

Comprehensive Analysis by **Kushagra Verma**



Make your business decision

blinkit

#Let's Blink It



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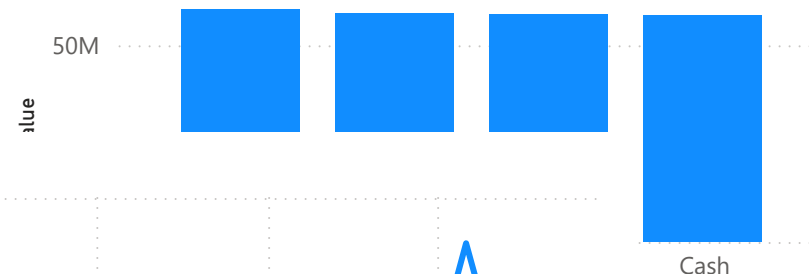


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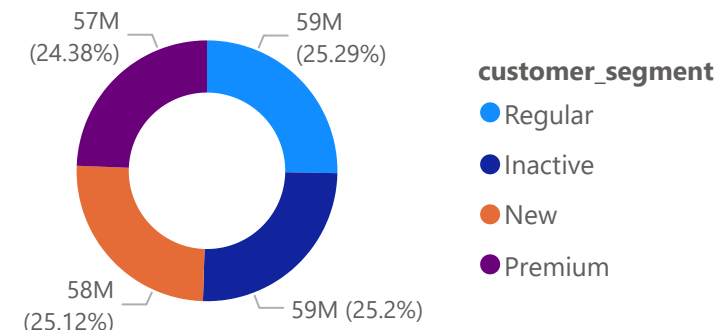
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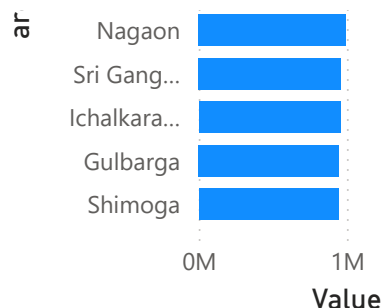
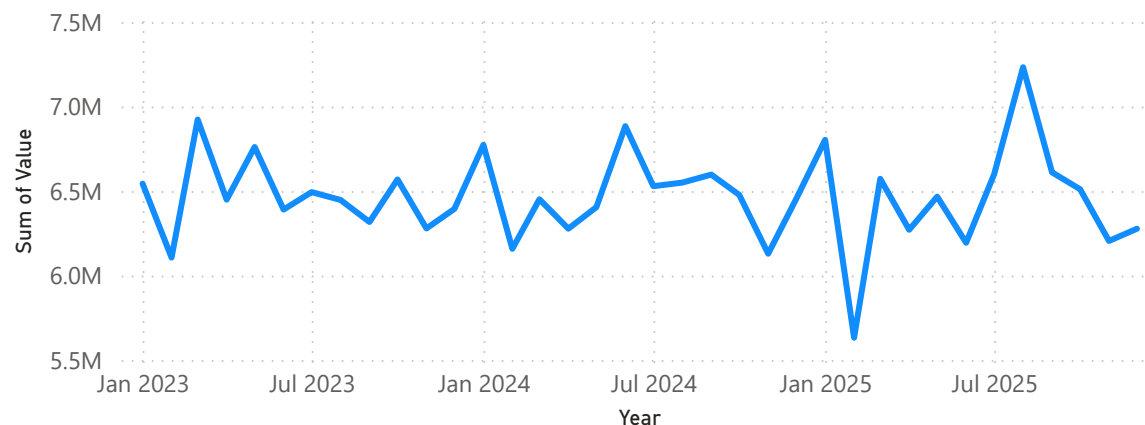
Value by payment_method



Value by customer_segment

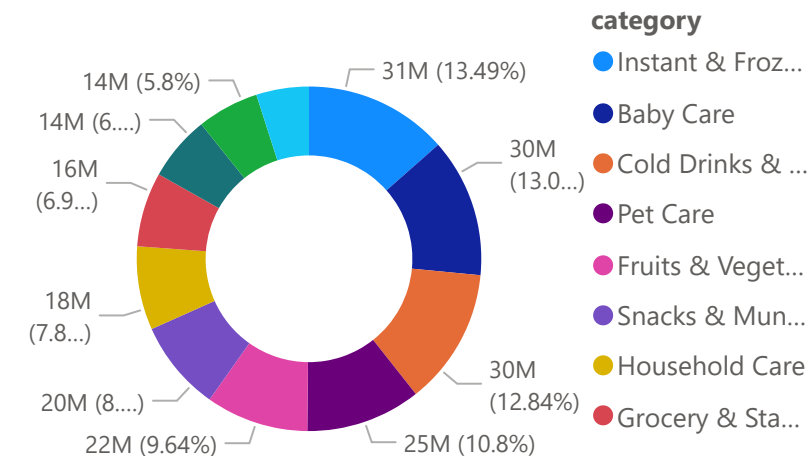


Sum of Value by Year and Month



| | |
|------------------|-----------|
| Aachal Bhatnagar | 16031 |
| Aachal Chad | 11657 |
| Aachal Chandra | 12905 |
| Aachal Chaudhuri | 3899 |
| Aachal Chhabra | 8536 |
| Aachal Dara | 9223 |
| Aachal Dhaliwal | 9832 |
| Total | 232721908 |

Value by category



5000

Count of store_id

50.00K

Count of order_id

450K

Sum of Value

232M

Sum of Value

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1.05M

Count of Stock_Type

520.30K

Count of Stock_Type

148K

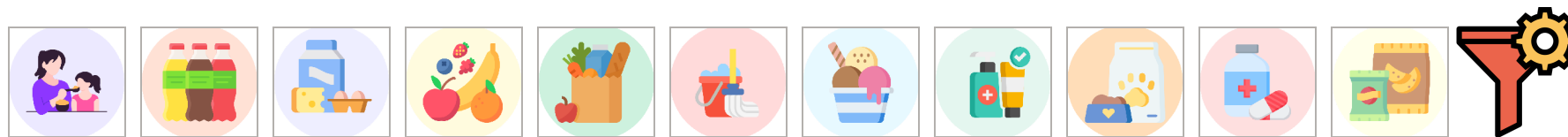
Sum of stock_received

75.17K

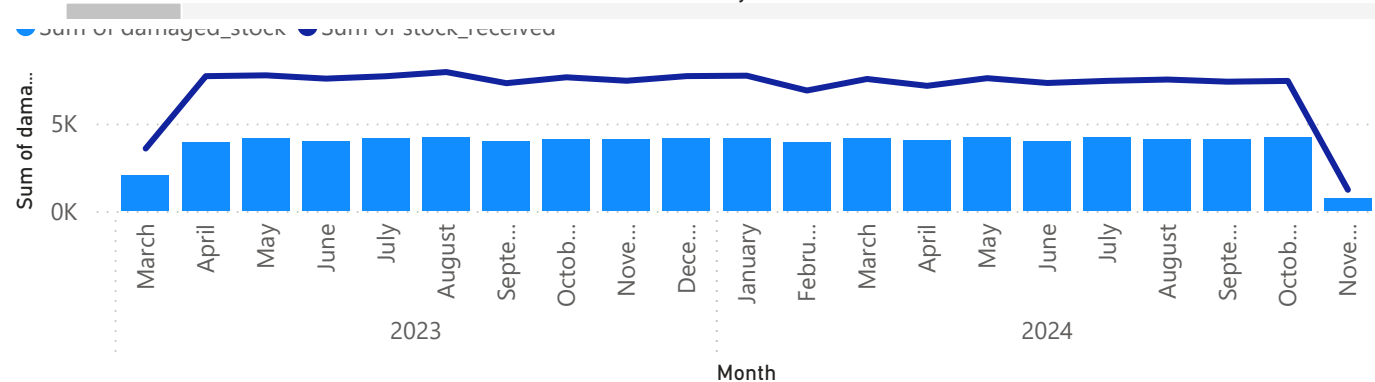
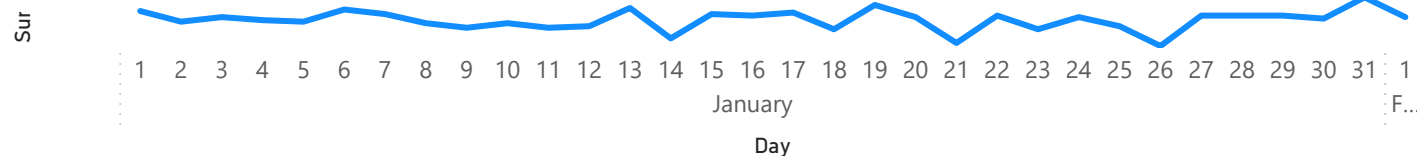
Count of product_id

80K

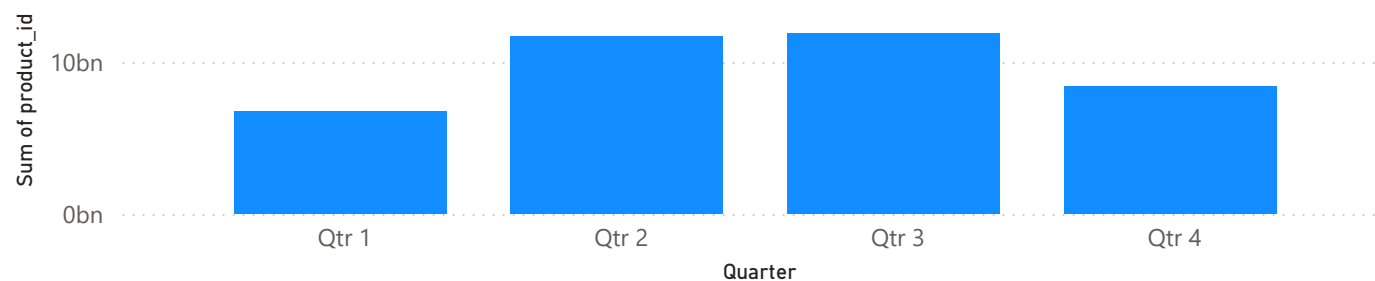
Sum of damaged_stock



f damaged_stock by Month and Day



Sum of product_id by Quarter



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🏠

📈

🏠

🔧

📊

👍

🛵

🛒

4

Count of channel

7

Count of campaign_name

Sum of revenue_generated and Sum of spend by channel

Sum of revenue_generated

Sum of spend

Sum of impressions

Sum of revenue_generated

Sum of roas

32.17M

Sum of revenue_generated

Sum of spend

16.3...

Sum of spend

Sum of revenue_generated

Sum of spend

Sum of revenue_generated

Sum of spend

Sum of revenue_generated

Sum of spend

Sum of revenue_generated

Sum of spend

Sum of clicks

Sum of roas

Sum of conversions

Sum of impressions

Sum of clicks, Sum of roas, Sum of conversions and Sum of impressions by channel

Sum of clicks

Sum of roas

Sum of conversions

Sum of impressions

campaign_name

Sum of roas

Sum of impressions

Sum of conversions

Sum of clicks

| | | | | |
|-----------------------|-----------|----------|--------|---------|
| App Push Notification | 1,656.49 | 3130007 | 32783 | 325833 |
| Category Promotion | 1,613.98 | 3323234 | 33568 | 329690 |
| Email Campaign | 1,666.24 | 3292685 | 32436 | 338600 |
| Festival Offer | 1,659.55 | 3306651 | 32765 | 325928 |
| Flash Sale | 1,626.64 | 3264022 | 33211 | 332882 |
| Membership Drive | 1,631.90 | 3333717 | 32550 | 335842 |
| New User Discount | 1,652.97 | 3270347 | 33964 | 332400 |
| Referral Program | 1,646.07 | 3276426 | 33490 | 329302 |
| Weekend Special | 1,646.00 | 3290521 | 33271 | 323668 |
| Total | 14,799.84 | 29487610 | 298038 | 2974145 |

Sum of revenue_generated

Sum of spend

Sum of revenue_generated

Sum of spend

Sum of revenue_generated

Sum of spend

Sum of revenue_generated

Sum of spend

Sum of revenue_generated

Sum of spend

Sum of revenue_generated

Sum of spend

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Sum of revenue_generated

Sum of spend

Sum of revenue_generated

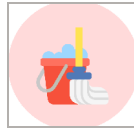
Sum of spend

Sum of revenue_generated

Sum of spend

Sum of revenue_generated

Sum of spend



1.50 1.8K

feedback_category star feedback_segmer
App Experience ★★★★★ Neutral

rating

Emoji



5

of rating



01K

of rating



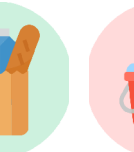
65K

of rating



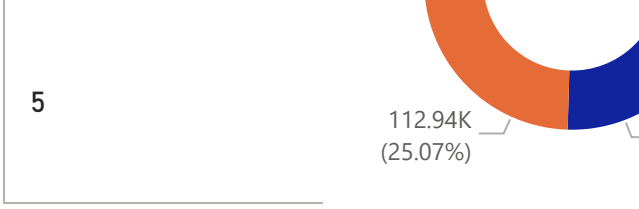
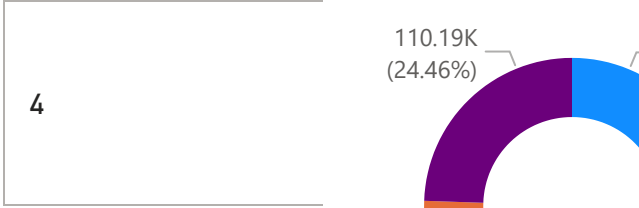
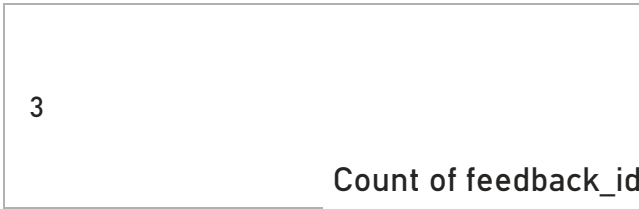
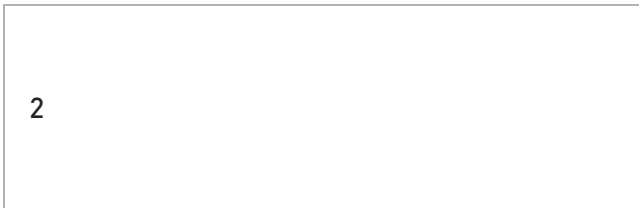
97K

rating

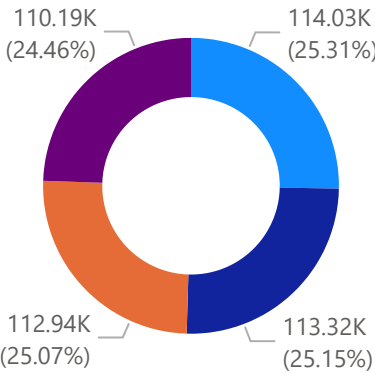


k_cat...

Customer ...
App Experi...

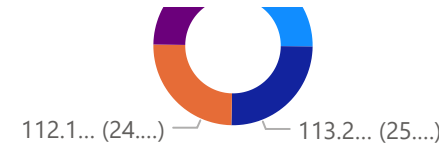


Count of feedback_id by customer_segment

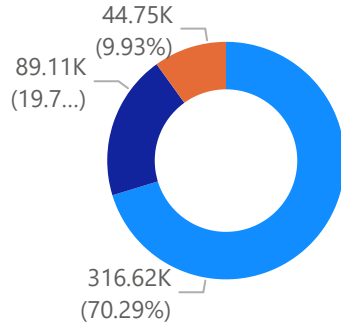


customer_seg...

- Regular
- Inactive
- New
- Premium

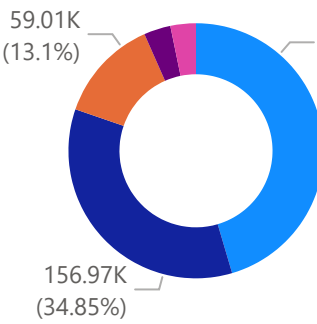


feedback_segment



feedback_seg...

- Positive
- Neutral
- Negative

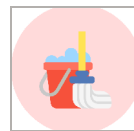


Rating_label

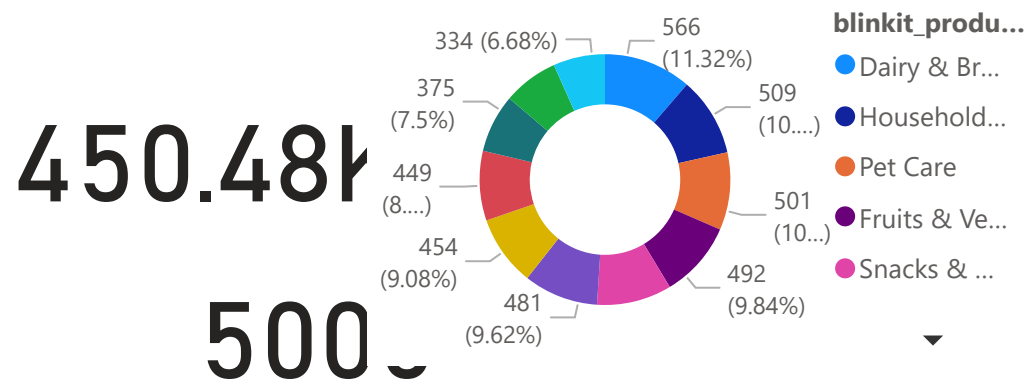
- Rating 4
- Rating 5
- Rating 3
- Rating 1
- Rating 2

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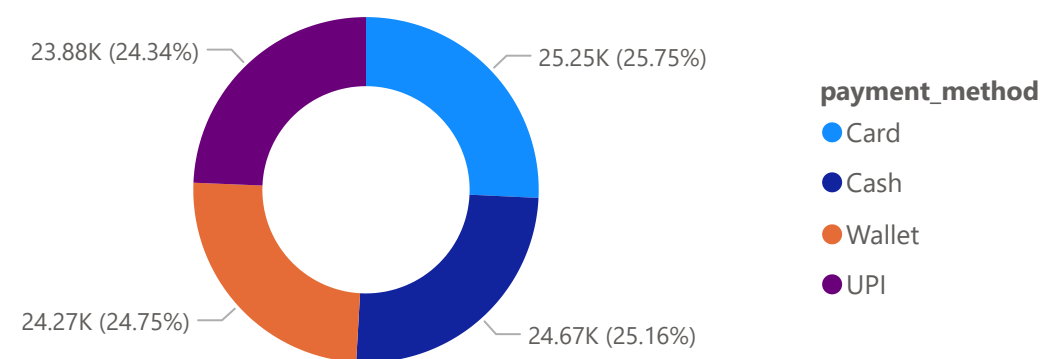
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Count of store_id by
blinkit_products.category



Count of order_id by payment_method



Count of delivery_status by Quarter, Month and
delivery_status

Count of delivery_status

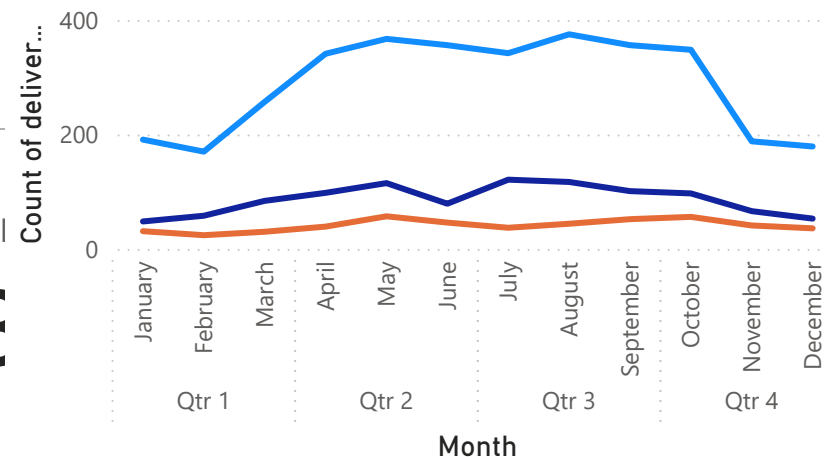
3.47K

Count of delivery_status

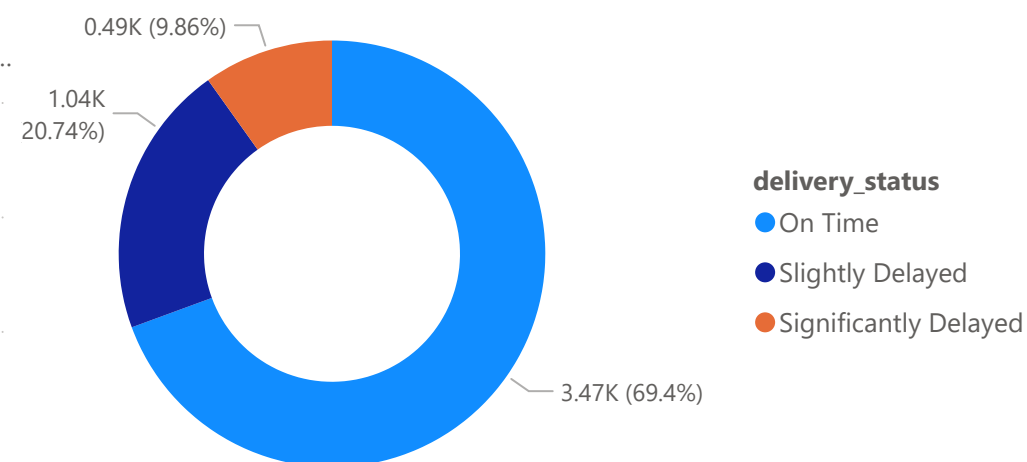
49%

1.03K

delivery_status



Count of order_id by delivery_status



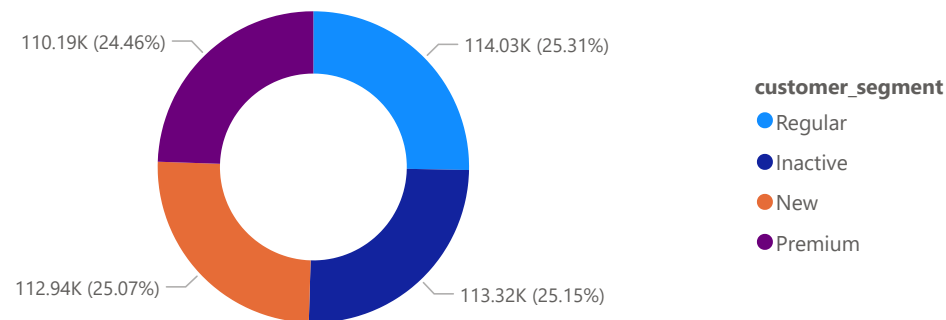
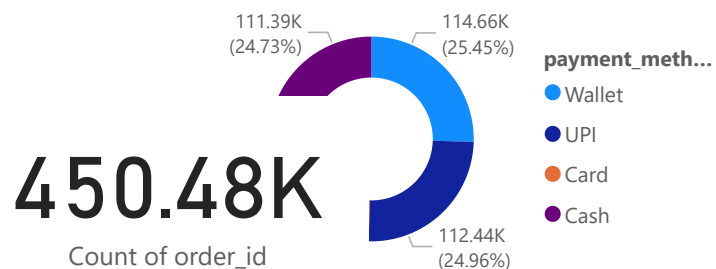
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Count of order_id by payment_method

Count of order_id by customer_segment



Count of order_id by feedback_segment

Count of order_id by Rating_label

Count of order_id by category

