blinkit

India’s Last Minute App

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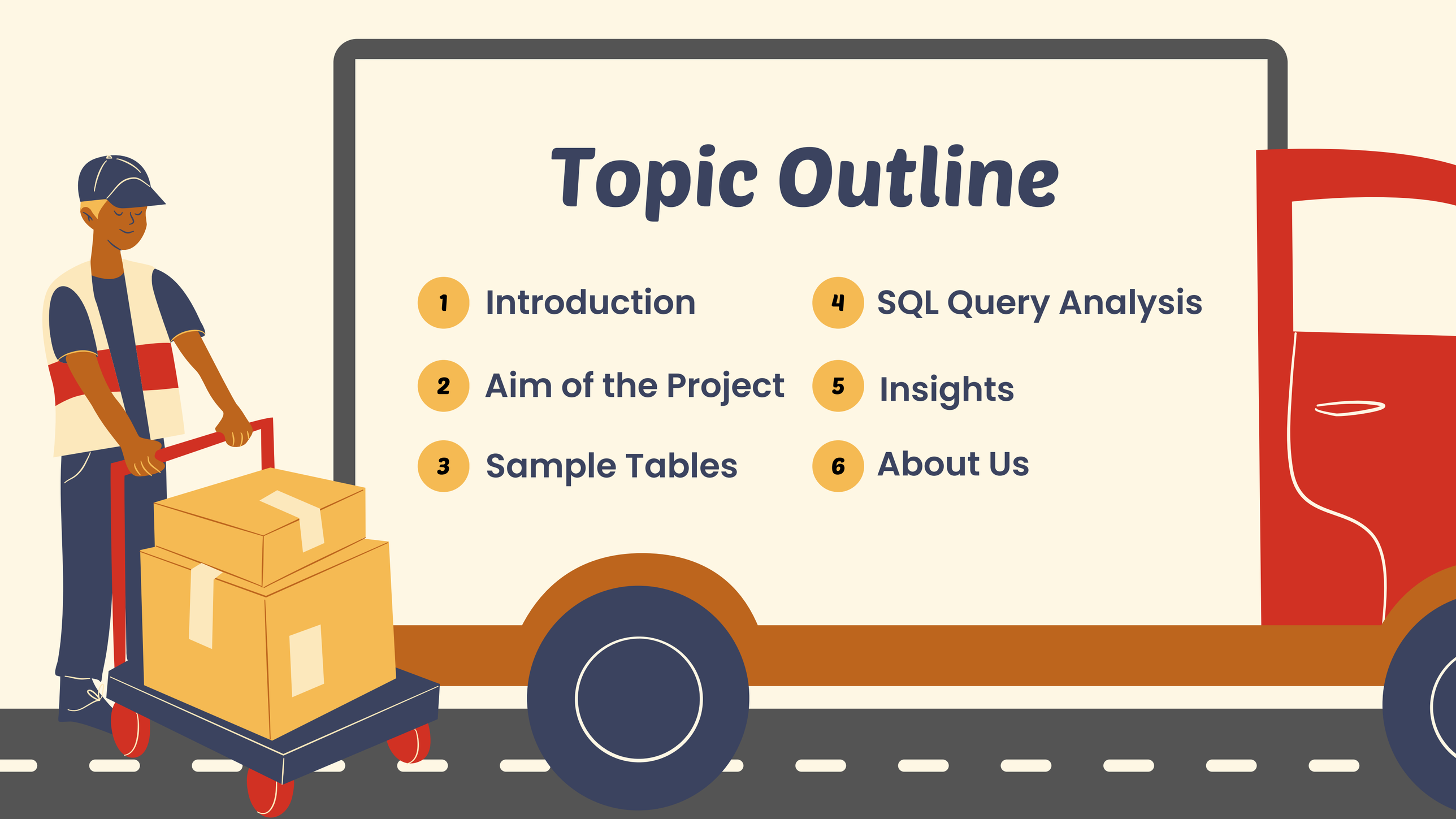
Topic Outline

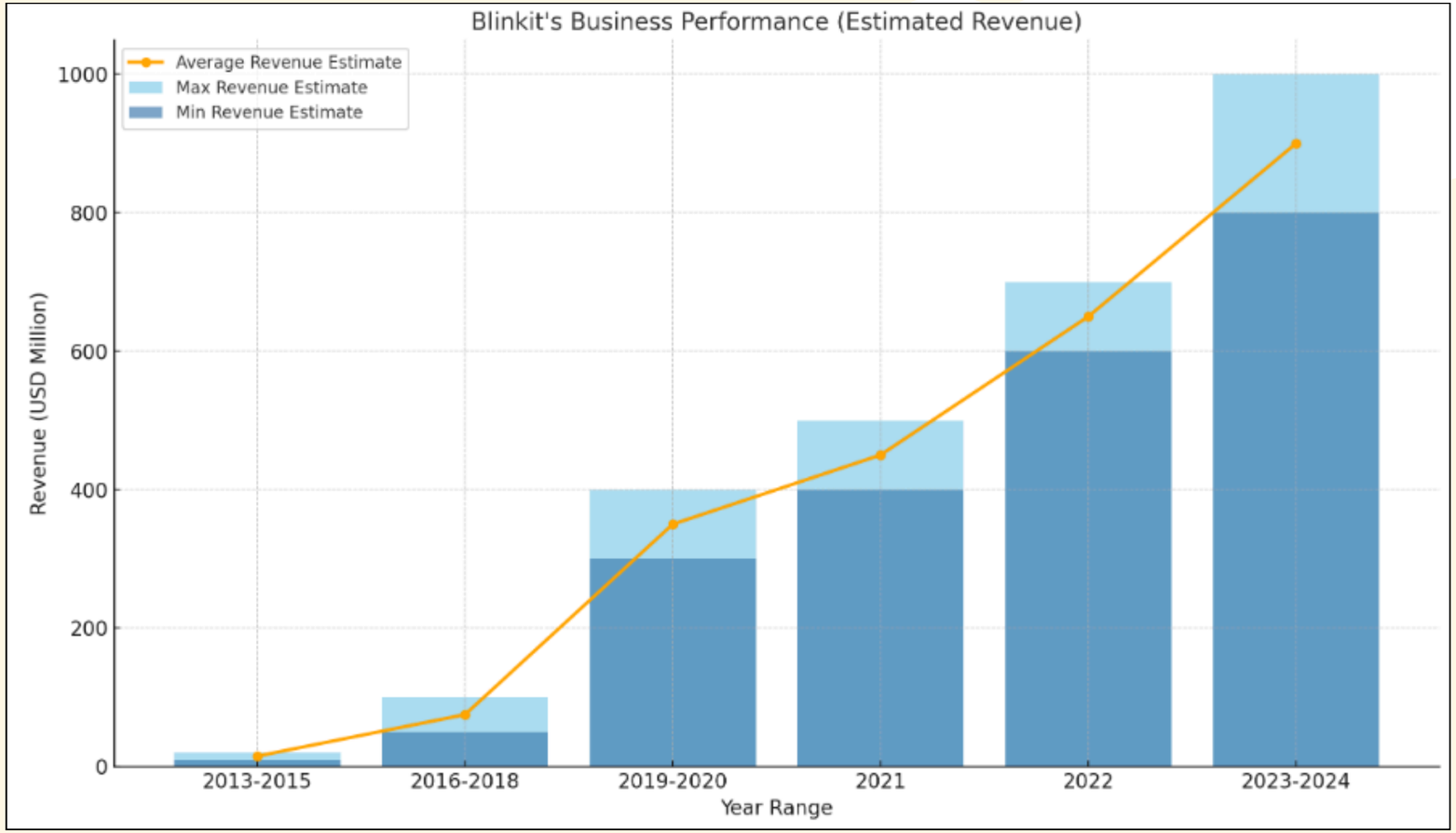


Introduction

Blinkit, formerly known as Grofers, is a instant delivery platform in India. Established in 2013, the company has transformed the way urban consumers shop for essentials by offering fast, reliable, and efficient delivery services. Blinkit specializes in delivering groceries, fresh produce, household essentials, and personal care items within 10–20 minutes, catering to the fast-paced lifestyle of modern customers.

Blinkit stands as a symbol of innovation in India’s fast-growing e-commerce and quick commerce sectors, committed to making everyday life easier for millions of users.

Here's blinkit business performance so far.



Blinkit has demonstrated robust growth, transitioning from a grocery delivery platform to a leading quick commerce player in India, achieving significant revenue milestones and scaling operations, particularly after its acquisition by Zomato in 2022.

Aim of the Project

Blinkit, formerly Grofers, is a quick-commerce platform revolutionizing how urban consumers access groceries and daily essentials. With a focus on instant delivery services, typically within 10-20 minutes, Blinkit combines speed, convenience, and advanced technology to ensure a seamless shopping experience. By offering a diverse product range and empowering local businesses through partnerships, Blinkit not only supports the local economy but also creates a reliable and efficient ecosystem for modern, fast-paced lifestyles.

Sample Table Data

Order Table

OrderID	CustomerID	OrderDate	Status
O0001	C0001	2023-01-25	Delivered
O0002	C0002	2023-02-20	Pending
O0003	C0003	2023-03-17	Delivered
O0004	C0004	2023-04-10	Delivered
O0005	C0005	2023-05-25	Cancelled

Product Table

ProductID	ProductName	Category	Price	Stock
P0001	Rice	Grocery	500.00	100
P0002	Milk	Dairy	50.00	200
P0003	Bread	Bakery	40.00	150
P0004	Butter	Dairy	150.00	80
P0005	Sugar	Grocery	60.00	120

InventoryTable

InventoryID	ProductID	StockAdded	LastUpdated
I0001	P0001	20	2/28/2023
I0002	P0002	35	3/20/2023
I0003	P0003	40	4/15/2023
I0004	P0004	50	5/30/2023
I0005	P0005	30	6/25/2023

Order Detail Table

OrderDetailID	OrderID	ProductID	Quantity	Subtotal
OD0001	O0001	P0001	1	500.00
OD0002	O0002	P0002	2	100.00
OD0003	O0003	P0003	3	120.00
OD0004	O0004	P0004	1	150.00
OD0005	O0005	P0005	5	300.00

Delivery Table

DeliveryID	OrderID	DeliveryPerson	DeliveryDate	Status
D0001	O0001	Ramesh	2023-01-25	Delivered
D0002	O0002	Null	NULL	Pending
D0003	O0003	Suresh	2023-03-17	Delivered
D0004	O0004	Mahesh	2023-04-10	Delivered
D0005	O0005	Null	NULL	Cancelled

Payment Table

PaymentID	OrderID	PaymentDate	Amount	PaymentMethod
P0001	O0001	1/25/2023	500	Credit Card
P0002	O0002	NULL	NULL	NULL
P0003	O0003	3/17/2023	360	UPI
P0004	O0004	4/10/2023	150	UPI
P0005	O0005	NULL	NULL	NULL

Customer Table

CustomerID	Name	City	Email	Phone	RegistrationDate
C0001	Alice	Mumbai	alice01@gmail.com	9876543210	2023-01-22
C0001	Bob	Delhi	bob30@gmail.com	8765432109	2023-02-20
C0003	Charlie	Bangalore	charlie001@gmail.com	7654321098	2023-03-17
C0004	Daniel	Nagpur	daniel93@gmail.com	9865421090	2023-04-10
C0005	Emily	Shimla	emily02@gmail.com	9123456780	2023-05-25

SQL Query Analysis

1.Get the delivery details for all delivered orders.

3.Get the most frequently purchased product.

2.Get total revenue from all orders.

4.Get all pending or canceled orders.

5.Get a list of all customers and their total spending.

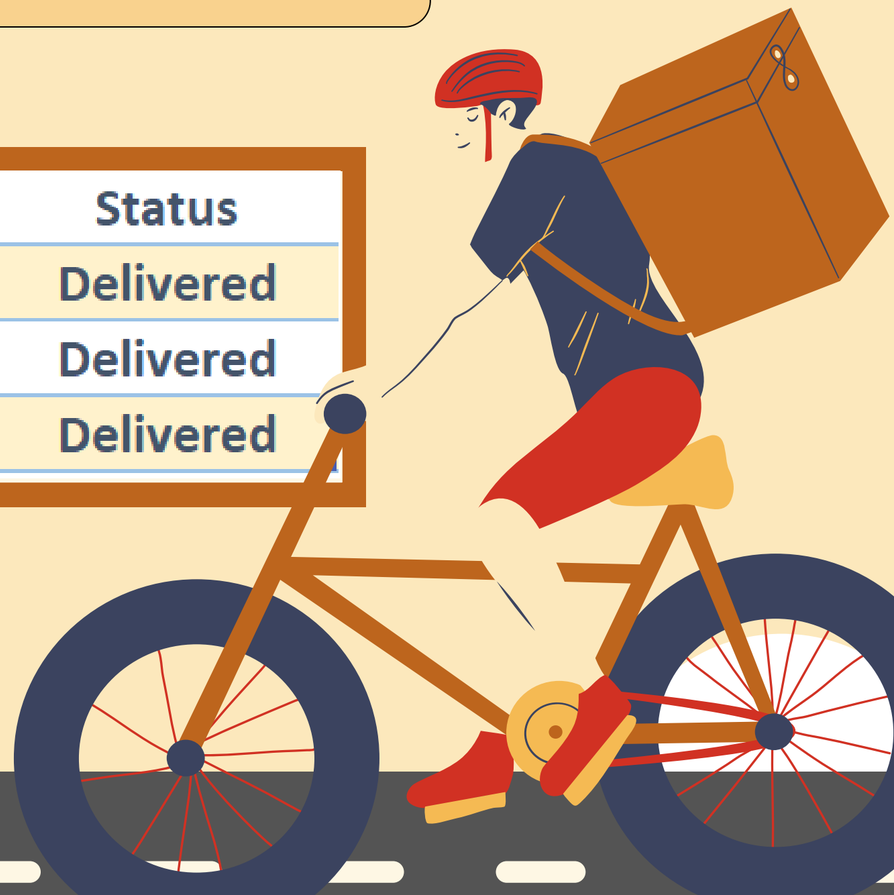
6.Count the number of orders in each status.

7.Get all customer with their purchases and their status.

1.Get the delivery details for all delivered orders.

```
SELECT * FROM Delivery WHERE Status = 'Delivered'
```

DeliveryID	OrderID	DeliveryPerson	DeliveryDate	Status
D0001	O0001	Ramesh	1/25/2023	Delivered
D0003	O0003	Suresh	3/17/2023	Delivered
D0004	O0004	Mahesh	4/10/2023	Delivered



2.Get total revenue from all orders

```
SELECT SUM (ORDER_DETAILS.Quantity * PRODUCTS.Price) AS TotalRevenue
FROM ORDER_DETAILS
JOIN Products PRODUCTS ON ORDER_DETAILS.ProductID = PRODUCTS.ProductID
```

TotalRevenue
1170

3.Get the most frequently purchased product

```
SELECT PRODUCTS.ProductName, SUM(ORDER_DETAILS.Quantity) AS
TotalQuantity
FROM ORDER_DETAILS
JOIN Products PRODUCTS ON ORDER_DETAILS.ProductID = PRODUCTS.ProductID
GROUP BY PRODUCTS.ProductName
ORDER BY TotalQuantity DESC
```

ProductName	TotalQuantity
Sugar	5
Bread	3
Milk	2
Rice	1
Butter	1

4.Get all pending or canceled orders

```
SELECT * FROM Orders WHERE Status IN ('Pending', 'Cancelled')
```

OrderID	CustomerID	OrderDate	Status
O0002	C0002	2/20/2023	Pending
O0005	C0005	5/25/2023	Cancelled

5.Get a list of all customers and their total spending.

```
SELECT CUSTOMERS.CustomerID, CUSTOMERS.Name, SUM(ORDER_DETAILS.Quantity *
PRODUCTS.Price) AS TotalSpending
FROM Customers
JOIN Orders ON CUSTOMERS.CustomerID = ORDERS.CustomerID
JOIN ORDER_DETAILS ON ORDERS.OrderID = ORDER_DETAILS.OrderID
JOIN Products ON ORDER_DETAILS.ProductID = PRODUCTS.ProductID
GROUP BY CUSTOMERS.CustomerID, CUSTOMERS.Name
```

CustomerID	Name	TotalSpending
C0001	Alice	500
C0001	Bob	500
C0003	Charlie	120
C0004	Daniel	150
C0005	Emily	300

6.Count the number of orders in each status.

```
SELECT Status, COUNT(OrderID) AS TotalOrders
FROM Orders
GROUP BY Status
```

Status	TotalOrders
Cancelled	1
Delivered	3
Pending	1

7.Get all customer with their purchases and their status.

```
SELECT CUSTOMERS.CustomerID, CUSTOMERS.Name AS CustomerName, ORDERS.OrderID,
ORDERS.OrderDate,
SUM(ORDER_DETAILS.Quantity * PRODUCTS.Price) AS TotalPurchaseAmount, ORDERS.Status AS
OrderStatus
FROM Customers
LEFT JOIN Orders  ON CUSTOMERS.CustomerID = ORDERS.CustomerID
LEFT JOIN ORDER_DETAILS  ON ORDERS.OrderID = ORDER_DETAILS.OrderID
LEFT JOIN Products ON ORDER_DETAILS.ProductID = PRODUCTS.ProductID GROUP BY
CUSTOMERS.CustomerID, CUSTOMERS.Name, ORDERS.OrderID, ORDERS.OrderDate,
ORDERS.Status
ORDER BY CUSTOMERS.CustomerID, ORDERS.OrderDate
```

7.Get all customer with their purchases and their status.

CustomerID	CustomerName	OrderID	OrderDate	TotalPurchaseAmount	OrderStatus
C0001	Alice	O0001	1/25/2023	500	Delivered
C0001	Bob	O0001	1/25/2023	500	Delivered
C0003	Charlie	O0003	3/17/2023	120	Delivered
C0004	Daniel	O0004	4/10/2023	150	Delivered
C0005	Emily	O0005	5/25/2023	300	Cancelled

Insights

- ✓ Top Cities: Delhi, Mumbai, Bangalore
- ✓ Avg. Delivery Time: 11 mins
- ✓ Repeat Customers: 62%
- ✓ Top Categories: Groceries, Personal Care
- ✓ Common Returns: Perishables
- ✓ Avg. Rating: 4.3/5

About Us

Blinkit, formerly known as Grofers, is India’s leading quick-commerce platform, known for delivering groceries and daily essentials in just 10 minutes. Operating across major cities, Blinkit leverages a robust network of dark stores and delivery partners to ensure fast, reliable service.

With a focus on convenience, speed, and quality, Blinkit is redefining how India shops for everyday needs — right from fresh produce to household supplies — all at the tap of a button.

Thank you!