

Average Rating

3.34

Average Delivery Time

4.44

Net Order Total

11.0...

GMV

4.97M

AOV(₹)

994

Net Orders

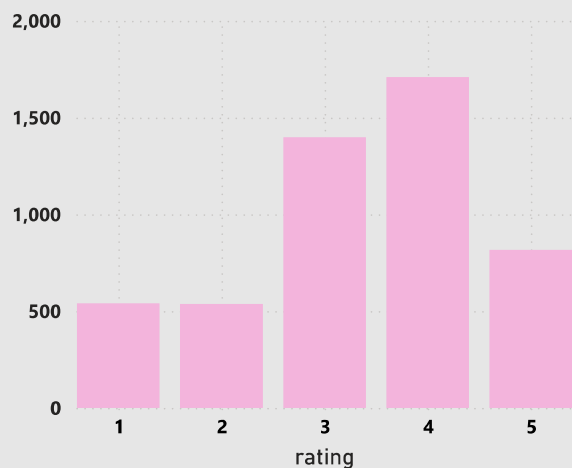
5000

# BLINKIT SALES DASHBOARD

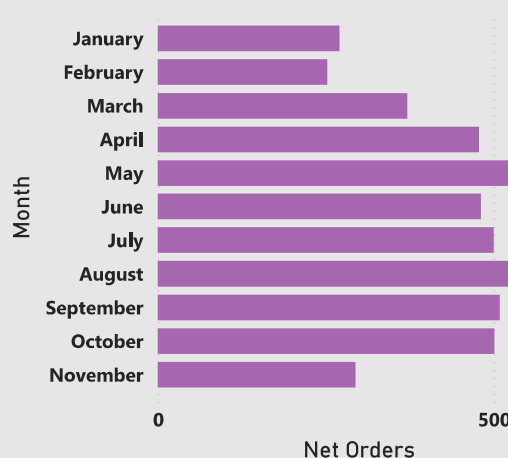
2023

2024

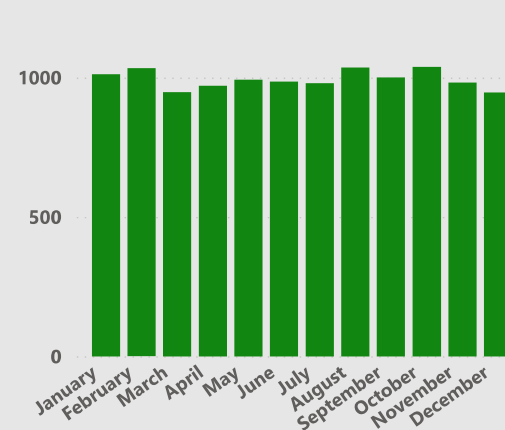
Customers Rating Distribution



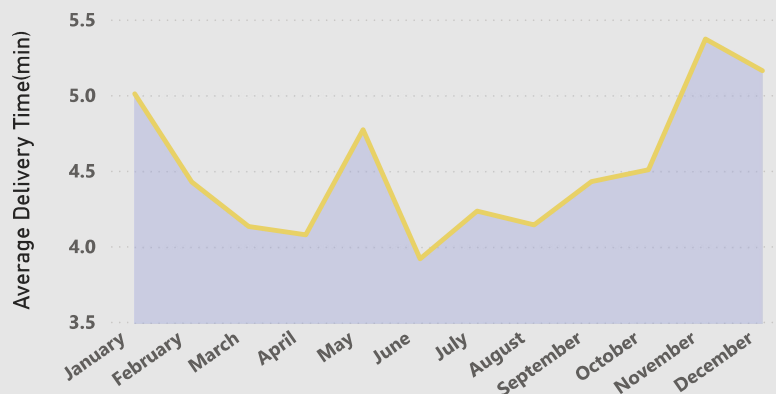
Net Orders by Month



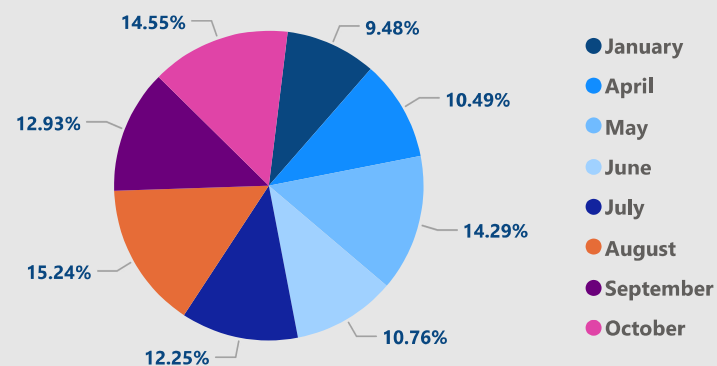
Average Order Value (₹)



Average Order Delivery Time(minutes)



Repeat Customer Rate (%)



# ANALYSIS BY CATEGORY

April

August

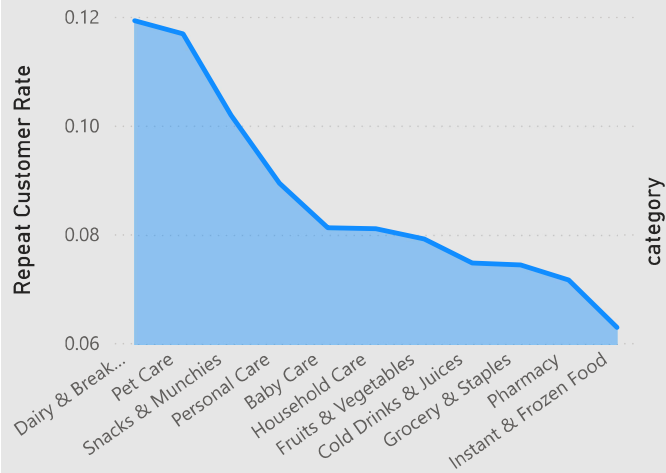
December

February

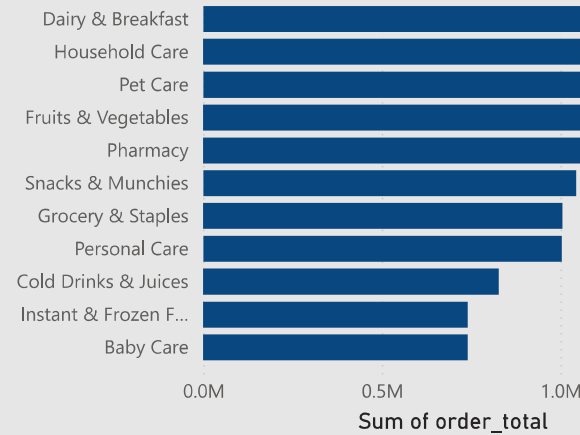
January



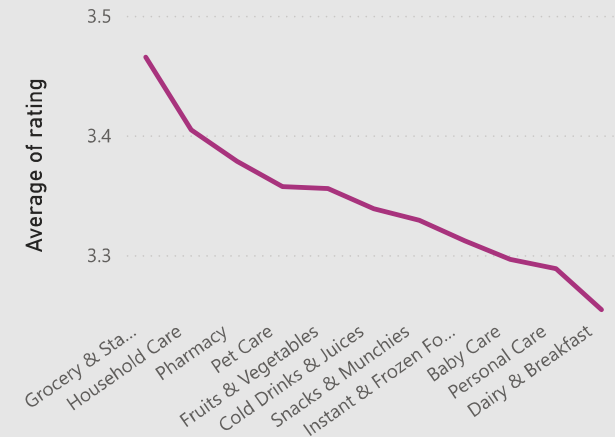
## Repeat Customer Rate by category



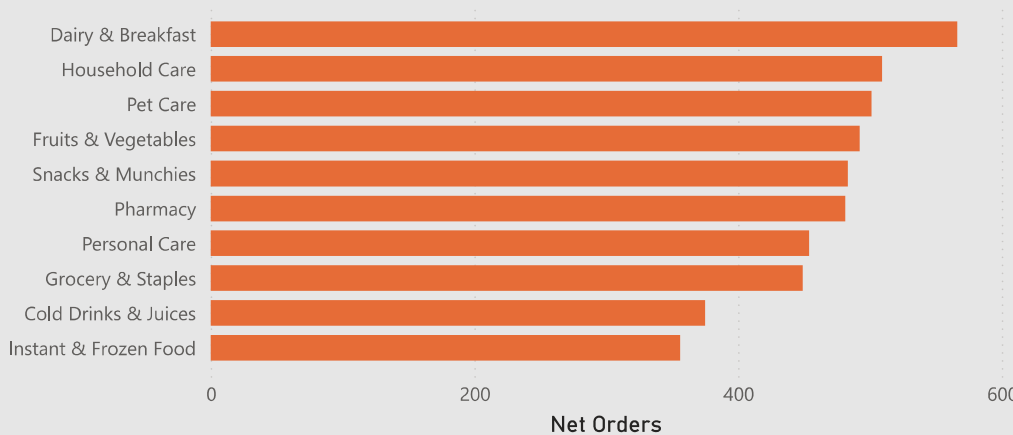
## Net order\_total by Category



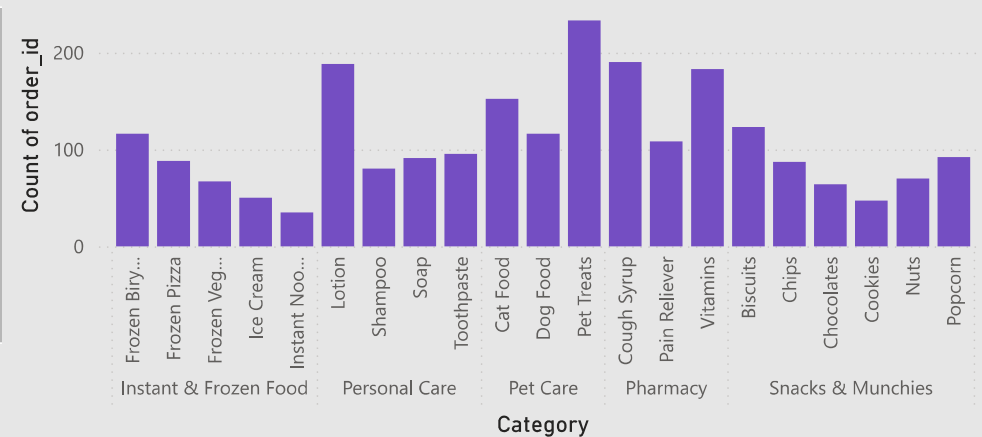
## Average of rating by category



## Count of order\_id by category



## Top 5 categories by Sales

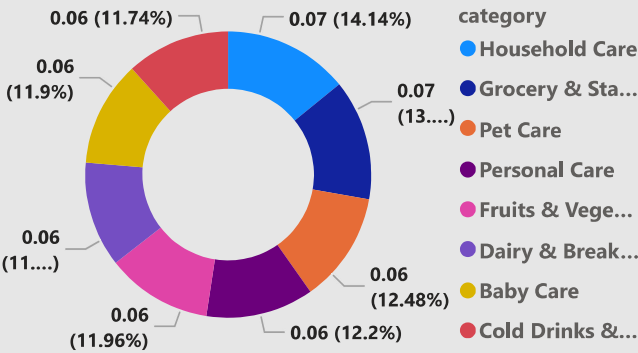


# INVENTORY

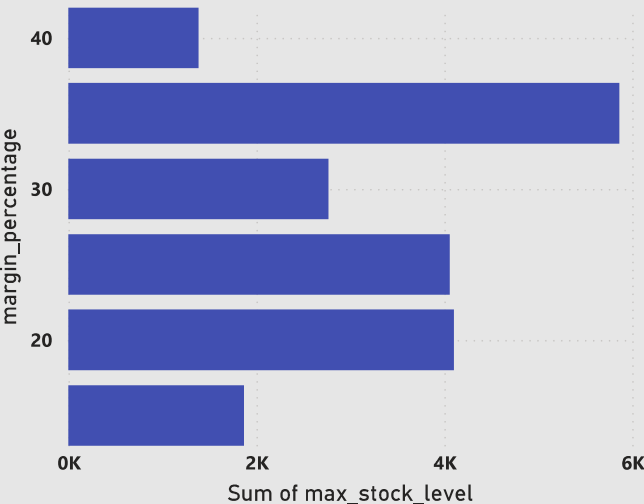
2023

2024

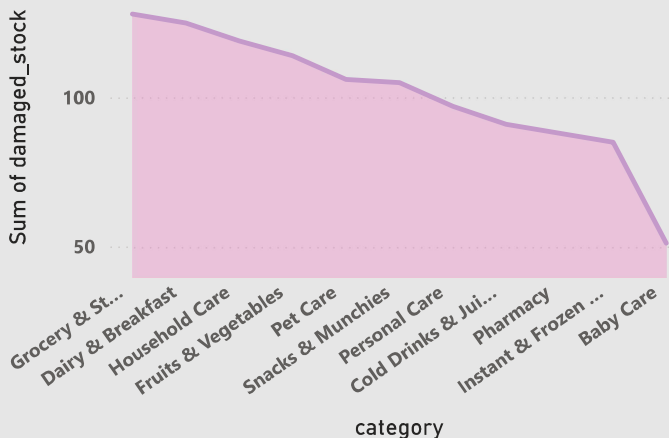
Average of damaged\_stock by category



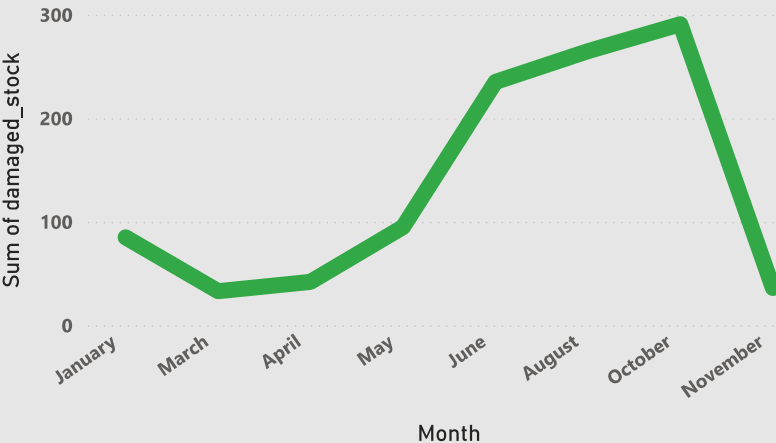
Max\_stock\_level by Margin Percentage



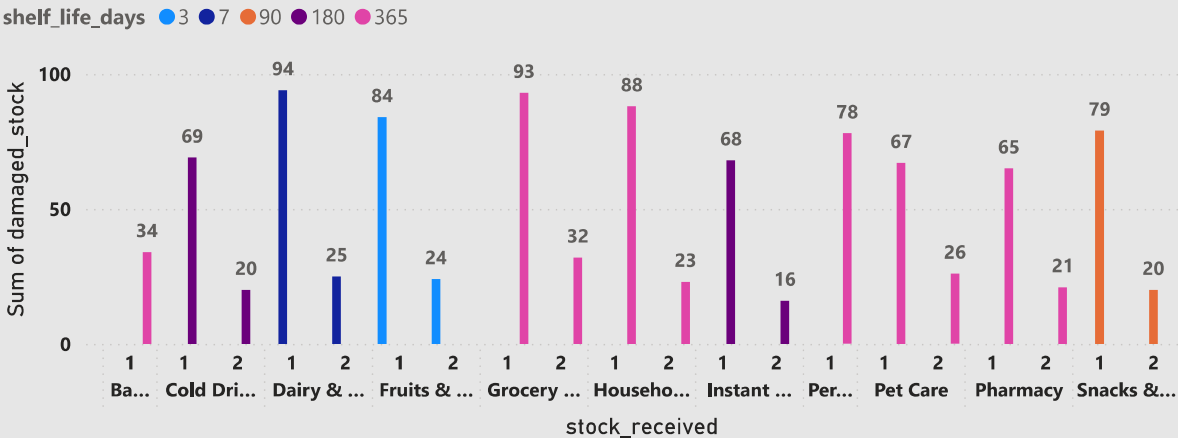
Sum of damaged\_stock by category



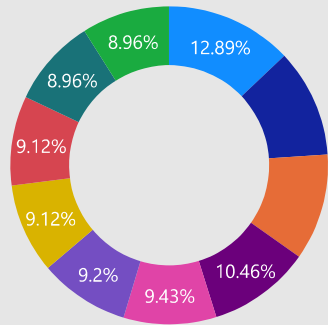
Sum of damaged\_stock by Month (>=30)



Sum of damaged\_stock by category, stock\_received and shelf\_life\_days



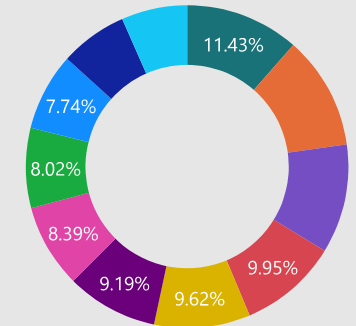
Top 10 Order Totals



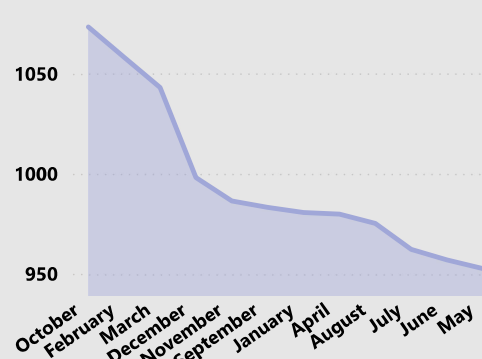
# MISCELLANEOUS

All

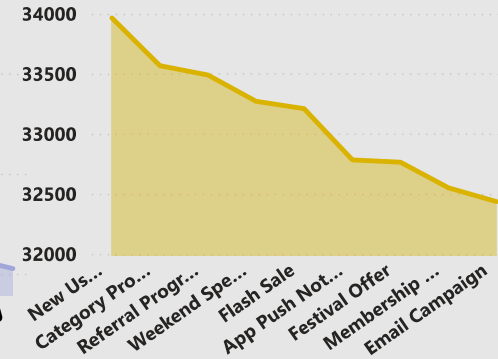
Top 10 Categories by RCR



AOV by Month

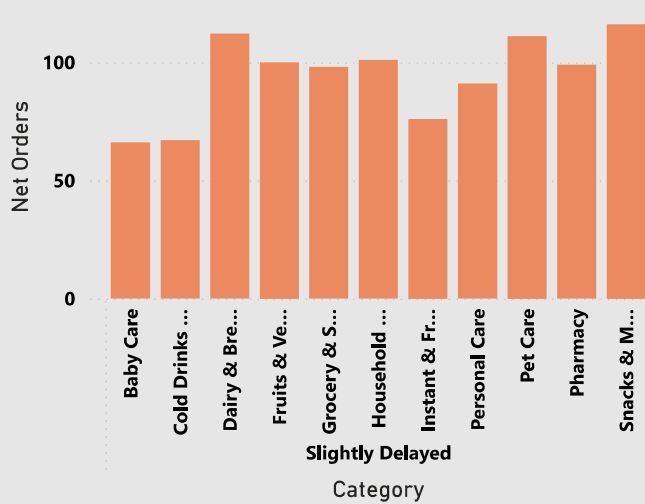


Conversions by Campaign Name



total\_ord... 10 19 18 14 17 20 13

Net Orders by Category(Slightly Delayed)



category Snacks & ... Pet Care Dairy & Brea...

Count of Inactive Customers by month

