



Make your business decision

**blinkit**

Home

Overview

Sales Overview

Customer

Marketing

Feedbacks

Inventory

blinkit

India's Last Minute App

Value 2024

143.82K

Last 9 Month

Value 2023

140.2...

Last 9 Month

2.58%

Growth

Raj14

Inventory

Detail

Stock Information

● Stock Received ● damaged\_stock ● Period\_Inventory\_Value

Date	Stock Received	damaged_stock	Period_Inventory_Value
1 January	0.08bn	0.005bn	0.085bn
2 February	0.085bn	0.005bn	0.09bn
3 March	0.08bn	0.005bn	0.085bn
4 April	0.085bn	0.005bn	0.09bn

Overview

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2.53M Clicks

252.96K Convers...

25.17M Impress...

27.34M Revenue

12.54K Roas

13.90M Spend

Customer

Detail

Count(24,23) 176 / 176

Sale(24,23) 144K / 140K

Sales

Detail

2024, 2023 and Growth by Month

Last 9 Month

● 2024 ● 2023 ● Growth

Month	2024 Sales (K)	2023 Sales (K)	Growth (%)
Jan	15	5	200
Feb	15	5	200
Mar	20	5	300
Apr	18	12	100
May	19	23	50
Jun	20	17	100
Jul	15	12	100
Aug	20	13	100
Sep	13	28	50
Oct	17	10	100
Nov	5	19	50
Dec	10	10	100

Feedbacks

Detail

Aadhya Ravi

☆☆☆

Aadi Bains

☆☆☆☆☆

Aarini Muni

☆☆☆☆

blinkit



Value 2024

143.82K

Last 9 Month



Value 2023

140.2...

Last 9 Month



2.58%  
Growth

## Sales Overview

Home

Overview

Sales  
Overview

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Marketing

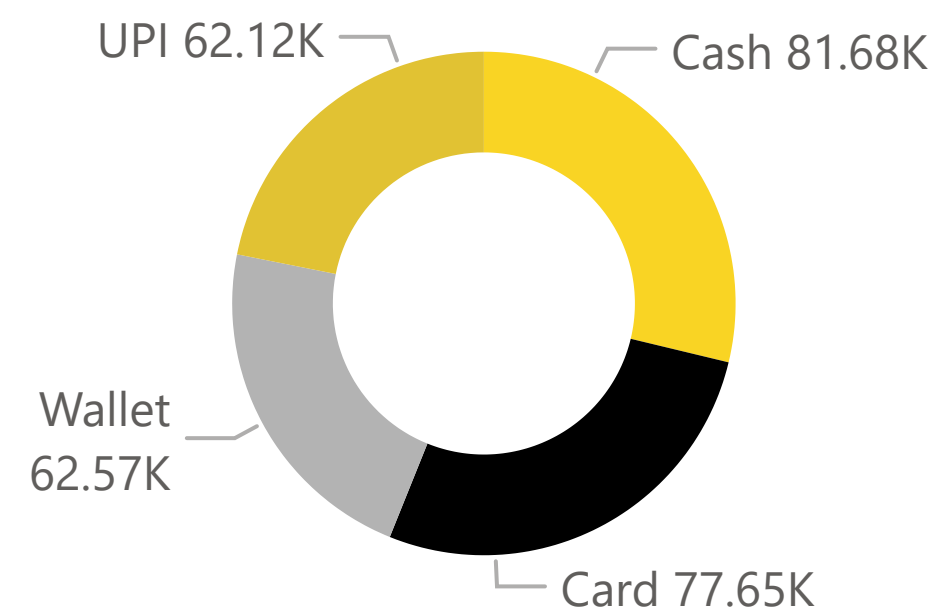
Feedbacks

Inventory



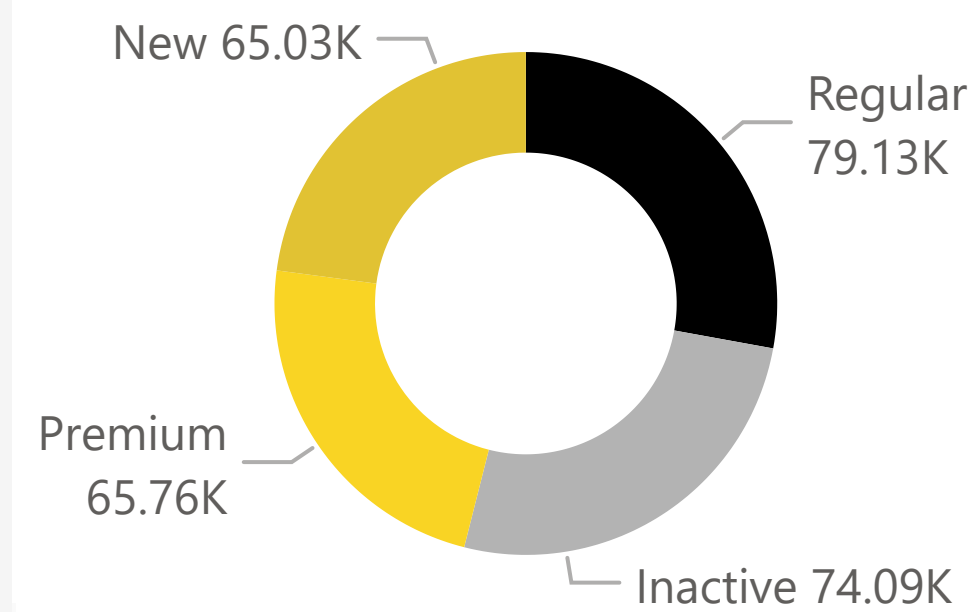
### Payment method

Last 9 Month



### Customer Segment

Last 9 Month



Default

Top 5

Top 10

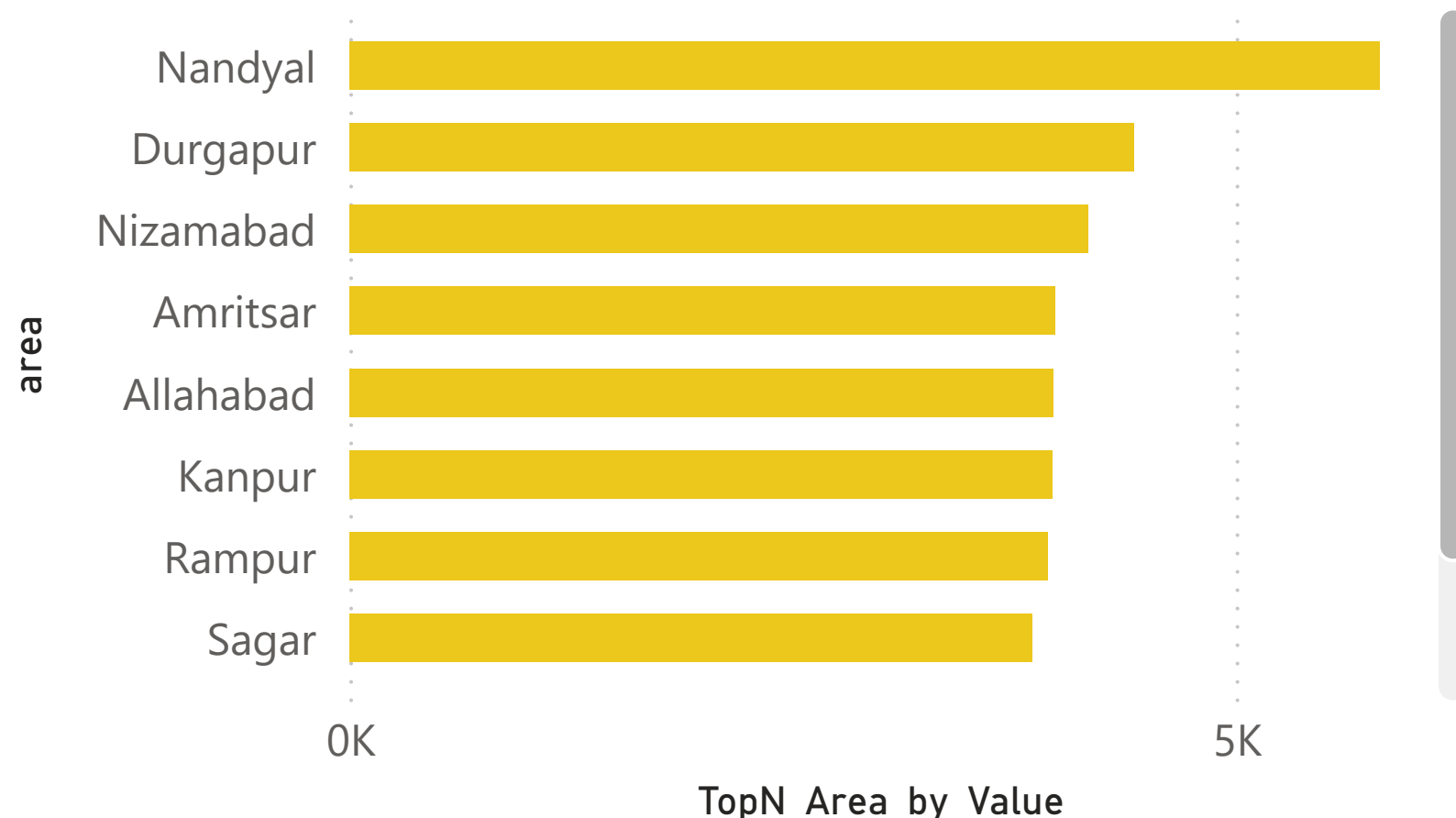
Top 20

Top 50

Top 100

### Top 10 Area Value

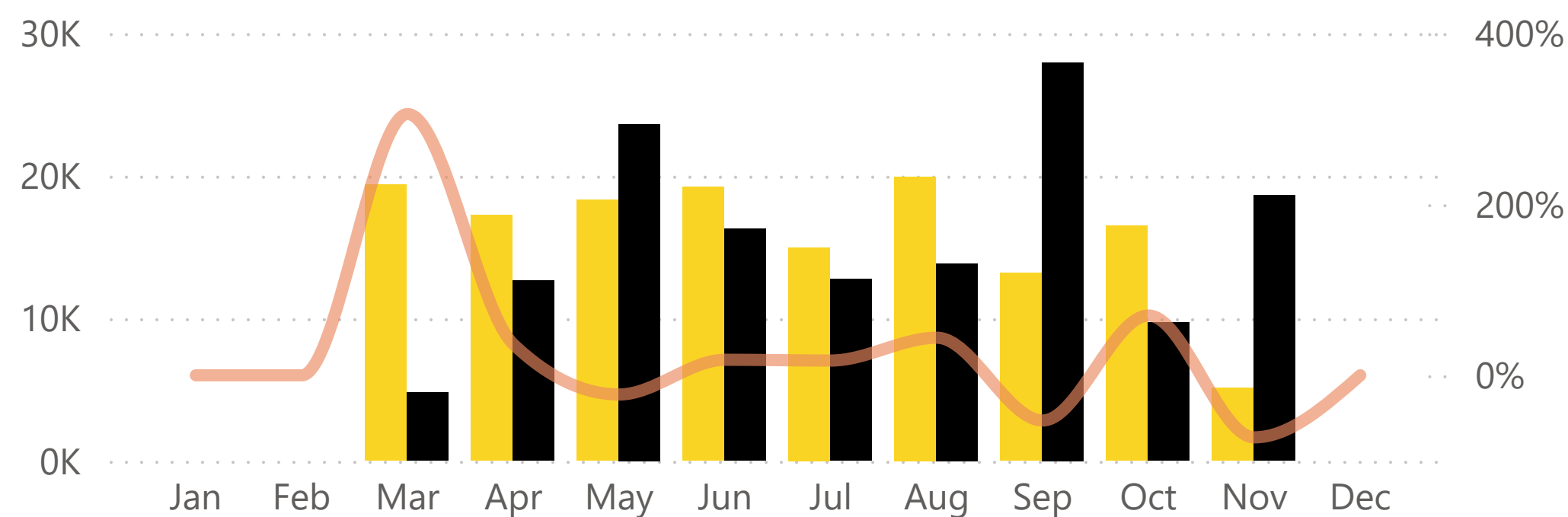
Last 9 Month



### 2024, 2023 and Growth by Month

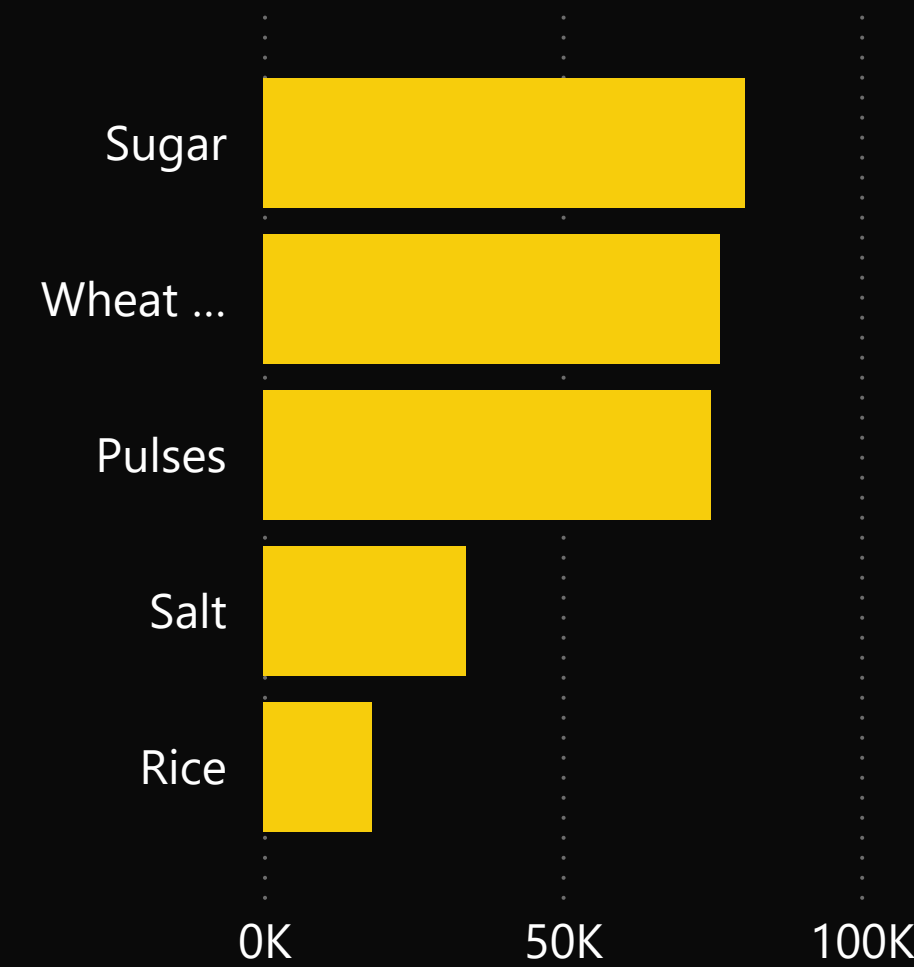
Last 9 Month

2024 2023 Growth



### Top 10 Products Value

Last 9 Month



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12.31%  
Growth

Value 2024

200.20K

Last 9 Month



Value 2023

178.2...

Last 9 Month



## Default Customers Value

Last 9 Month

Default

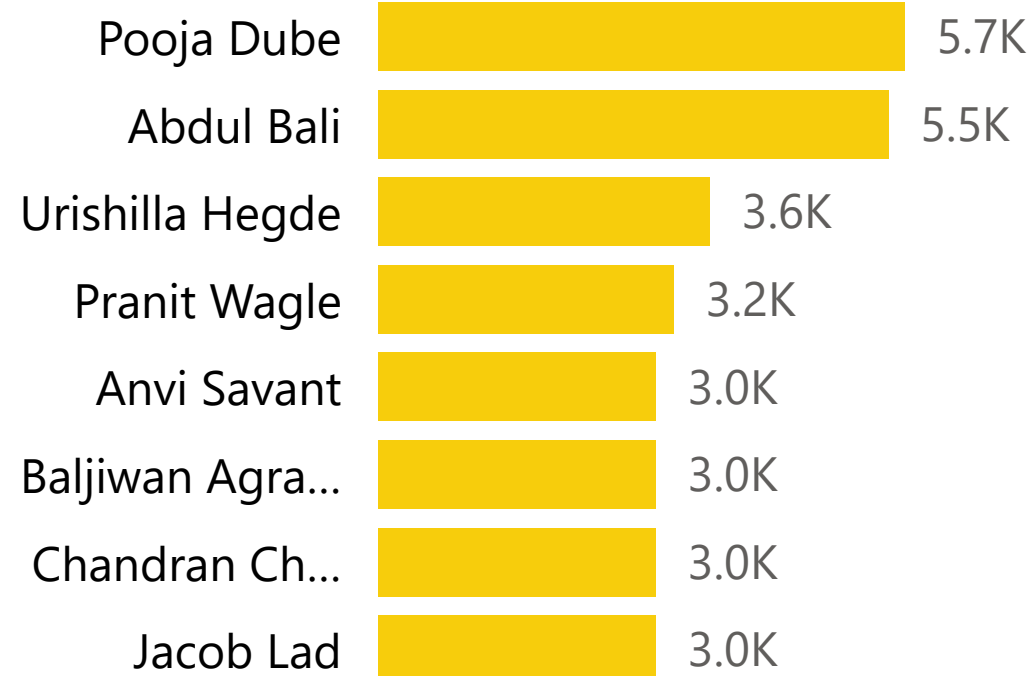
Top 5

Top 10

Top 20

Top 50

Top 100



0K

5K



## Customer

Home

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Overview

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### Total Customers

Customer Count

217 / 199



Customer Sale

200K / 178K



### New & Lost Customers

Customer Count

201 / 183



Customer Sale

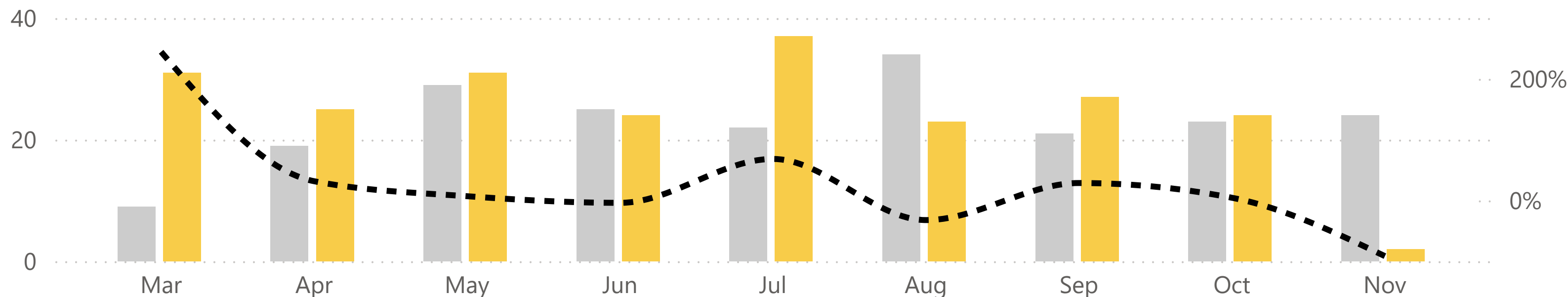
189K / 168K



## Customers Count by Month

Last 9 Month

Year ● 2023 ● 2024 ● Customers\_Growth





Value 2024

143.82K

Last 9 Month

Value 2023

140.2...

Last 9 Month

2.58%

Growth

Marketing

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**626.04K**  
Clicks

**62.87K**  
Conversions

**6.19M**  
Impressions

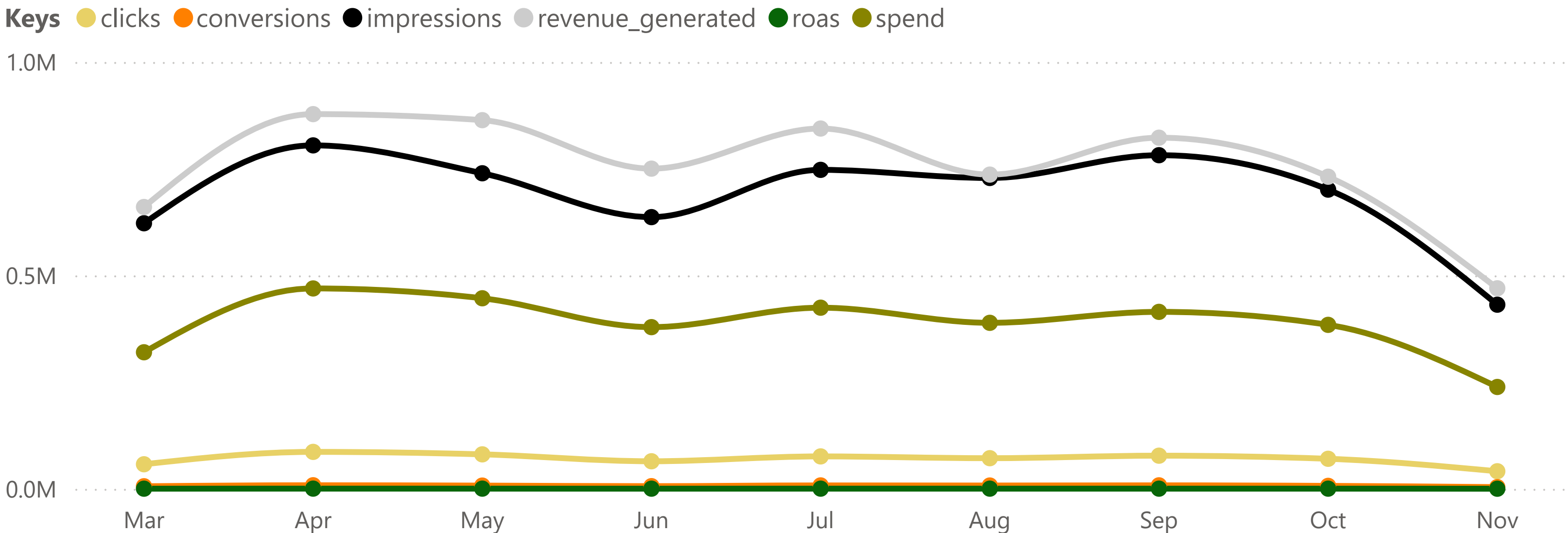
**6.76M**  
Revenue

**3.13K**  
Roas

**3.46M**  
Spend

- clicks
- conversions
- impressions
- revenue\_generated
- roas
- spend

Marketing Value by Month and Keys



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-12.81%  
Growth

Value 2024

153.77K

Last 9 Month



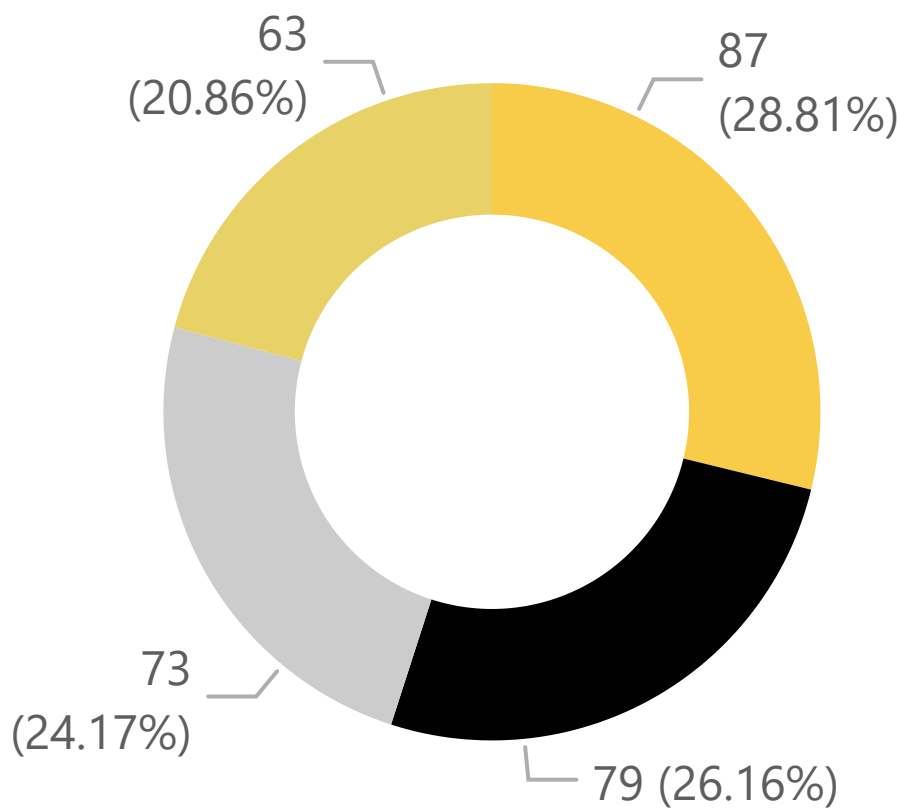
Value 2023

176.37K

Last 9 Month



Period\_Feedbacks by feedback\_category



feedback\_categ...

- Delivery
- Customer Ser...
- Product Qual...
- App Experien...

Feedbacks

Home

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Sales  
Overview

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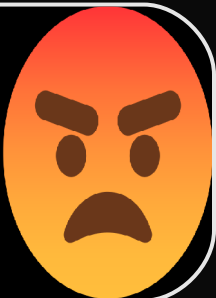
Feedbacks

Inventory



Customer Name	Category	Customer Segment	Feedback Segment	Feedback Category	Feedback Text
Aadi Gole	Cold Drinks & Juices	Premium	Neutral	Customer Service	Nothing to complain a
Aarav Gour	Cold Drinks & Juices	Inactive	Positive	Delivery	Very happy with the se
Aarav Mukherjee	Cold Drinks & Juices	Regular	Negative	Product Quality	I had a bad experience
Aarini Muni	Cold Drinks & Juices	Premium	Positive	Delivery	Very happy with the se
Aarini Singhal	Cold Drinks & Juices	Premium	Negative	Customer Service	Delivery was late and I
Aarna Naik	Cold Drinks & Juices	Regular	Negative	Delivery	Items were missing fro
Aashi Narula	Cold Drinks & Juices	Premium	Positive	Product Quality	Items were in perfect c
Aayush Sengupta	Cold Drinks & Juices	Premium	Negative	Delivery	Not worth the price I p
Aayush Sengupta	Cold Drinks & Juices	Premium	Neutral	App Experience	The product met my ex
Abhiram Sahni	Cold Drinks & Juices	Inactive	Neutral	Customer Service	Delivery was fine, but t
Abhiram Sahni	Cold Drinks & Juices	Inactive	Positive	Customer Service	Highly recommended!

39  
Rating 1



32  
Rating 2



82  
Rating 3



95  
Rating 4



54  
Rating 5



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Quantity 2024    Quantity 2023

370.00

Last 9 Month



452.00

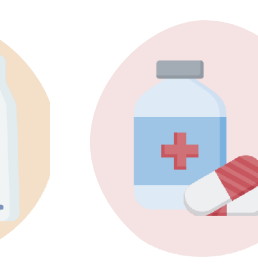
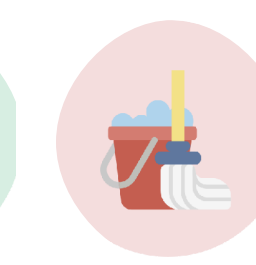
Last 9 Month



-18.14%  
Growth

## Inventory

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2.5M  
Total Stock



2.3M  
Available Stock



9615%  
Stock Movements%

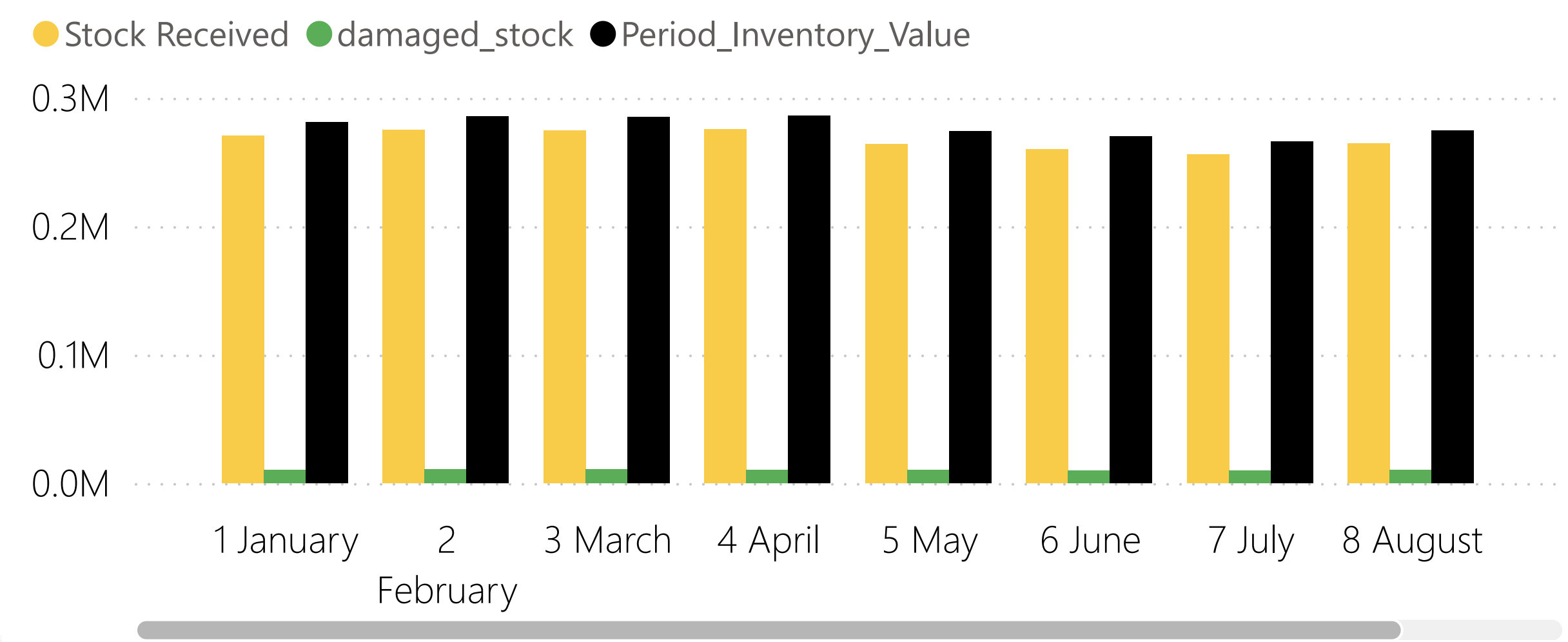


2.4M  
Stock Received

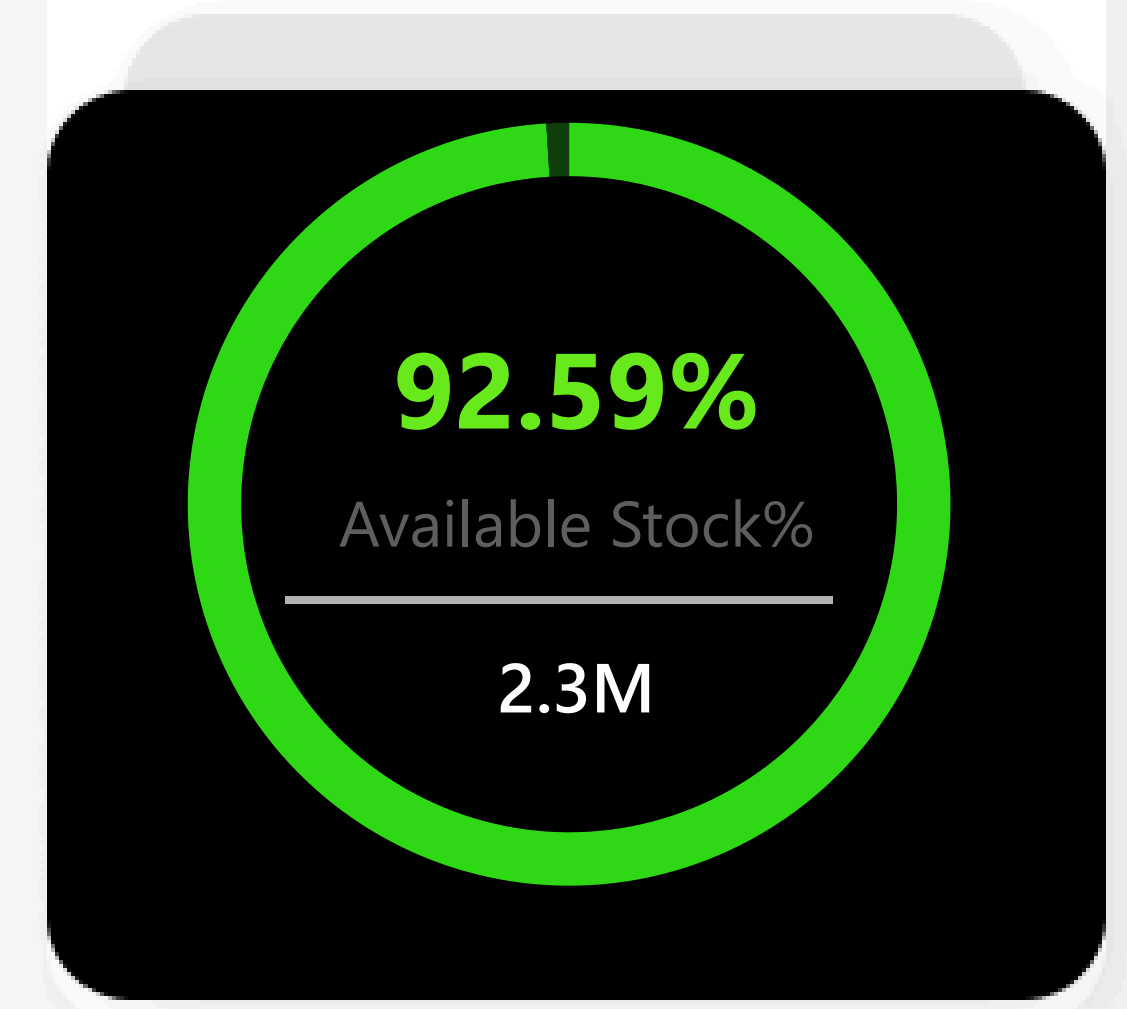


92.1K  
Damaged Stock

## Stock Information



## Stock Available



## Damaged Stock

