



Make your business decision

blinkit

Home

Overview

Sale Overview

Customer

Feedback

Inventory

Marketing

blinkit

India's Last Minute App



-7.46%
Growth



Quantity 2024

4K

Last 9 Months



Quantity 2023

4K

Last 9 Months

Inventory

Detail

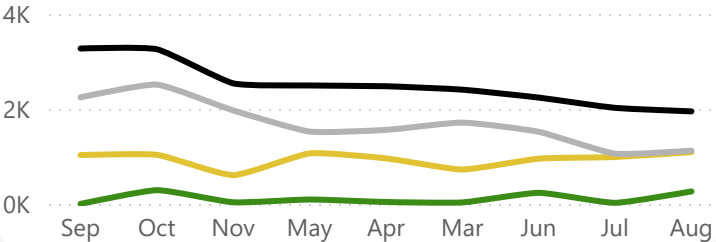
64.29%

4.32%

Available Stock %

Damaged Stock %

● stock_received ● Period_Value ● stock_dama... ● Available_S...



Sales Overview

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Marketing

Detail



2.53M
Clicks



252.96K
Conversions



25.17M
Impressions



27.34M
Revenue

Customer

Detail

Count

1406 / 1468

Sale

4066 / 4394

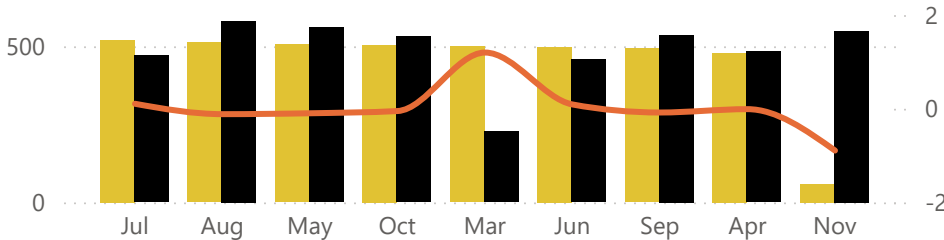
Sales Overview

Detail

Current Year, Previous Year and Growth by Month

Last 9 Months

● Current Year ● Previous Year ● Growth



Feedbacks

Detail

Aachal Mangat

★ ★



Aachal Nazareth

★ ★ ★ ★



Aadhya Cherian

★ ★



blinkit



-7.46%
Growth

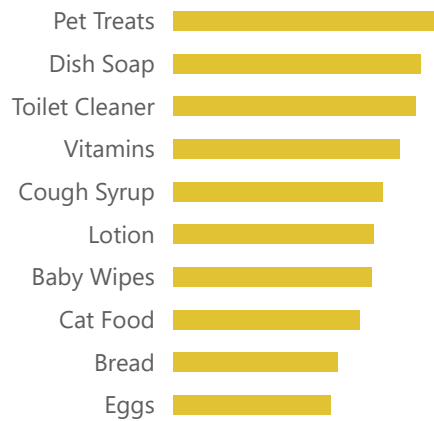
Quantity 2024
Quantity 2023

4K 4K

Last 9 Months Last 9 Months

Default Products Quantity

Last 9 Months



0 200 400

Default

Top 5

Top 10

Top 20

Top 50

Top 100

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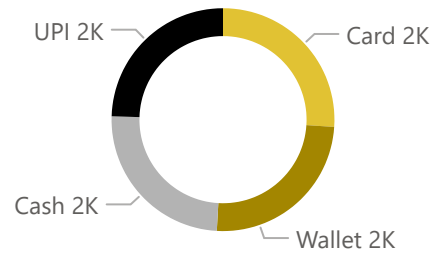
Inventory

Marketing



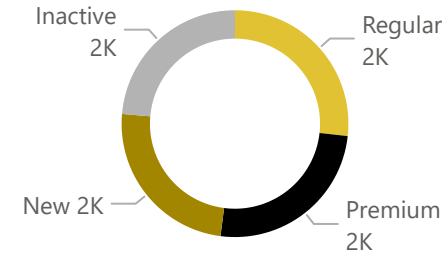
Payment Method

Last 9 Months



Customer Segment

Last 9 Months



Default

Top 5

Top 10

Top 20

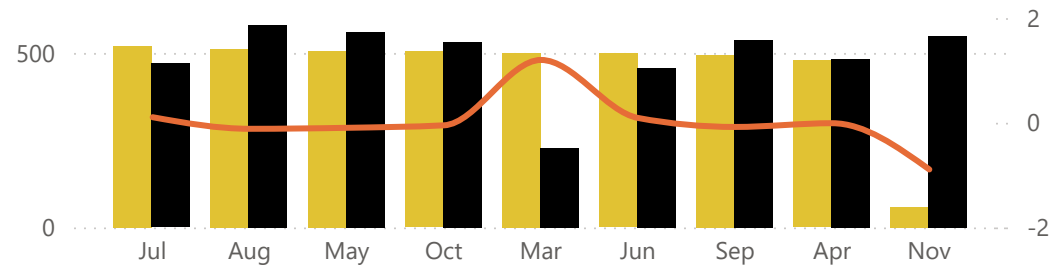
Top 50

Top 100

Current Year, Previous Year and Growth by Month

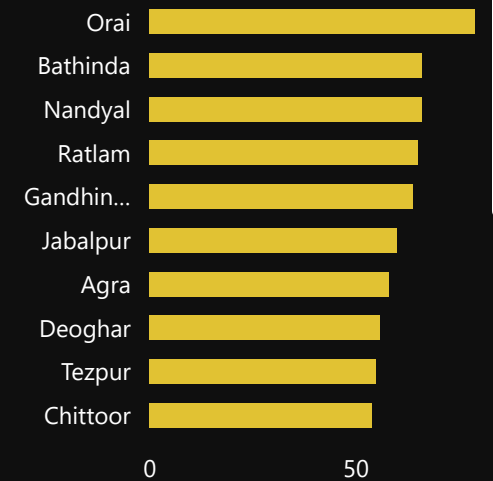
Last 9 Months

● Current Year ● Previous Year ● Growth



Top 20 Area Quantity

Last 9 Months



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-7.46%

Growth



Quantity 2024

4K

Last 9 Months



Quantity 2023

4K

Last 9 Months

Top 5 Customers Quantity

Last 9 Months

Default

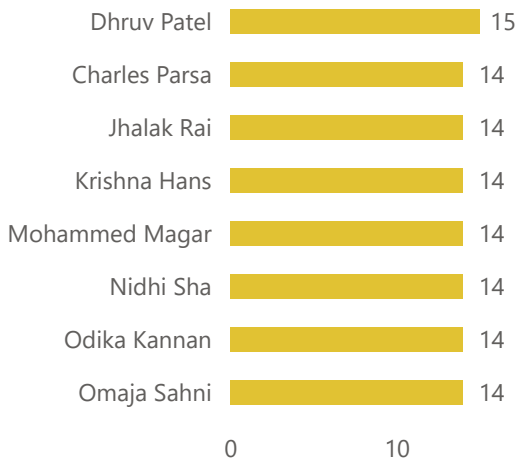
Top 5

Top 10

Top 20

Top 50

Top 100



Sales Overview

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Total Customers

Count 1406 / 1468



Sale 4066 / 4394



New & Lost Customers

Count 574 / 636



Sale 1692 / 1916



Repeat Customers

Count 483 / 542

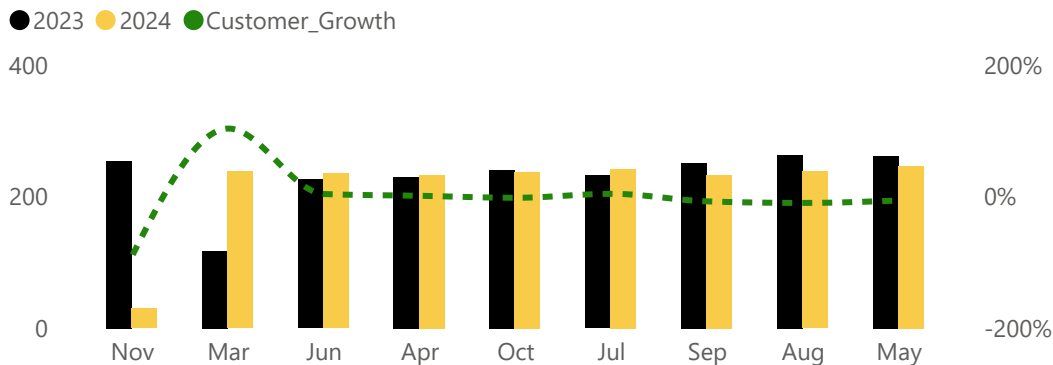


Sale 2225 / 2507



Customer Counts by Month

Last 9 Months



67

Customers who order more
than 5 times

Order_Filter_Table

5

Order Slicer



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-7.46%
Growth



Quantity 2024

4K

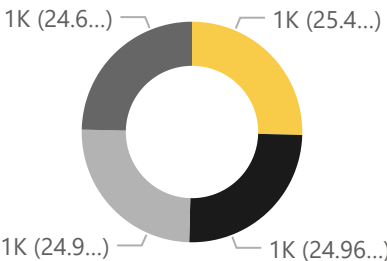
Last 9 Months



Quantity 2023

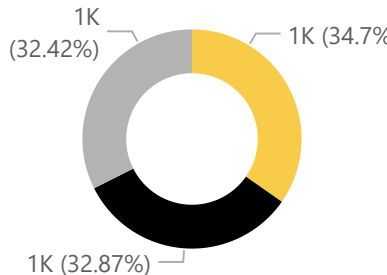
4K

Last 9 Months



feedback_category

- Delivery
- Customer Serv...
- Product Quality
- App Experience



feedback_segment

- Neutral
- Negative
- Positive

Sales Overview

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customer_name	category	customer_segment	feedback_segment	feedback_category	feedback_text
Aachal Mangat	Instant & Frozen Food	New	Negative	Customer Service	Delivery was late and I
Aachal Nazareth	Baby Care	Premium	Negative	Customer Service	The packaging was poc
Aachal Nazareth	Household Care	Premium	Neutral	Delivery	Average experience, co
Aadhya Cherian	Pharmacy	New	Negative	Product Quality	I had a bad experience.
Aadhya Cherian	Dairy & Breakfast	New	Negative	Product Quality	Taste was not as expect
Aadhya Padmanabhan	Fruits & Vegetables	Inactive	Positive	Product Quality	Very happy with the sei
Aadhya Palla	Baby Care	Inactive	Negative	Delivery	Not worth the price I p
Aadhya Palla	Snacks & Munchies	Inactive	Negative	Product Quality	Product was damaged
Aadhya Ravi	Grocery & Staples	Inactive	Neutral	Customer Service	Nothing to complain al
Aadhya Ravi	Household Care	Inactive	Positive	Customer Service	Highly recommended!
Aadi Bains	Fruits & Vegetables	Regular	Negative	Customer Service	Taste was not as expect
Aadi Bains	Pet Care	Regular	Neutral	App Experience	Delivery was fine, but tl
Aadi Bains	Baby Care	Regular	Neutral	Delivery	Nothing to complain al

460
Rating 1



445
Rating 2



1180
Rating 3

1442
Rating 4

683
Rating 5



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Sales Overview

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61.54%

Growth

Quantity 2024



4K

Last 9 Months

Quantity 2023



2K

Last 9 Months



16.0K

Total Stocks Received



35.9%

Stock Movement %



10.3K

Available Stock



15.5K

Stock Received

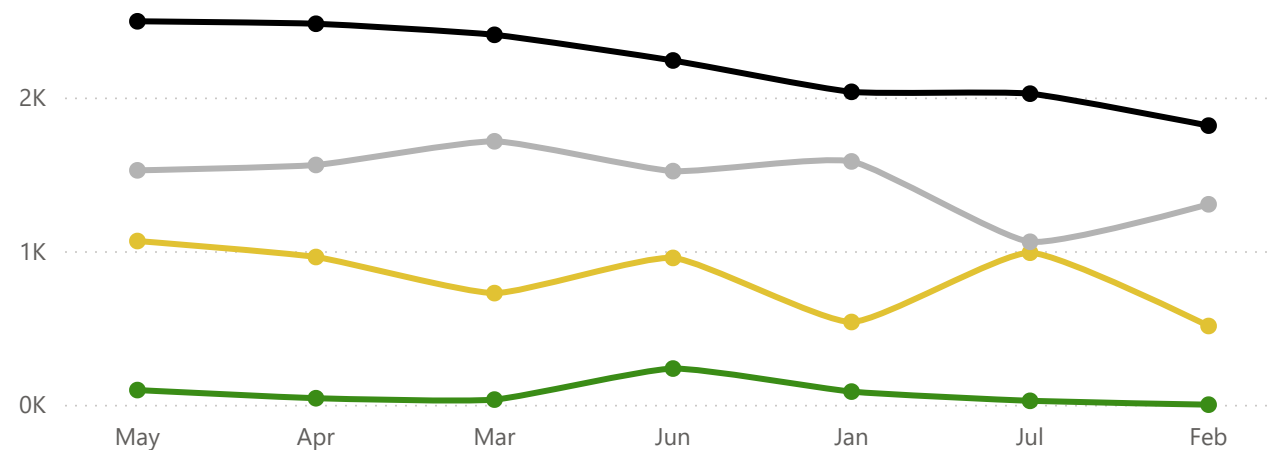


515.0

Stock Damaged

Stock Information

● stock_received ● Period_Value ● stock_damaged ● Available_Stocks



Stock Available

64.11%

Available Stock %

10.3K

Damage Stock

3.22%

Damaged Stock %

515.0

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61.54%

Growth



4K

Quantity 2024

Last 9 Months



2K

Quantity 2023

Last 9 Months

Sales Overview

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1.74M

Clicks



173.77K

Conversions



17.14M

Impressions



18.87M

Revenue



9.59M

Spend

clicks

conversions

impressions

revenue_generated

roas

spend

Marketing Value by Month and Keys

Keys ● clicks ● conversions ● impressions ● revenue_generated ● roas ● spend

