

Comprehensive Analysis by **Kushagra Verma**



Make your business decision

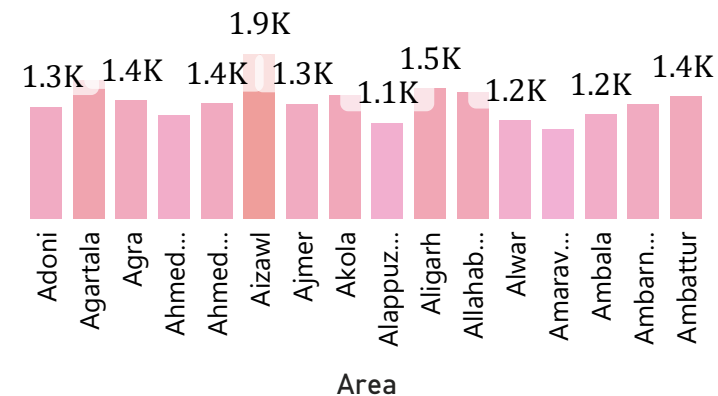
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#Let's Blink It



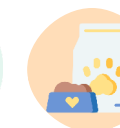


Stores
5K



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India's Last Minute App



Revenue
233M

Orders
450.476K

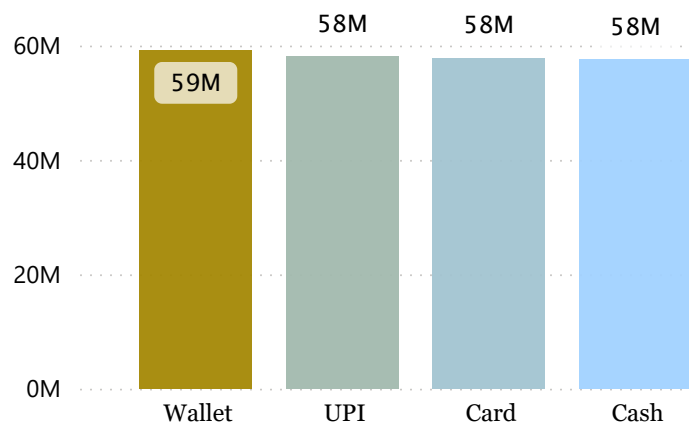
Delivery...
50K

Stores
5K

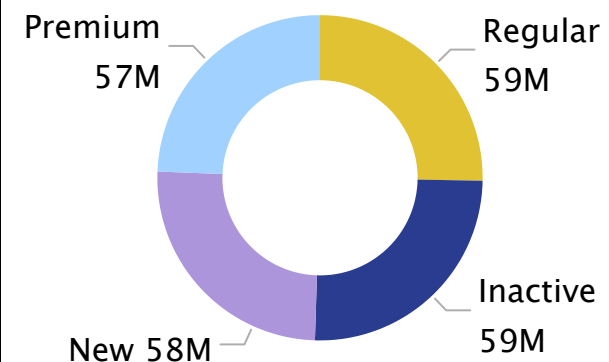
Categories
11

Cust...
4

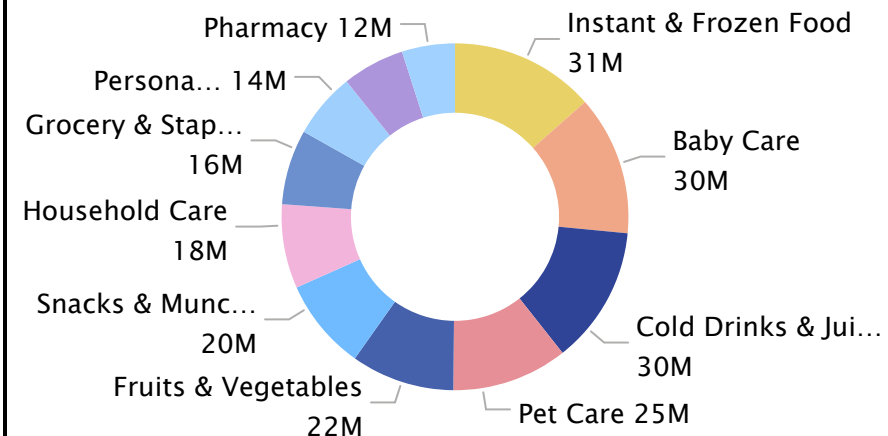
Payment methodwise Revenue



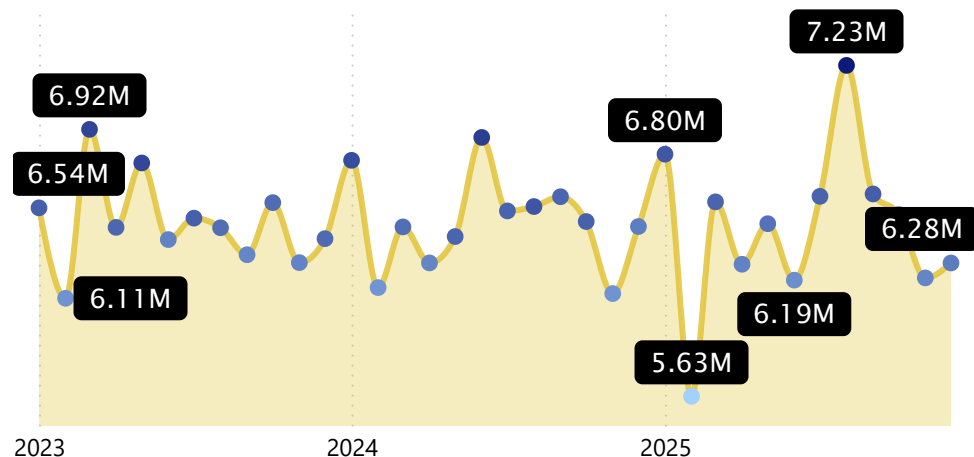
Segment wise Revenue



Category wise Revenue



Yearwise Revenue



Customer Name Revenue

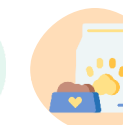
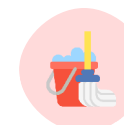
Customer Name	Revenue
Aachal Ahluwalia	13768
Aachal Amble	20083
Aachal Badami	3204
Aachal Bedi	21753
Aachal Bhandari	4524
Aachal Bhatnagar	16031
Aachal Chad	11657
Aachal Chandra	12905
Aachal Chaudhuri	3899

Areawise Revenue

Ghaziabad	1.5M
Auranga...	1.4M
Kharagpur	1.1M
Aizawl	1.0M
Bhopal	1.0M
Nagaon	1.0M
Sri Gang...	1.0M
Ichalkara...	1.0M
Gulbarga	0.9M
Shimoga	0.9M

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India's Last Minute App

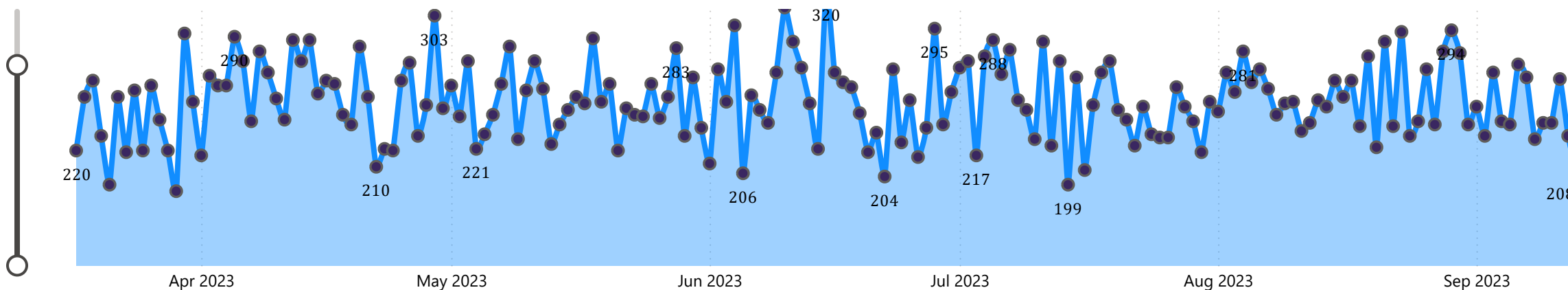


Inventory
1.048575M

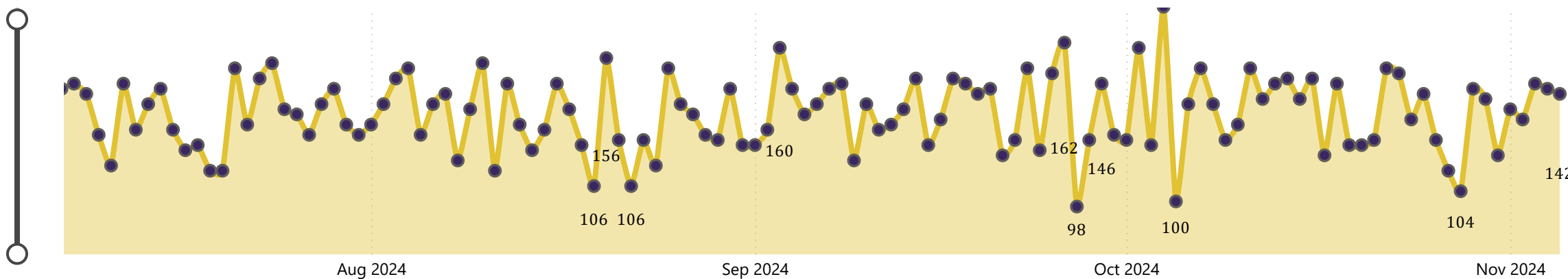
Stock Received
148K

Damaged Stock
75.172K

Stock Received



Damaged Stock



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India's Last Minute App



Clicks
3M

Conversions
298K

Impressions
29M

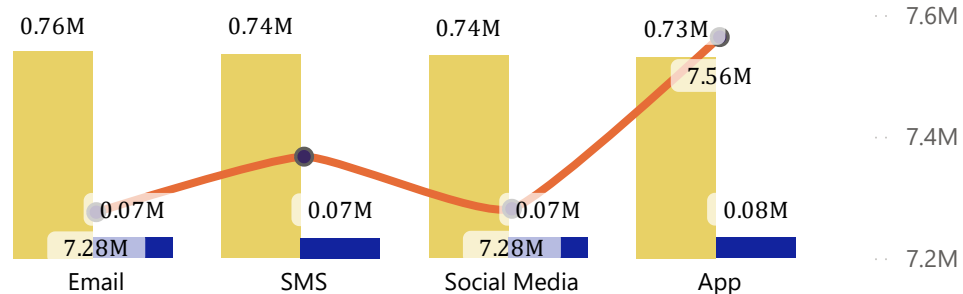
Revenue
32.19M

ROAS
2.74

Spend
16.32M

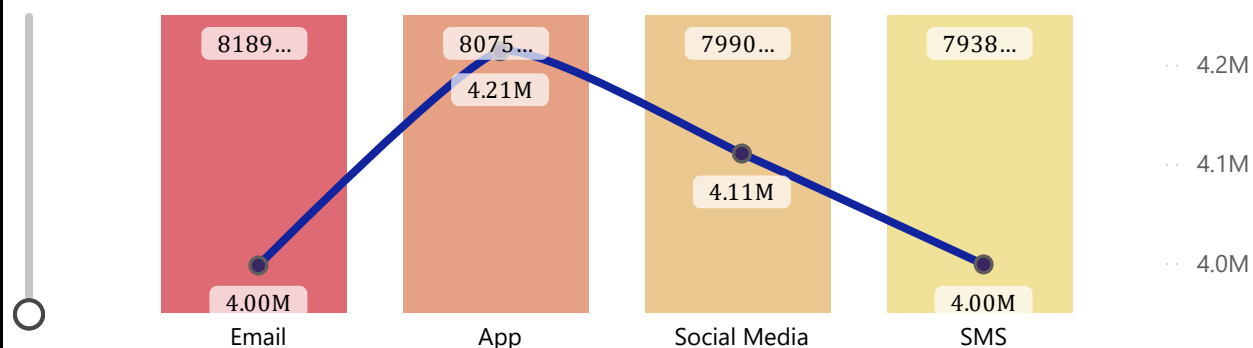
Channelwise Clicks, Conversions and Impressions

Sum of clicks Sum of conversions Sum of impressions



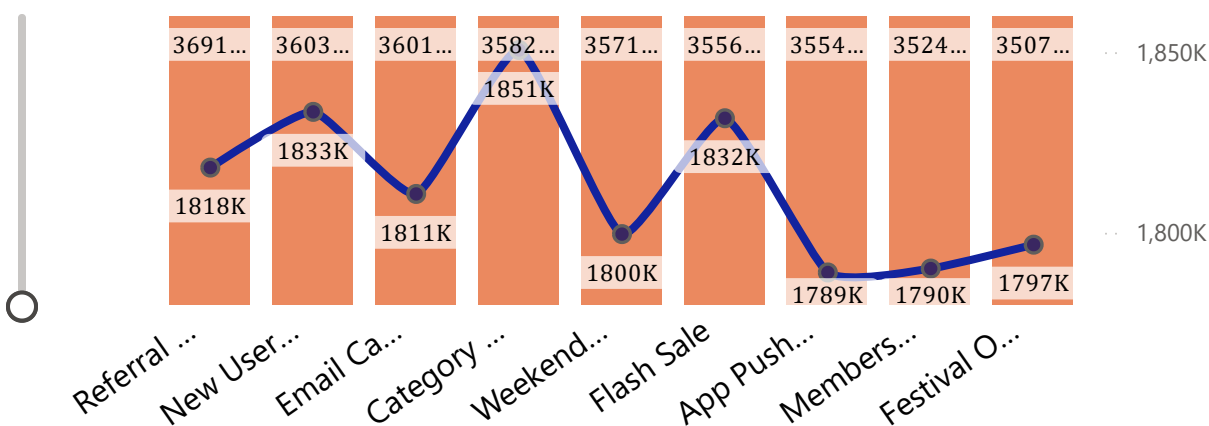
Revenue and Spend by Channel

Sum of revenue_generated Sum of spend

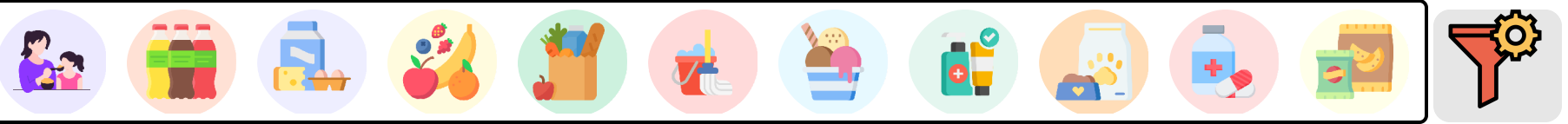


Revenue and Spend by Campaign

Sum of revenue_generated Sum of spend



Campaign Name	ROAS	Impressions	Conversions	Clicks
App Push Notification	1,656.49	3130007	32783	32583
Category Promotion	1,613.98	3323234	33568	32969
Email Campaign	1,666.24	3292685	32436	33860
Festival Offer	1,659.55	3306651	32765	32592
Flash Sale	1,626.64	3264022	33211	33288
Membership Drive	1,631.90	3333717	32550	33584
New User Discount	1,652.97	3270347	33964	33240
Referral Program	1,646.07	3276426	33490	32930
Weekend Special	1,646.00	3290521	33271	32366



India's Last Minute App

1 Star
15.286K

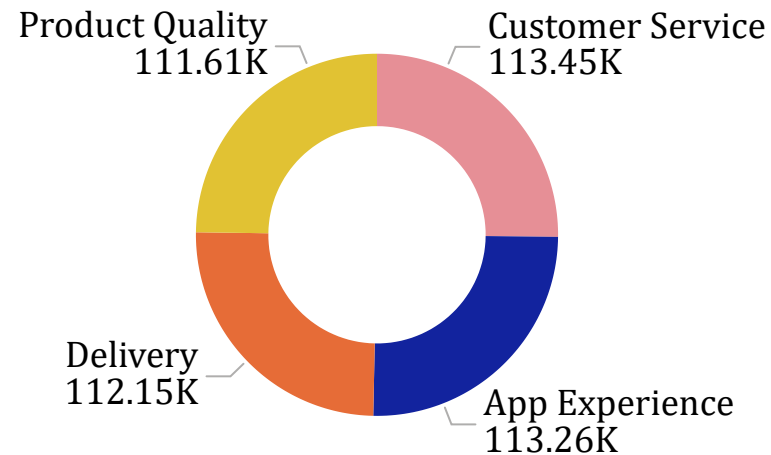
2 Star
14.556K

3 Star
59.012K

4 Star
204.648K

5 Star
156.974K

Feedback Categories

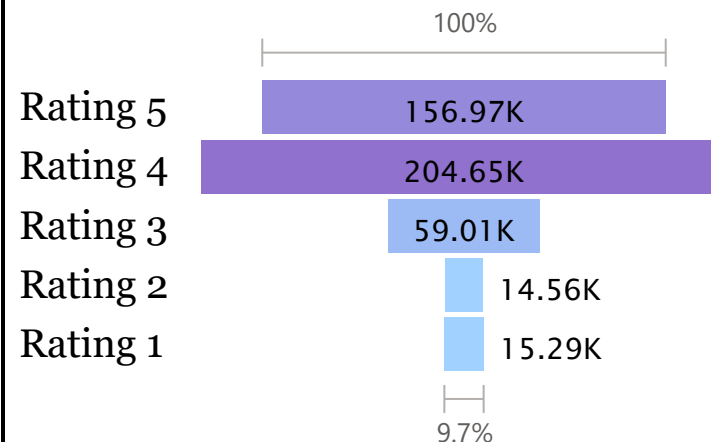


Customer_name	Category	Star	Segment	Rating	Text
Robert Brahmabhatt	App Experience	☆☆	Negative	Rating 2	A non quae rem adipisci. V
Dalaja Kohli	App Experience	☆☆	Negative	Rating 2	A ullam odit quo quibusda
Qarin Nagi	App Experience	☆☆	Negative	Rating 2	Ab ad porro delectus at a
Jason Ganguly	App Experience	☆☆	Negative	Rating 2	Ab et magnam modi ipsan
Advay Dhawan	App Experience	☆☆	Negative	Rating 2	Ab hic perferendis optio l
Vidhi Majumdar	App Experience	☆☆	Negative	Rating 2	Ab nemo consequatur ver
Yashodhara Srinivasan	App Experience	☆☆	Negative	Rating 2	Ab perferendis aliquid ma
Jacob Tailor	App Experience	☆☆	Negative	Rating 2	Ab quod quos exercitatio
Mitali Sura	App Experience	☆☆	Negative	Rating 2	Accusamus est aperiam d

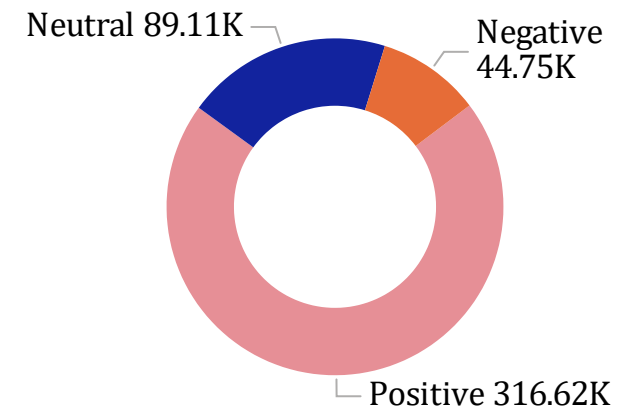
Feedbacks by Customer Segments



Ratings

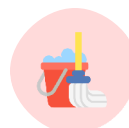


Feedback Segments



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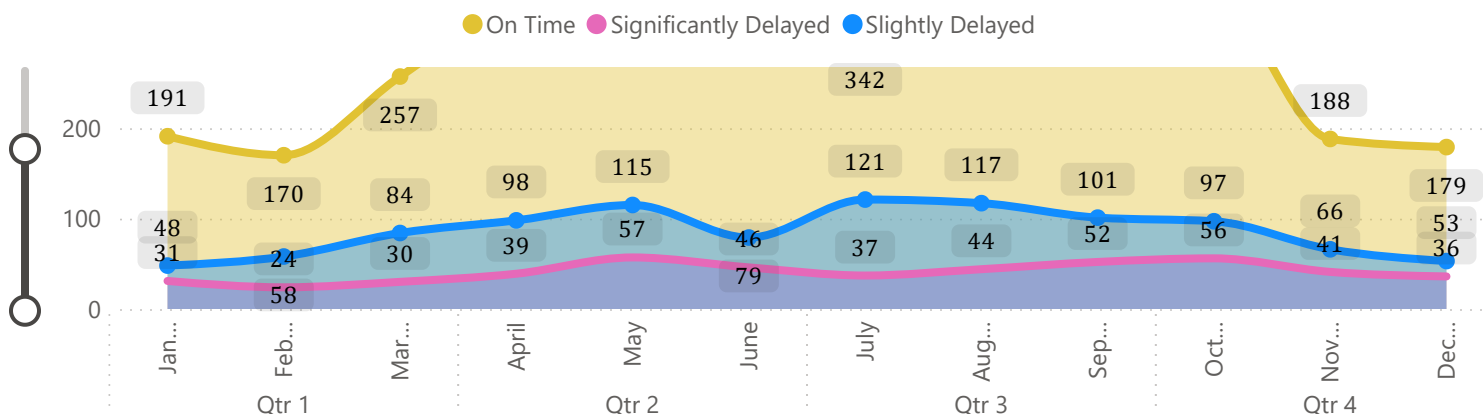


Total Orders
450.476K

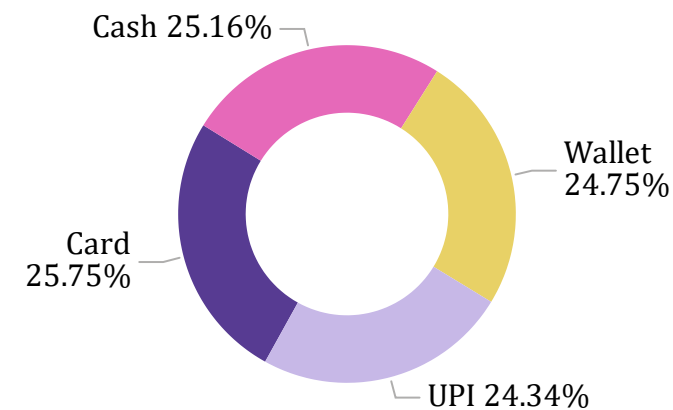
Delivery Partners
50K

Stores
5K

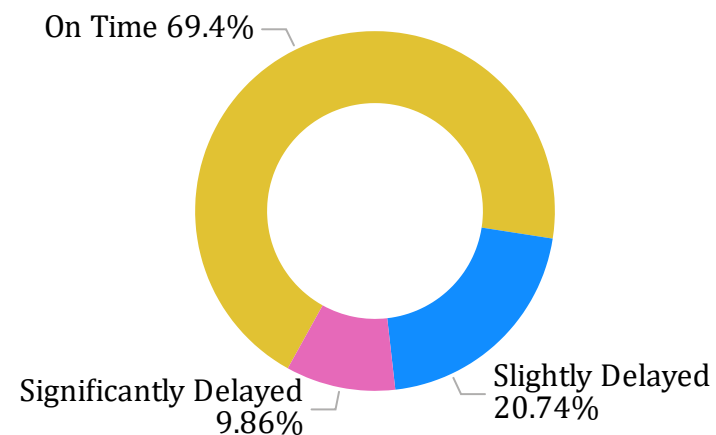
Monthly Order's Delivery Status



Payment Method

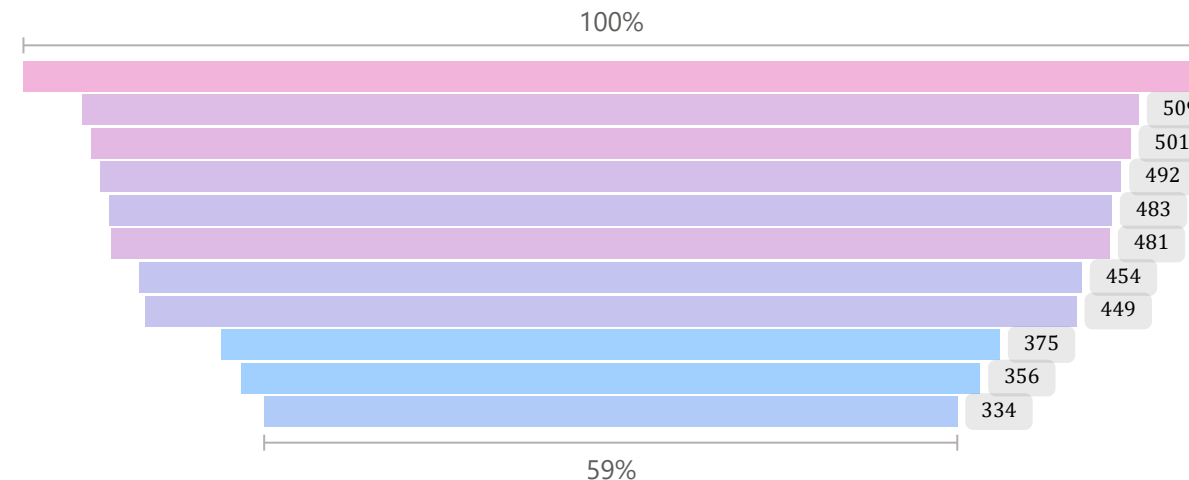


Order's Delivery Status



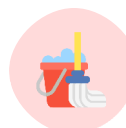
Category wise Stores

Dairy & Breakfast
Household Care
Pet Care
Fruits & Vegetables
Snacks & Munchies
Pharmacy
Personal Care
Grocery & Staples
Cold Drinks & Juices
Instant & Frozen Food
Baby Care



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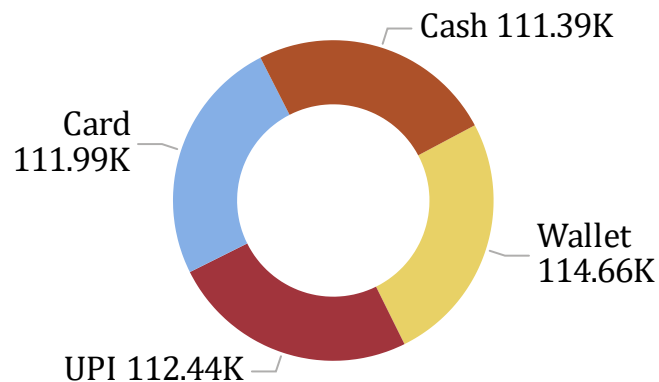
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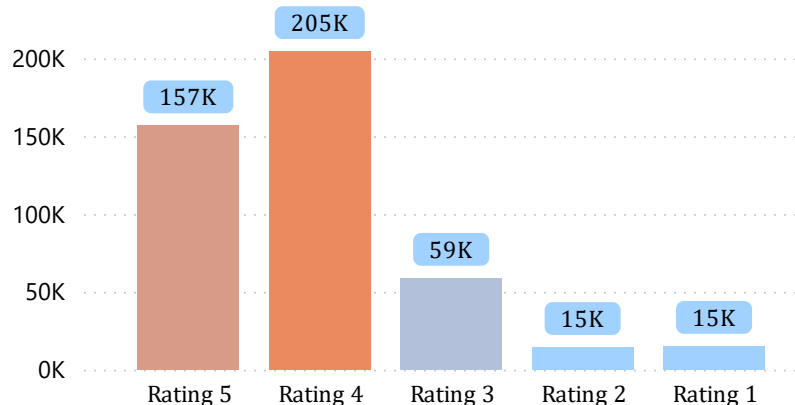
Cust. Segments
4

Categories
11

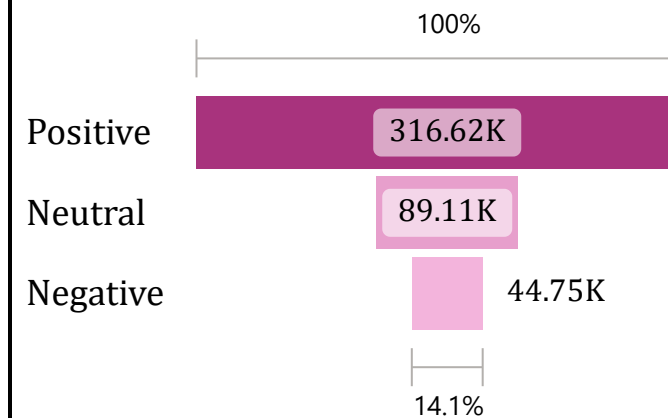
Order's Payment Method



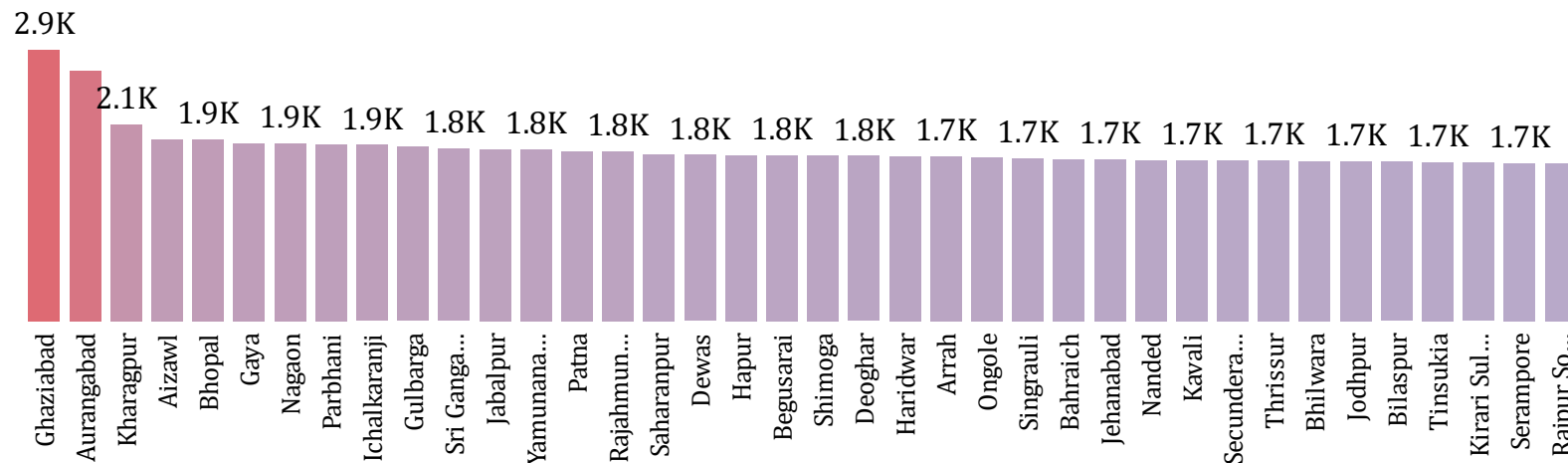
Order's Ratings



Orders's Feedbacks



Areawise Orders



Customer Segments

