

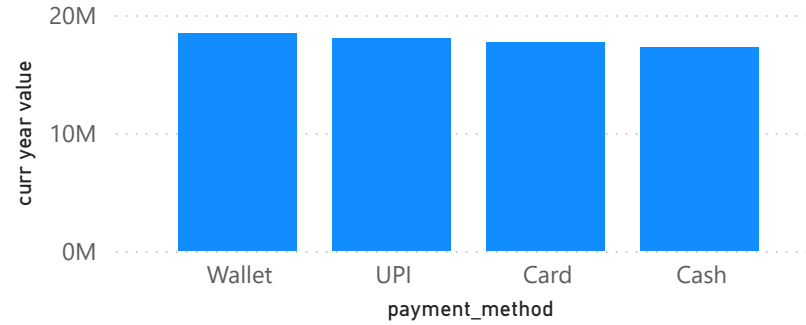


# blinkit

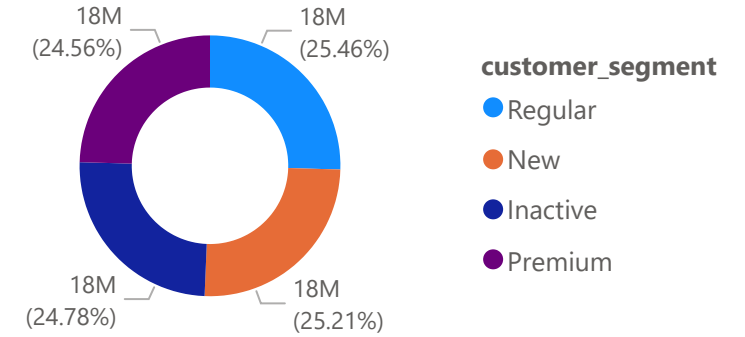
India's Last Minute App



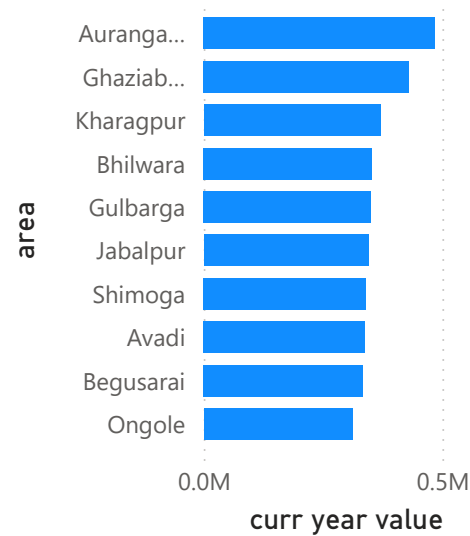
curr year value by payment\_method



curr year value by customer\_segment

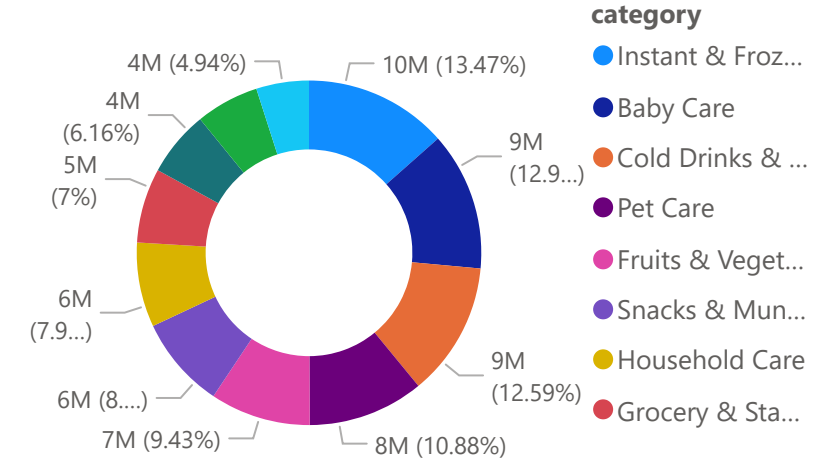


curr year value by area



customer_name	curr year value
Aachal Amble	5986
Aachal Bedi	8109
Aachal Bhandari	204
Aachal Bhatnagar	1947
Aachal Chandra	10705
Aachal Dhaliwal	9832
Aachal Ganesan	11642
Aachal Karan	15664
Aachal Mand	1672
Aachal Mani	4566
Aachal Mody	6082
Aachal Naidu	5054
Total	71375254

curr year value by category



78M

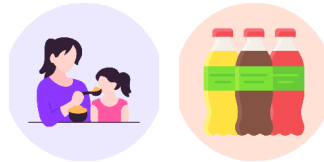
prvs value

71M

curr year value

15.29K

Count of rating



14.50K

Count of rating

59.01K

Count of rating

204.65K

Count of rating

156.97K

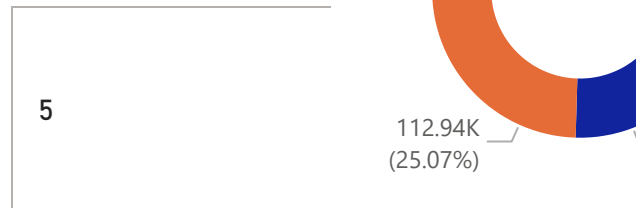
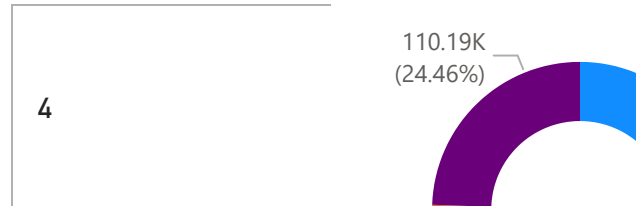
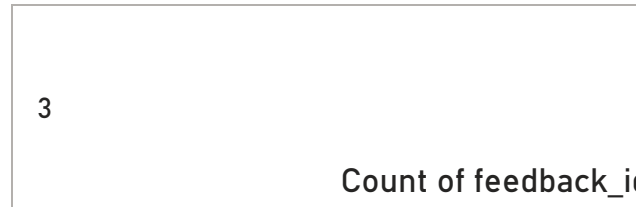
Count of rating

450.48K

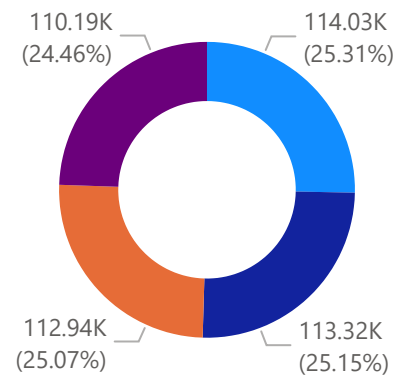
Count of rating



1



Count of feedback\_id by customer\_segment



customer\_segmen...

- Regular
- Inactive
- New
- Premium

feedback\_category star feedback\_segmen...

App Experience ★★★★★ Neutral

App Experience ★★★★★ Neutral

App Experience ★★★★★ Neutral

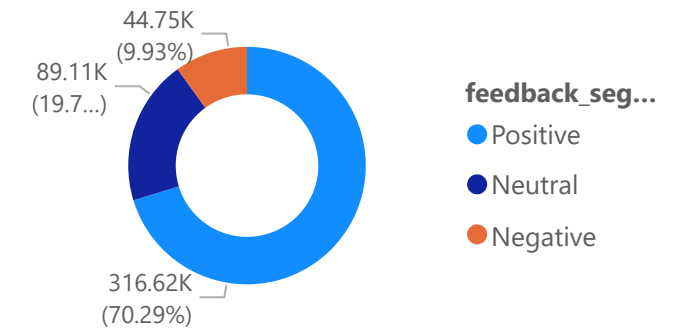
Neutral

Neutral

feedback\_category



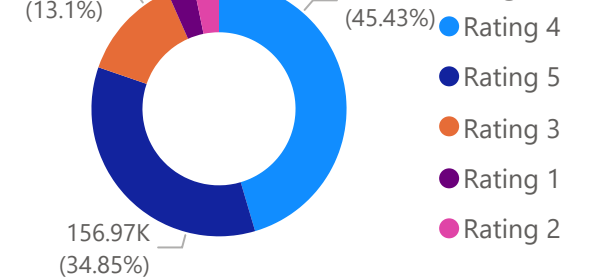
feedback\_segment



feedback\_seg...

- Positive
- Neutral
- Negative

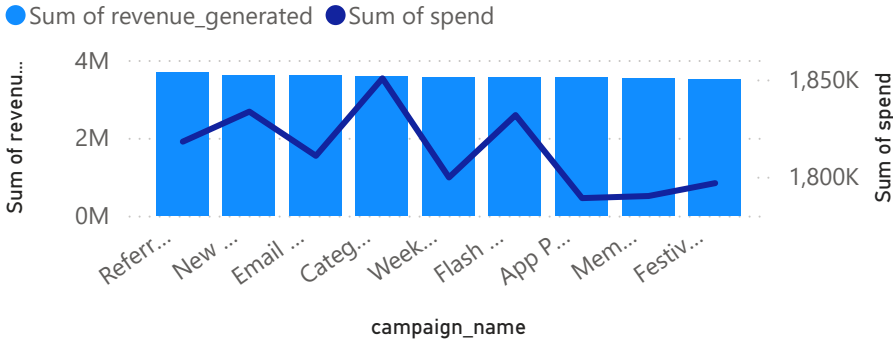
Rating\_label



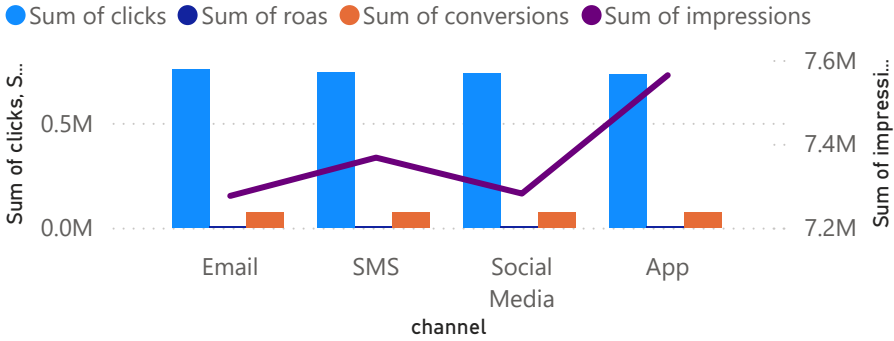




Sum of revenue\_generated and Sum of spend by campaign\_name



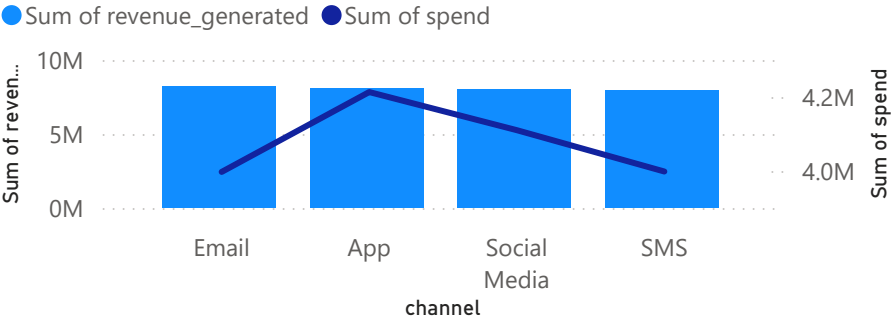
Sum of clicks, Sum of roas, Sum of conversions and Sum of impressions by channel



4  
Count of channel

9  
Count of campaign\_name

Sum of revenue\_generated and Sum of spend by channel



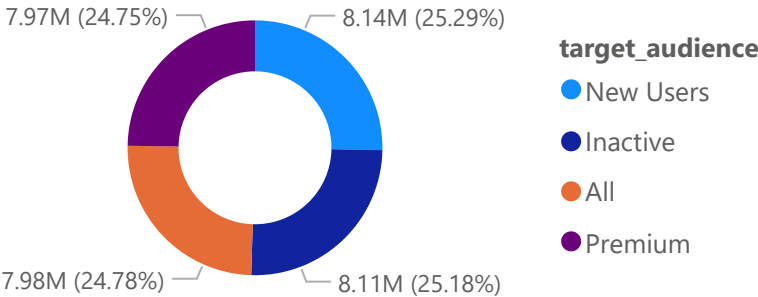
29M  
Sum of impressions

298K  
Sum of conversions

14.8...  
Sum of roas

32.19M  
Sum of revenue\_generated

Sum of revenue\_generated by target\_audience



3M  
Sum of clicks

16.3...  
Sum of spend

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