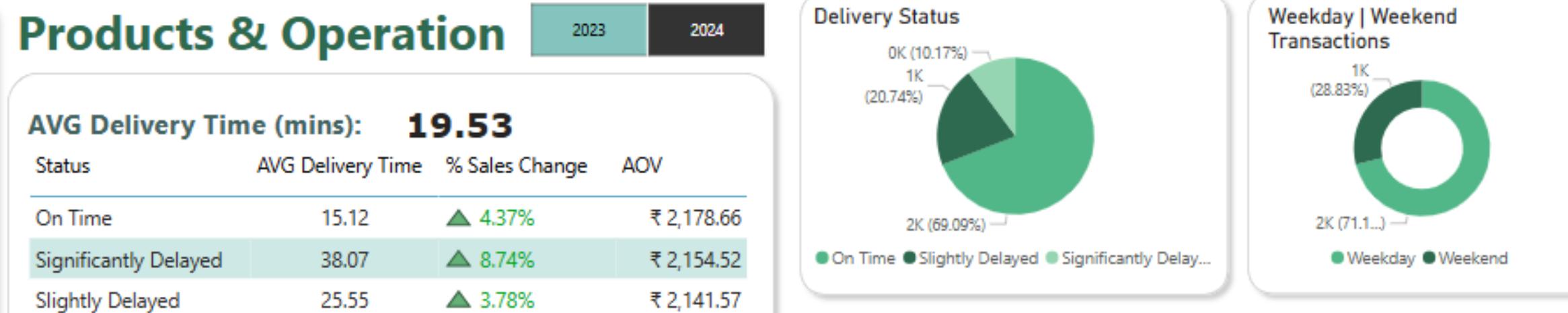
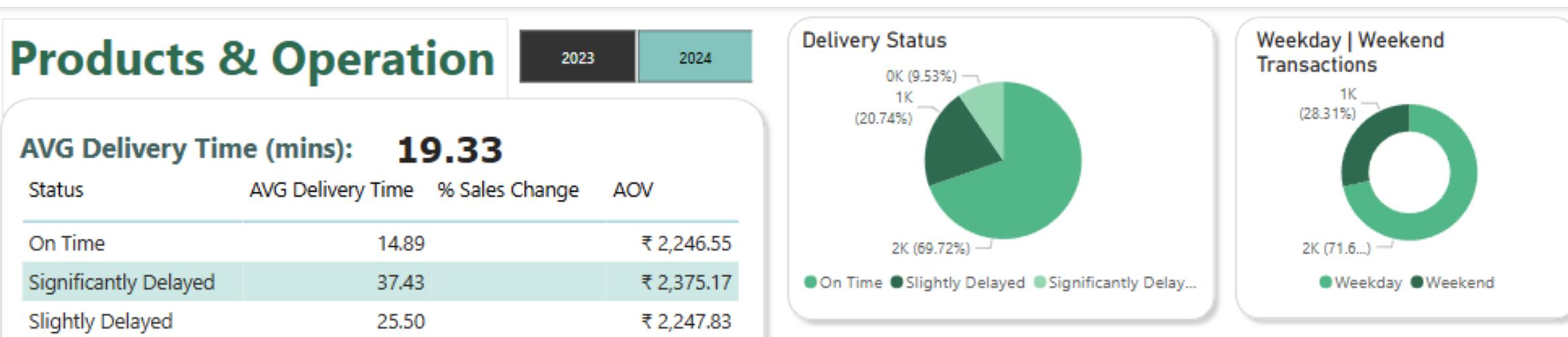
Regarding the peak time chart, there is no discernible trend. This could be because the dataset includes data not only from India but also from other countries (e.g. Salem in the USA), which have different time zones.



Products & Operation

On-Time Deliveries: The average delivery time in 2024 was slower and the average order value decreased compared to 2023, indicating a **negative trend in on-time delivery performance.**

Significantly Delayed Deliveries: The average delivery time for significantly delayed orders (due to traffic conditions) in 2024 was slower and the average order value decreased compared to 2023, also **indicating a negative trend in handling delayed orders.**



Products & Operation

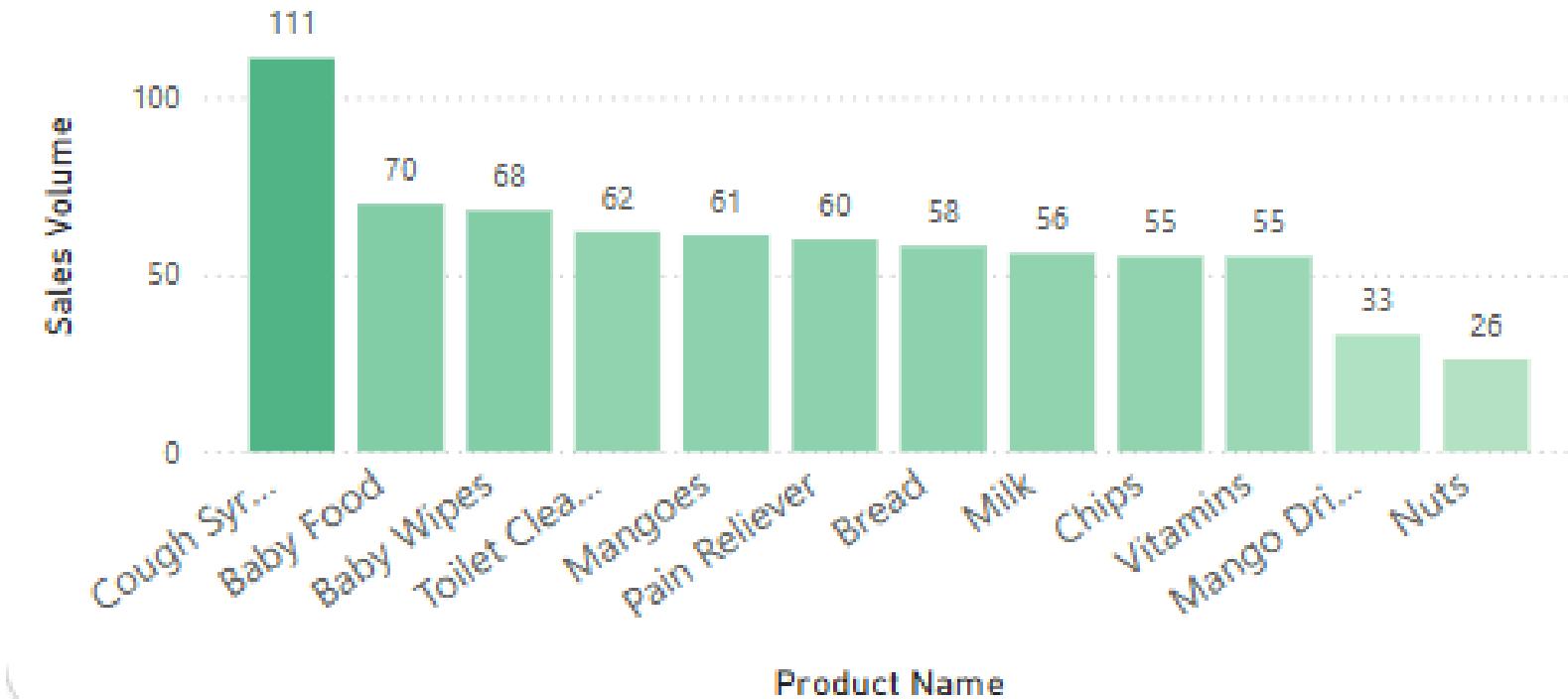
Brand Insights:

- Karnik PLC leads in sales volume (70), followed closely by Lalit LLC (68) and Gaba Sodhi and Choudhary (62).
- The sales volumes among the top three brands are relatively high, indicating strong market presence and consumer trust.
- The remaining brands show declining sales with volumes ranging mainly from 58 to 60, demonstrating a competitive market segment.

Product Insights:

- The top-selling product is Cough Syrup, with the highest sales volume of 111, indicating a strong demand for cough medicines.
- Baby Food and Baby Wipes also show substantial sales, with volumes of 70 and 68 respectively, suggesting a growing market for baby care products.
- The bottom of the chart shows Nuts with a relatively low sales volume of 26, indicating poor performance compared to other products.

Top 10 Best-Sellers



Products & Operation

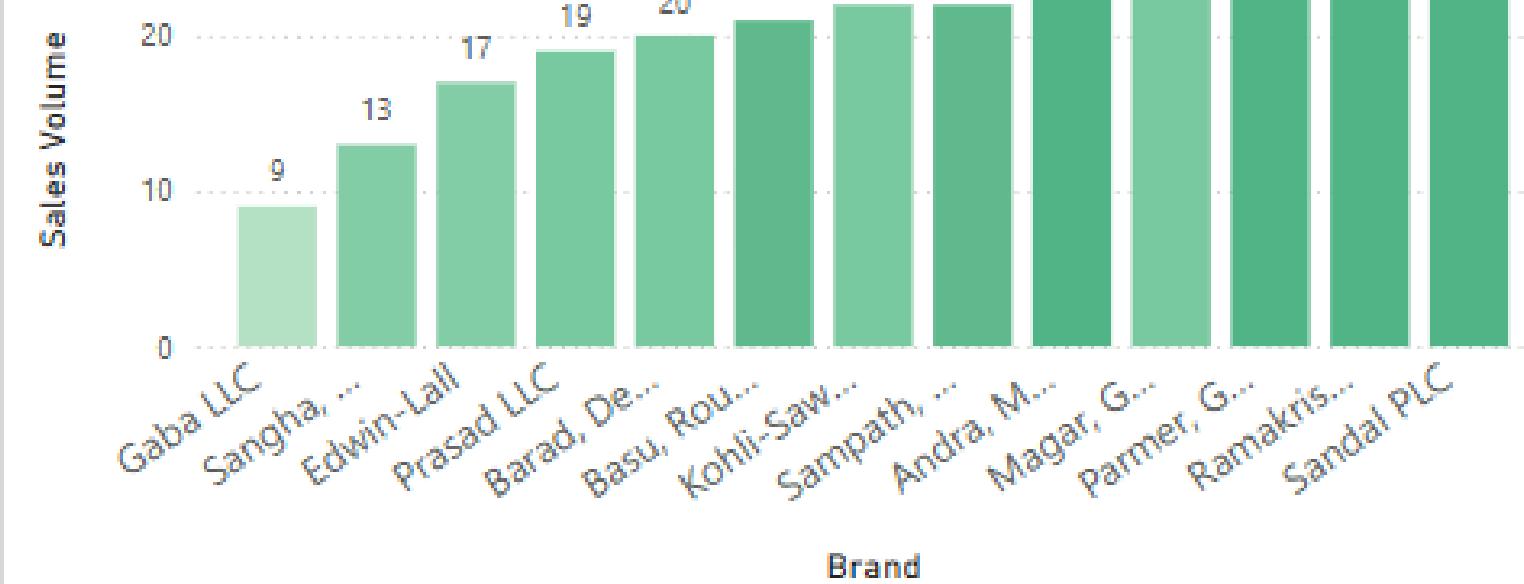
Brand Performance

- The brands listed have sales volumes ranging from 9 to 23, indicating a significant drop after Gaba LLC.
- There is a relatively high concentration of brands around the 20-23 sales volume range, indicating either saturation or limited market appeal.

Product Performance

- The product category with the highest sales volume includes items like Vitamins and Pain Relief, suggesting better consumer demand in health-related products.
- Basic commodities such as Onions and household items like Detergent figure among the lowest sellers, potentially reflecting oversupply or changing consumer preferences.

Top 10 Lowest-Sellers



Products & Operation



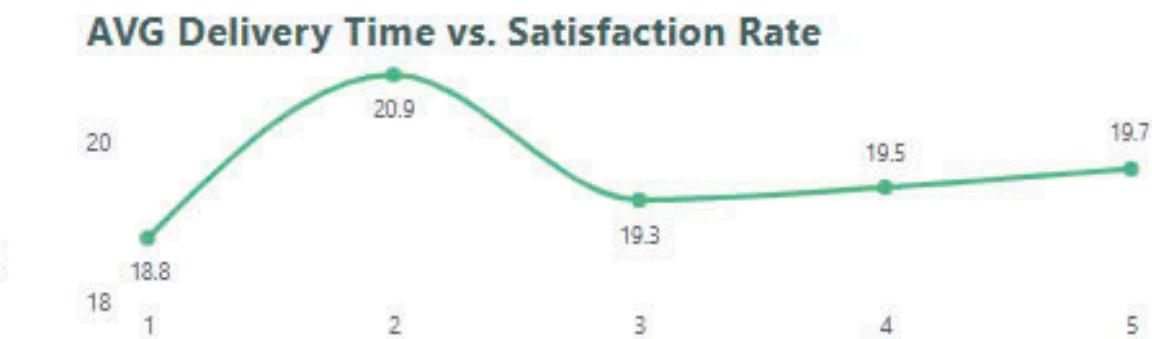
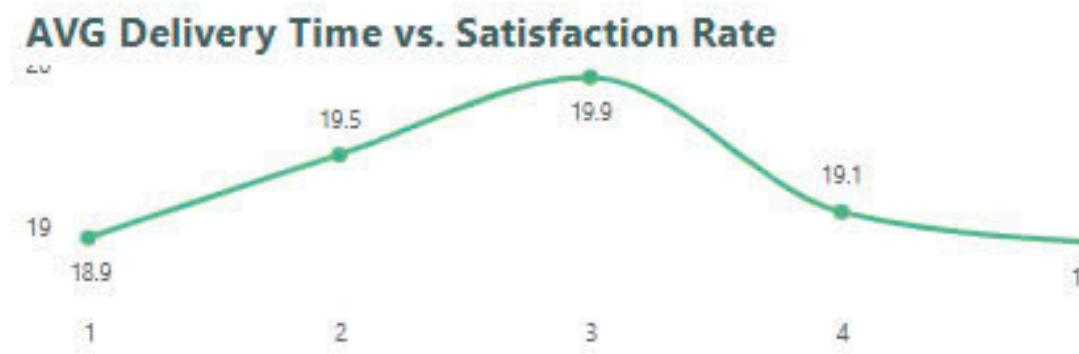
1. Average Delivery Time vs. Satisfaction Rate

- Decreasing Trend:** The average delivery time tends to decrease from approximately 20.9 to 19.7 as the satisfaction rate increases but then stabilizes.
- Optimal Point:** The satisfaction rate remains relatively stable when the delivery time reaches around 19.0 minutes.

2. Correlation between Delivery Time and Quantity

- Inverse Relationship:** There is an inverse correlation between the quantity of products ordered and the delivery time. As the quantity increases, the delivery time tends to decrease.

Products & Operation

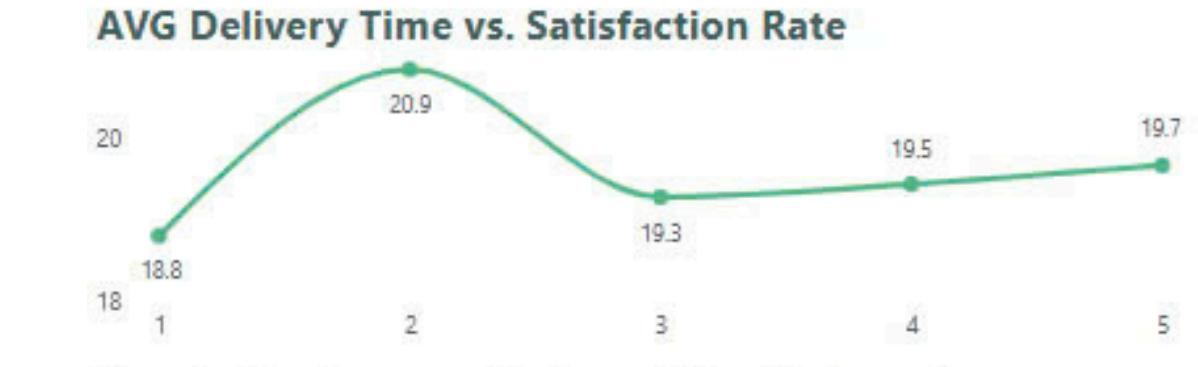
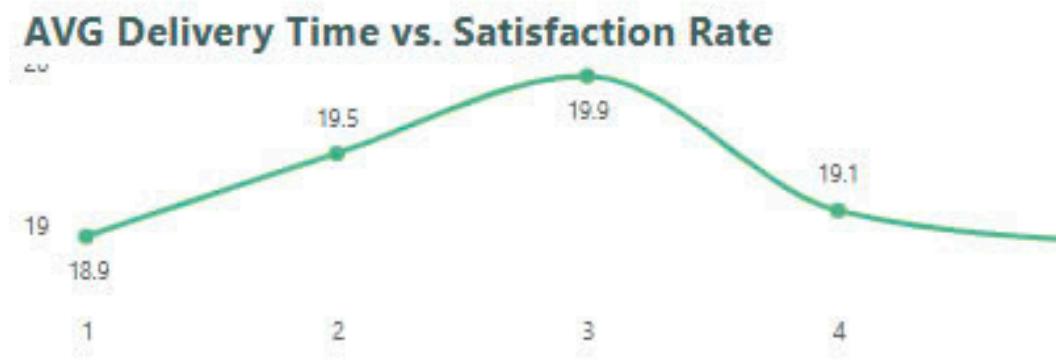


3. Lateness (Minutes) vs. Product & Quantity

Lateness Variation: The level of lateness for different products varies significantly, with Cookies having the lowest lateness (2.26 minutes) and Cheese having the highest lateness (2.68 minutes). It was likely that products required special storage (temperature, freshness...) would be given priority delivery.

Connection to Quantity: Some products with higher lateness, such as Cheese and Cereal, are associated with higher order quantities. Conversely, products like Cookies and Ice Tea, with large quantities, show relatively low lateness.

Products & Operation



Both 2023 and 2024 highlight a consistent trend where increased delivery times correlate with reduced satisfaction.

Lateness varies significantly between products, affecting both the average quantity and delivery perceptions.

Overall, while the specific numbers differ, both 2023 and 2024 convey a similar message regarding the importance of delivery timeliness in customer satisfaction and product preference.

It is necessary to focus on improving delivery times to enhance customer satisfaction levels.

It is necessary to optimize processes to keep delivery times stable even when the quantity of products changes.

Recommendations

Sales Performance Improvement

Focus on Bottom Stores:

- Analyze the bottom-performing stores (e.g., Store IDs 6552, 9337 from the first image) and identify common issues.
- Implement targeted promotions or discounts to boost sales in these stores.

Increase Average Revenue per Store

Enhance Product Offerings:

- Explore opportunities to introduce new products or bundles that can attract more customers.
- Promote higher-priced products to enhance average order value (AOV).

Marketing Campaign Optimization

Refine Targeting:

- Tailor campaigns specifically for target audiences showing higher conversion rates (e.g., focus on 'New Users' as seen in the campaigns data).
- Reduce efforts on underperforming segments (like 'Inactive') if they do not yield positive results.

Customer Engagement Strategies

Boost Engagement:

- Develop loyalty programs or incentives for repeated purchases, particularly in stores with declining transactions.
- Use customer feedback to improve service and product offerings based on preferences.

Data Analytics Use

Regular Monitoring:

- Implement a dashboard for real-time monitoring of key performance indicators (KPI), including sales trends, customer engagement, and campaign performance.
- Conduct A/B testing on marketing messages and campaigns to optimize results.

Recommendations

Delivery Time Improvement

Reduce Significantly Delayed Deliveries:

- Focus on addressing the logistical issues causing significant delays (39.71 mins).
- Implement technology solutions to optimize route planning and delivery scheduling in accordance with real-time traffic conditions.

Enhance On-Time Performance:

- Maintain and improve the on-time delivery segment (14.70 mins) with training for delivery personnel and better tracking systems.

Customer Satisfaction

Enhance Delivery Experience:

- With an average delivery time contributing to satisfaction rates, aim to minimize delivery times to around the 20-minute mark as indicated in satisfaction metrics.

Feedback Mechanism:

- Implement a feedback loop to gather insights from customers about their delivery satisfaction, particularly focusing on delayed deliveries.

Sales Strategy for Low-Performing Products

Analyze and Adjust Product Mix:

- Investigate reasons for the low sales volume of products like "Onions" and "Detergent."
- Adjust marketing strategies or consider promotions to improve visibility and sales.

Inventory Management:

- Focus on optimizing inventory for the bottom 10 lowest-selling products, reducing stock on hand for items with poor turnover rates.

Recommendations

Sales and Quantity Correlation

Focus on Fast Movers:

- Identify and promote products that show a positive sales volume correlation with quicker delivery times, such as "Frozen Bryoni" and others with lesser lateness.

Product Bundling:

- Consider bundling slower-selling items with logistical benefits to enhance their appeal and increase quantity sold.

Operational Efficiency

Training for Staff:

- Provide training and resources for staff to enhance operational efficiency, particularly in handling inventory and fulfilling orders swiftly.

Weekday vs. Weekend Strategy:

- Monitor transaction patterns and adjust inventory for peak days to ensure stock availability, especially on weekends where transactions are higher (1.5%).

Sources:

Dataset:

https://drive.google.com/drive/folders/1y6sSWYFDJGwPmtAaBVToTz9RyhkOG6zN?usp=drive_link

Images' Source – BLINKIT Blog:

<https://blinkit.com/aboutus>

