

Comprehensive Analysis by **Kushagra Verma**



Make your business decision

blinkit

#Let's Blink It



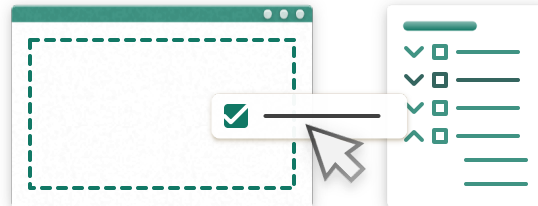
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India's Last Minute App



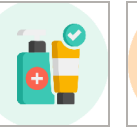
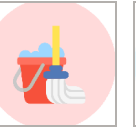
Build visuals with your data

Select or drag fields from the **Data** pane onto the report canvas.

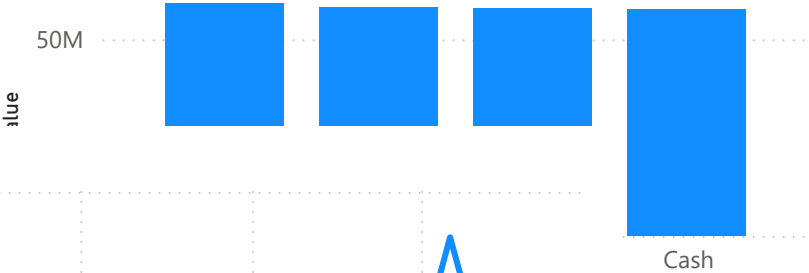


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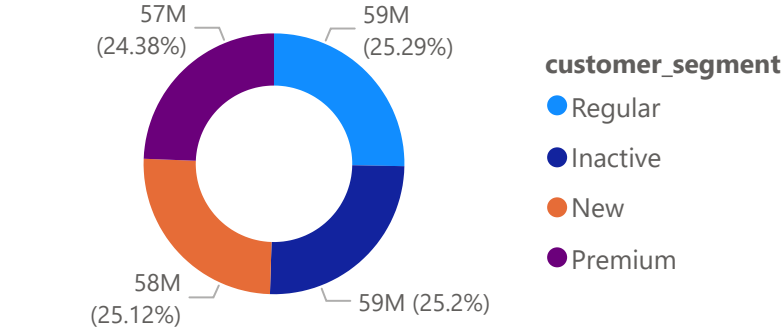
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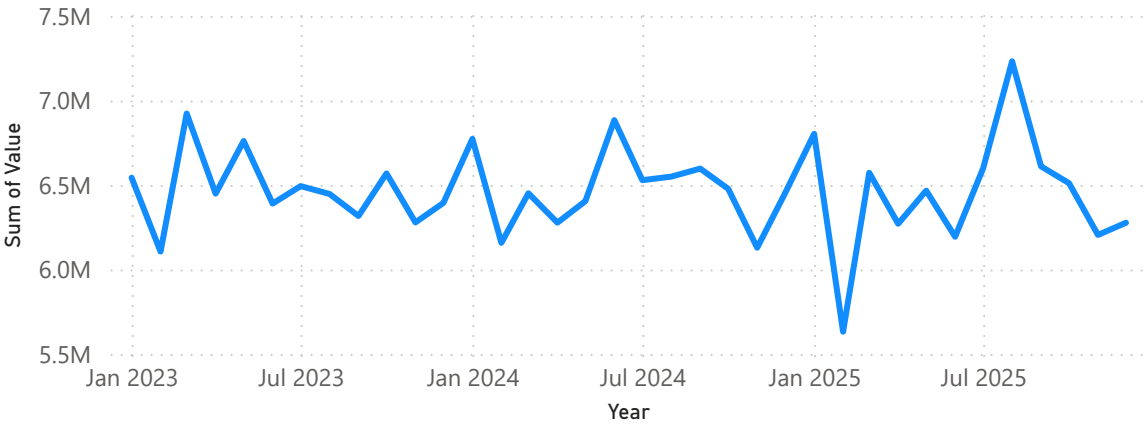
Value by payment_method



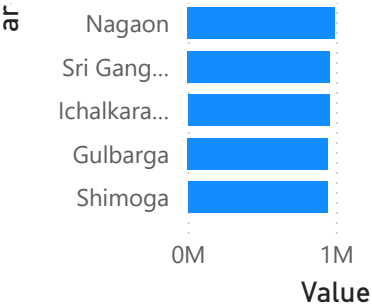
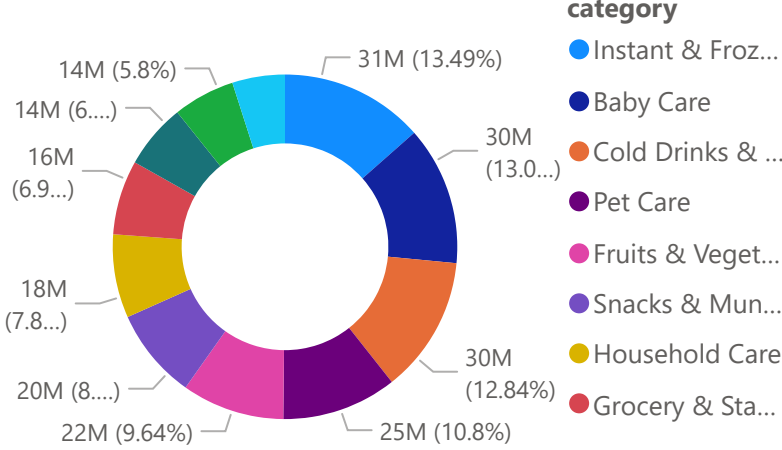
Value by customer_segment



Sum of Value by Year and Month



Value by category



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

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

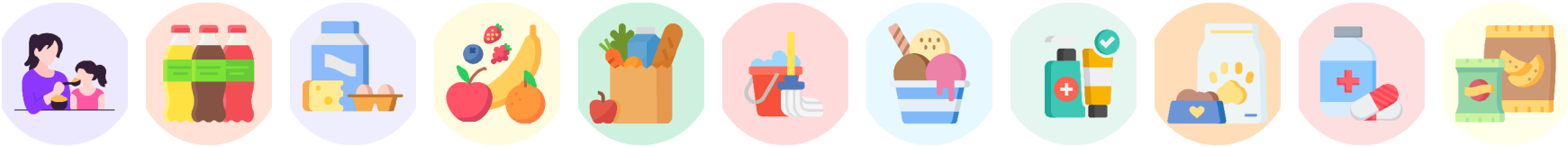
Count of Stock_Type

148K

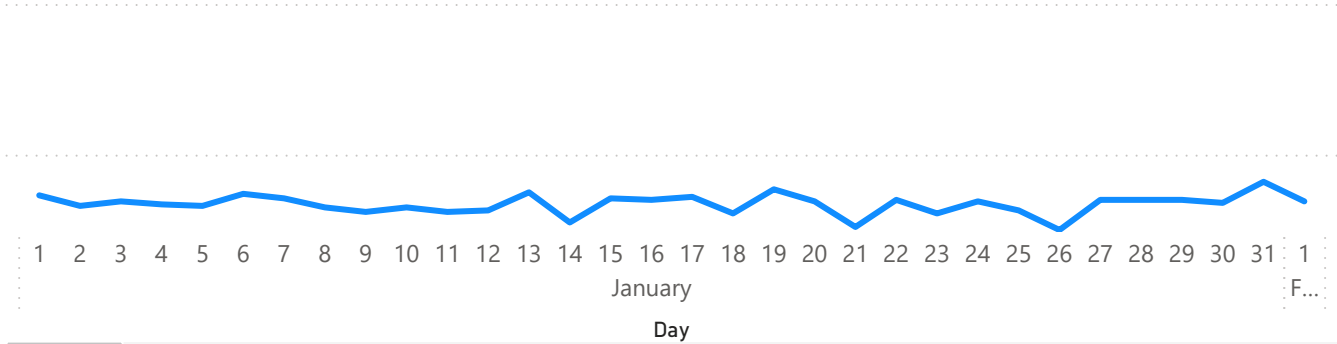
Sum of stock_received

75.17K

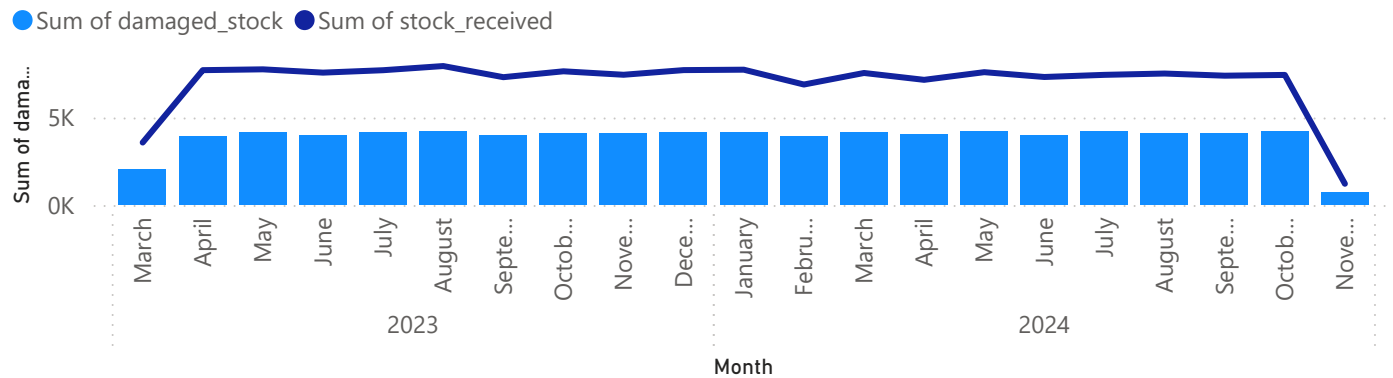
Count of product_id



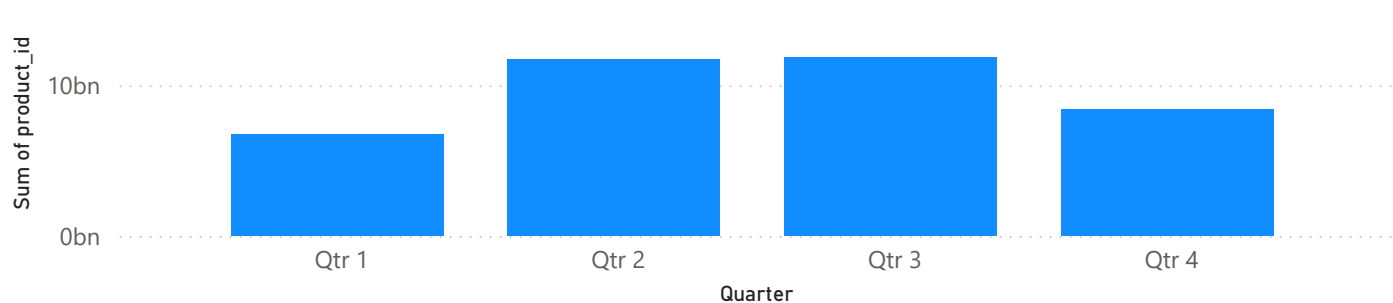
Sum of damaged_stock by Month and Day



Sum of damaged_stock and Sum of stock_received by Year and Month

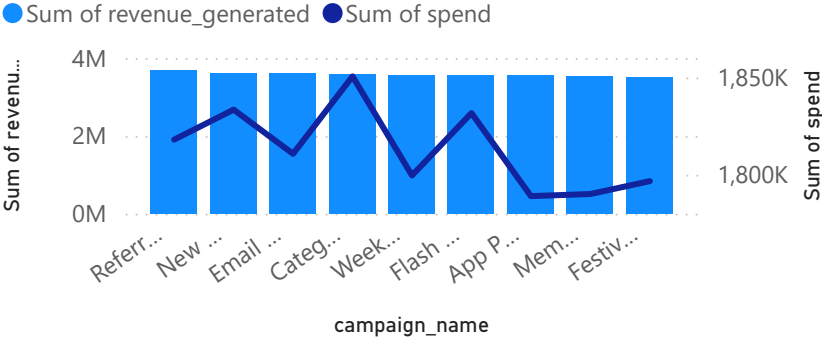


Sum of product_id by Quarter

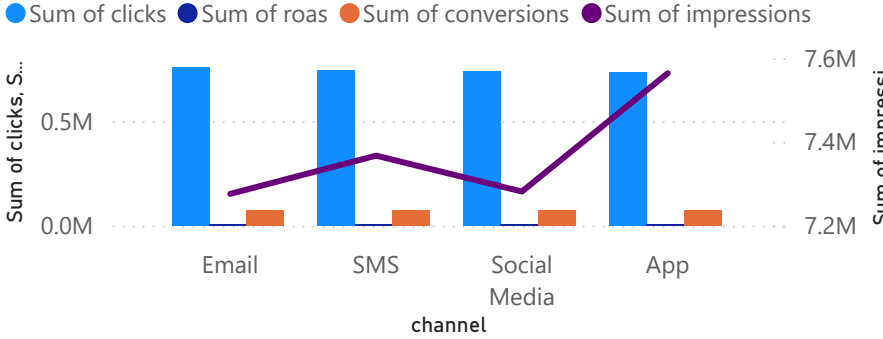




Sum of revenue_generated and Sum of spend by campaign_name

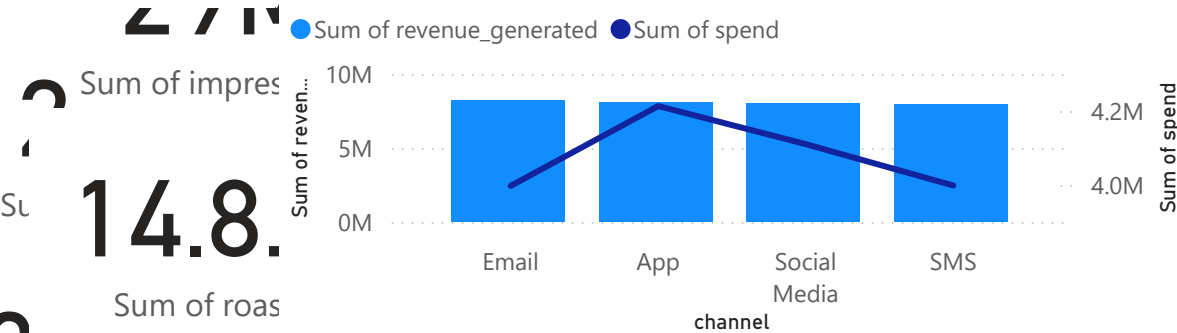


Sum of clicks, Sum of roas, Sum of conversions and Sum of impressions by channel



4
Count of channel
7

Count of campaign_name Sum of revenue_generated and Sum of spend by channel



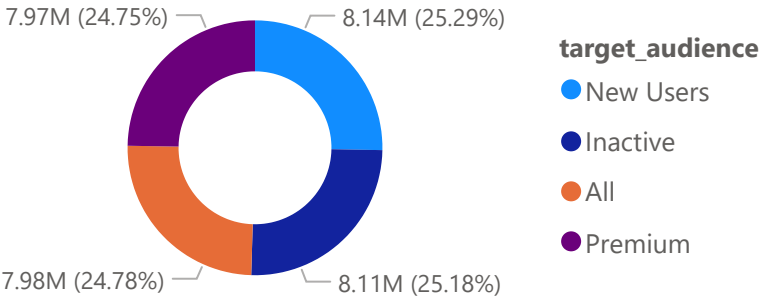
campaign_name	Sum of roas	Sum of impressions	Sum of conversions	Sum of clicks
App Push Notification	1,656.49	3130007	32783	325833
Category Promotion	1,613.98	3323234	33568	329690
Email Campaign	1,666.24	3292685	32436	338600
Festival Offer	1,659.55	3306651	32765	325928
Flash Sale	1,626.64	3264022	33211	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 impres
14.8.
Sum of roas
32.17M

Sum of revenue_gener...

16.3...
Sum of spend

Sum of revenue_generated by target_audience



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Emoji



5

of rating



01K

of rating



65K

of rating



97K

rating



450.48K

Count of rating

rating

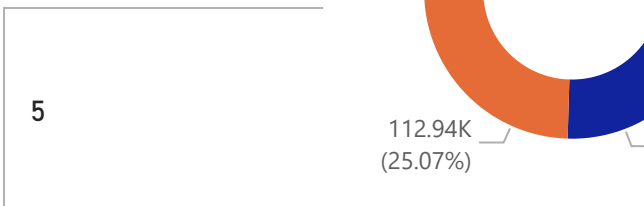
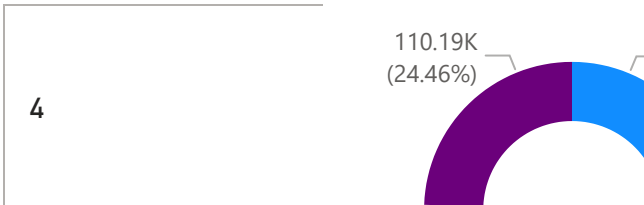
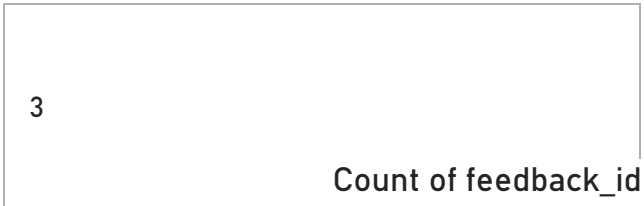


k_cat...

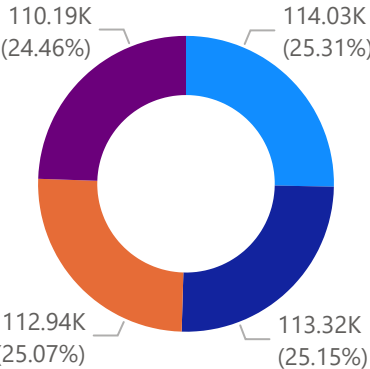
Customer ...
App Experi...

29K

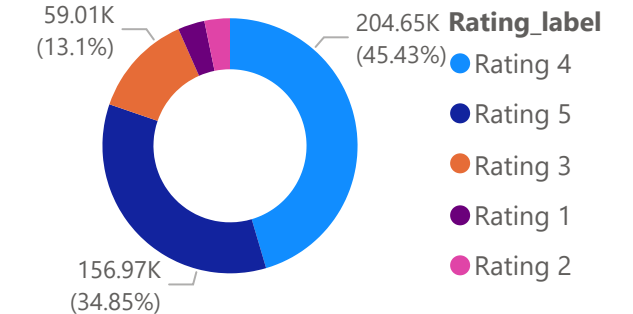
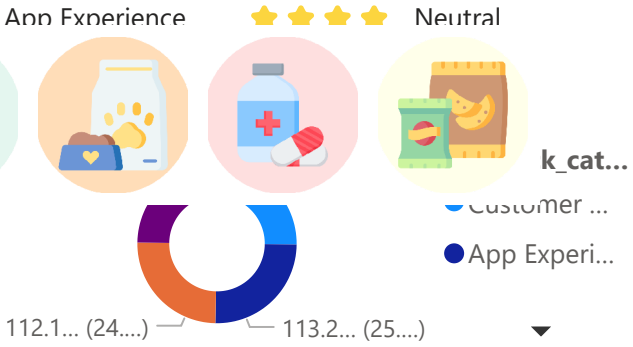
of rating



Count of feedback_id by customer_segment



feedback_category	star	feedback_segmer
App Experience	★★★★	Neutral
App Experience	★★★★	Neutral
App Experience	★★★★	Neutral
App Experience	★★★★	Neutral

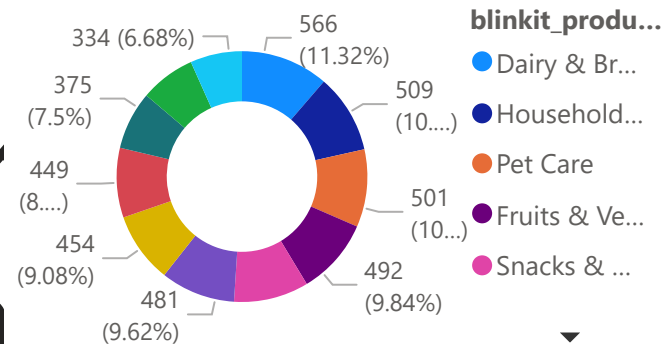


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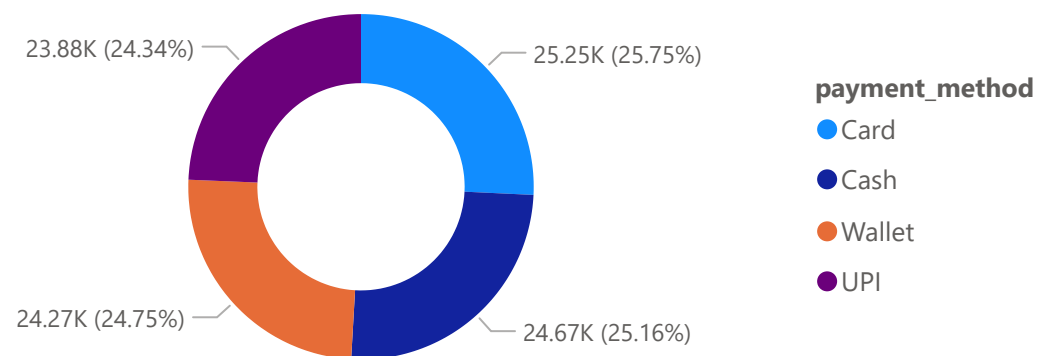
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Count of store_id by
blinkit_products.category



Count of order_id by payment_method



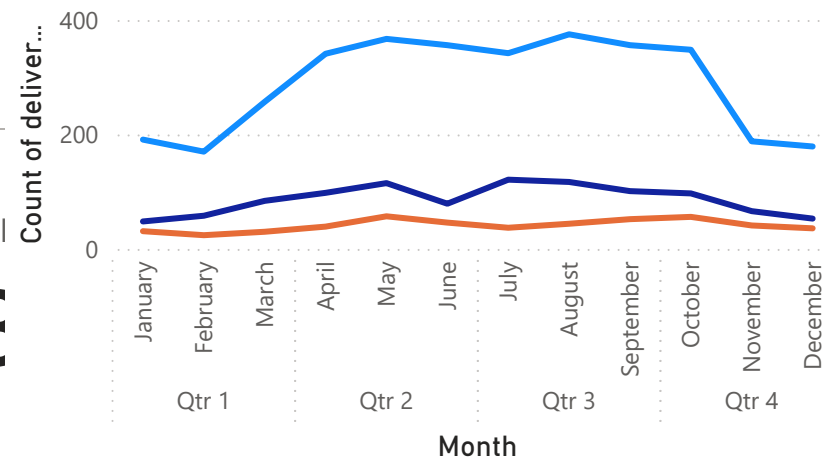
450.48K

500

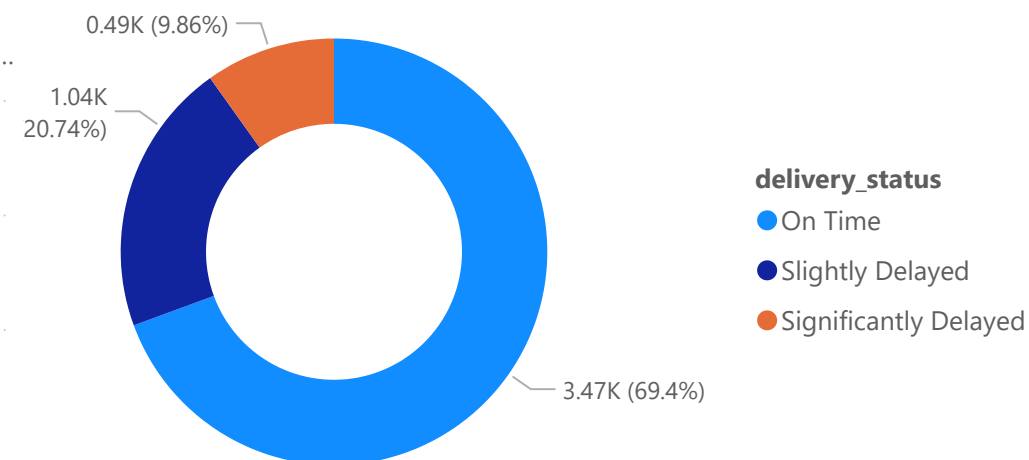
Count of store_id

Count of delivery_status by Quarter, Month and
delivery_status

delivery_status ● On Time ● Significantly Delayed ● Slightly Delayed



Count of order_id by delivery_status



Count of delivery_status

3.47K

Count of c

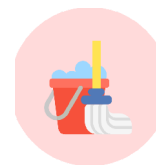
49%

Count of del

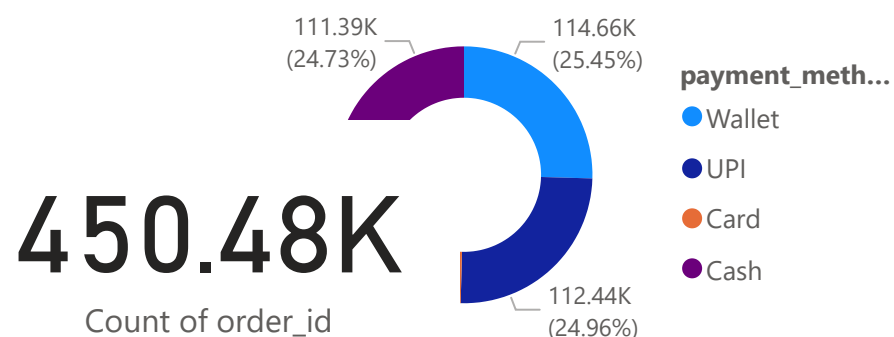
1.03

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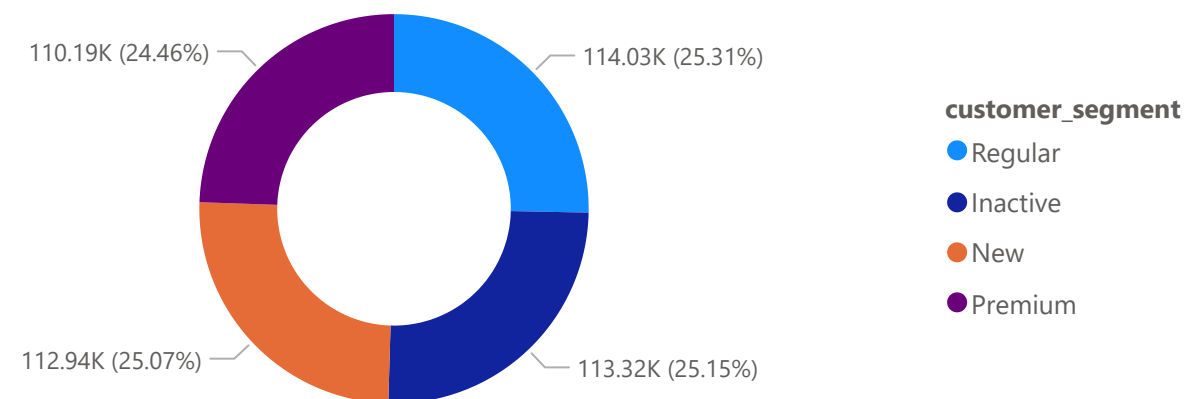
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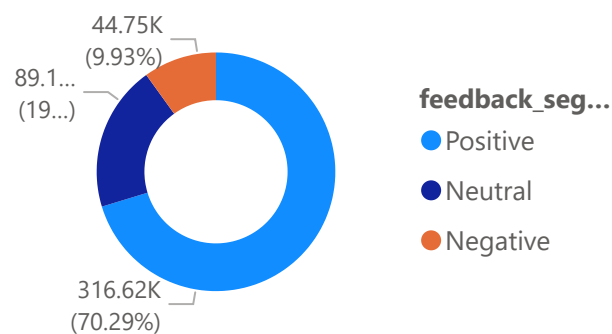
Count of order_id by payment_method



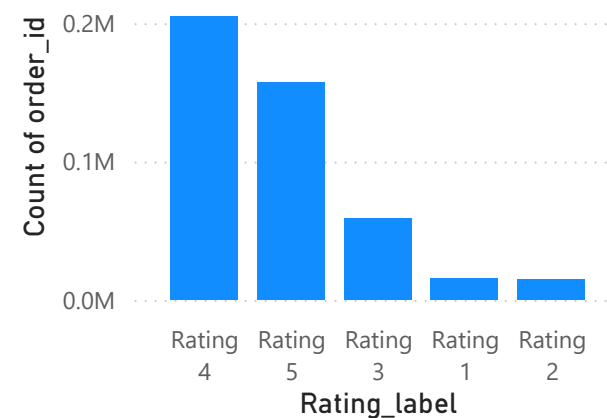
Count of order_id by customer_segment



Count of order_id by feedback_segment



Count of order_id by Rating_label



Count of order_id by category

