

# blinkit dashboard

India's Last Minute App

Sales

Customers



Marketing

Feedback



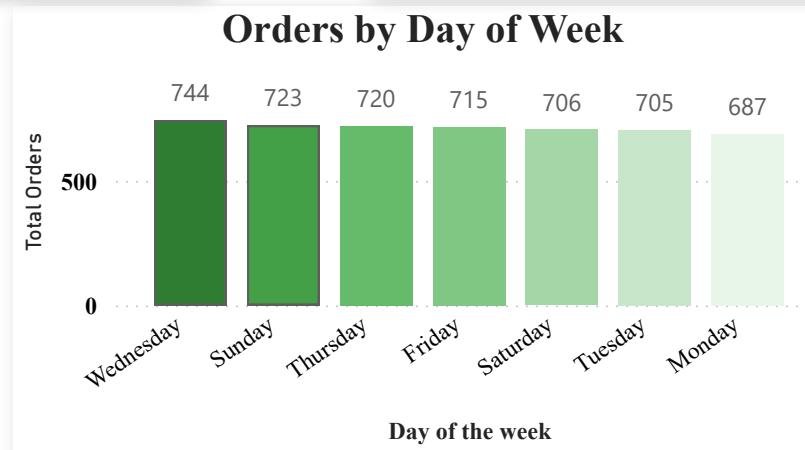
# Sales Analytics

**11 M**  
Revenue

**5000**  
Orders

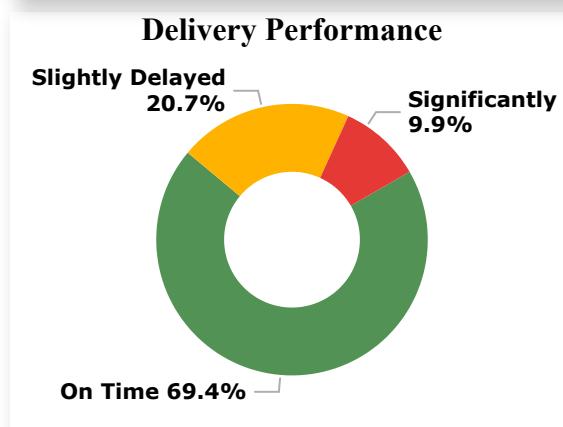
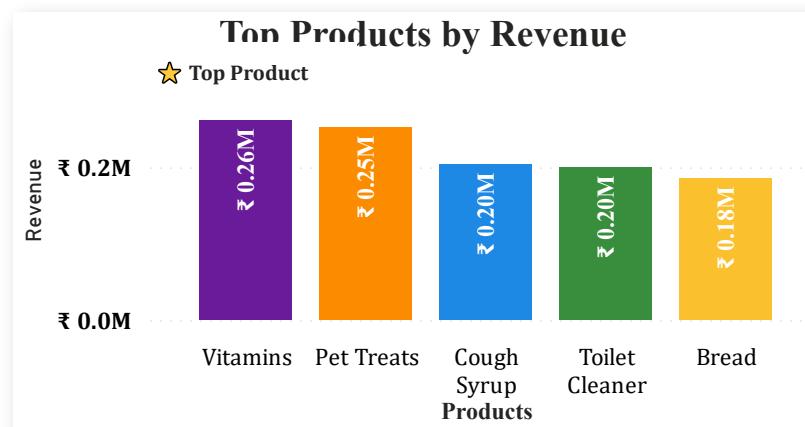
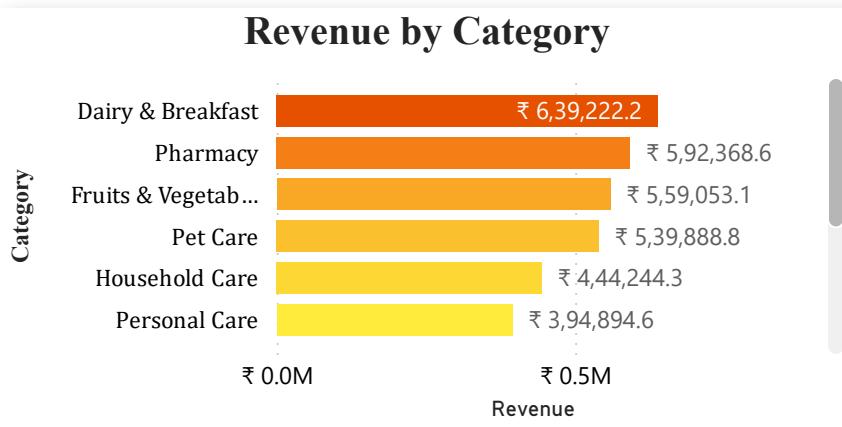
**2172**  
Customers

**₹ 2,202**  
Avg Order Value



### Key Insights

- Sales** → Peaked in May (₹1.2M).
- Dairy & Breakfast** → ₹639K (5.8% of revenue).
- Ordering** → Wednesdays & Sundays mostly preferred .
- 69.4%** orders delivered **on time**.





# Customer Analytics



## 2172

Customers



## 10

Avg Order per Customer



## ₹ 1,102

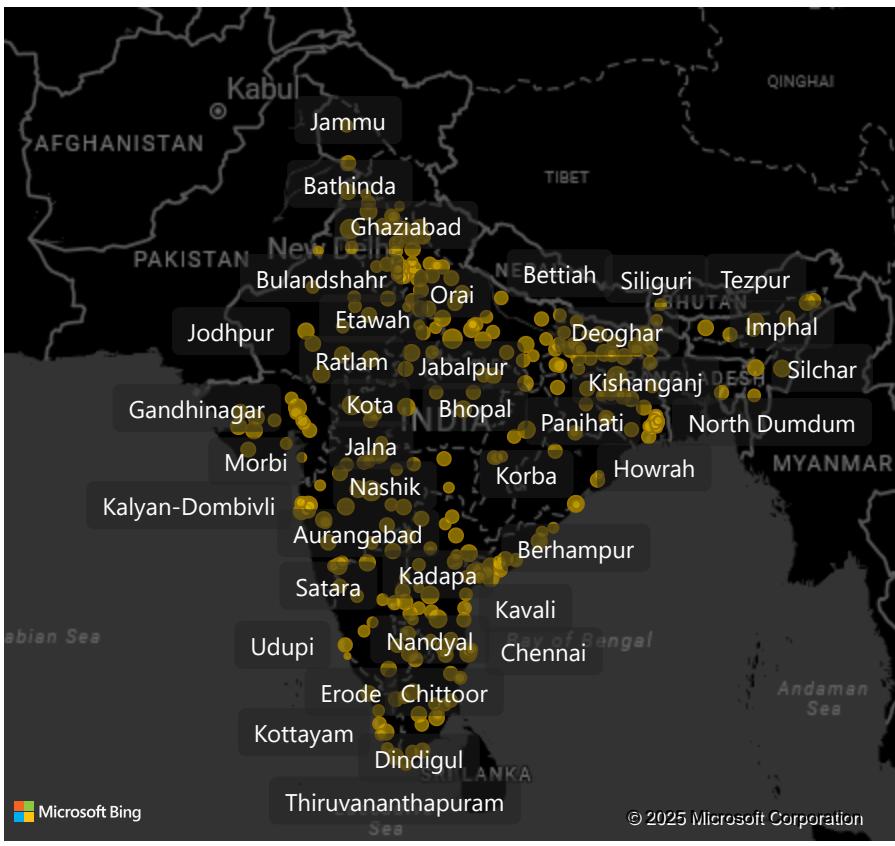
Avg Order Value



## ₹11,611

Customer Lifetime Value

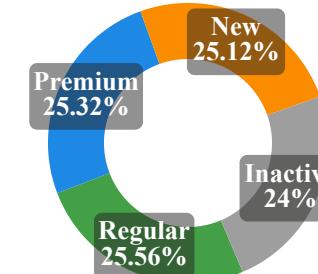
### Customer Distribution by City



### Customer Growth Trend



### Customer Segmentation



### Key Insights

↗ **Growth** → Customer base grew steadily, peaking at **225** in **October**.

🎯 **Segments** → Distribution is evenly split, with **Regular (25.56%)**, **Premium (25.32%)** and **New (25.12%) customers**, showing balanced engagement.

🌐 **Geography** → Strong presence in **Smaller cities** (Jalna, Bathinda, Deoghar, Orai) each contributing ~**17-18** customers.



# Marketing Analytics

00 29 M  
Impressions

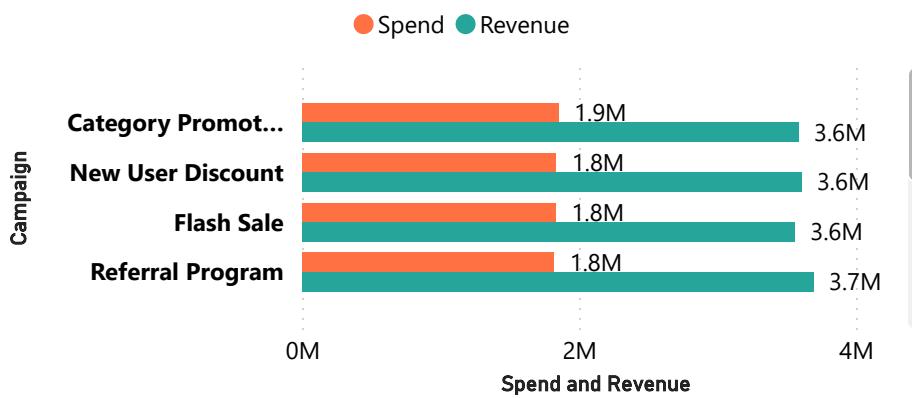
3 M  
Clicks

298 K  
Conversions

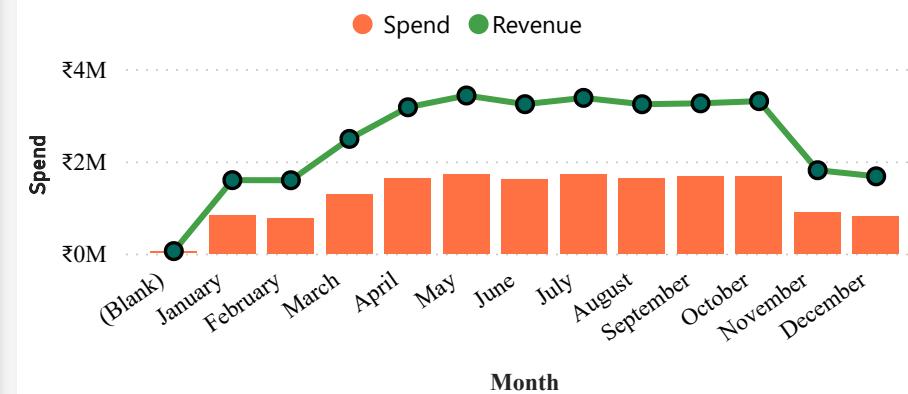
16.3 M  
Total Spend

32.2 M  
Marketing Revenue

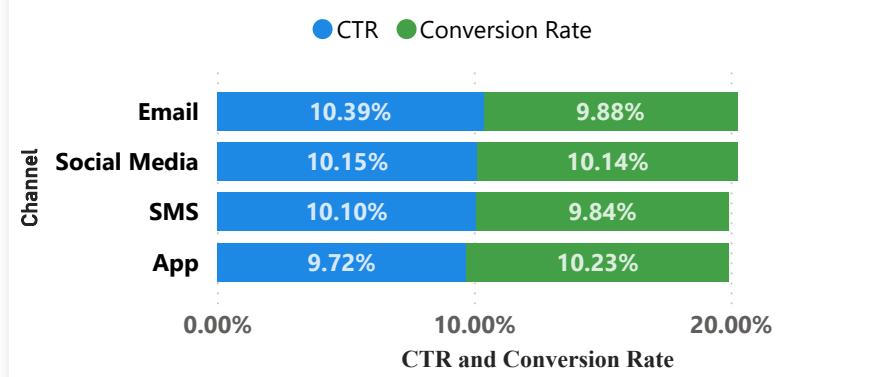
## Campaigns ROI Comparision



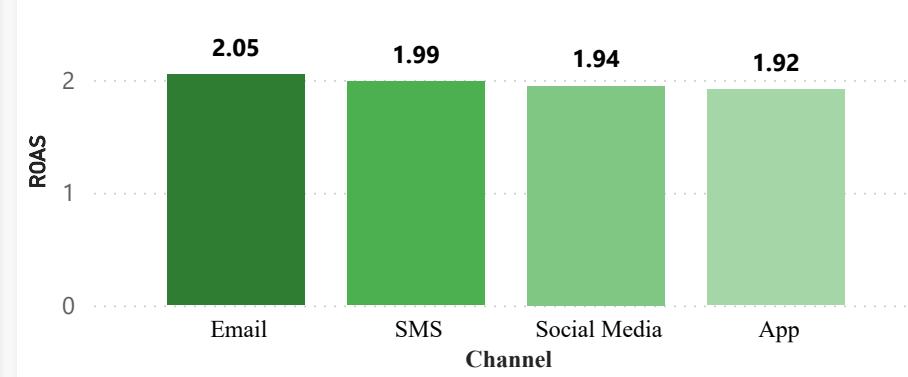
## Marketing Spend vs Revenue Trend



## Channel Performance: CTR vs Conversions



## ROAS by Channel



## Key Insights

✉️ **Email** → Achieved **highest CTR (10.39%)** and **best ROAS (2.05)** among all channels.

📱 **Social Media** → Delivered the **highest conversion rate (10.14%)**.

🎯 **Referral Campaign** → Achieved the **best spend-to-revenue efficiency**.

📈 **Trend** → After June, **Revenue consistently outpaced Spend**, improving ROI.

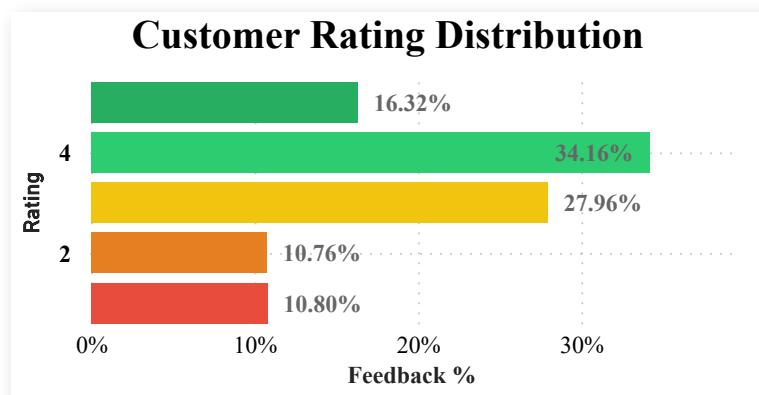
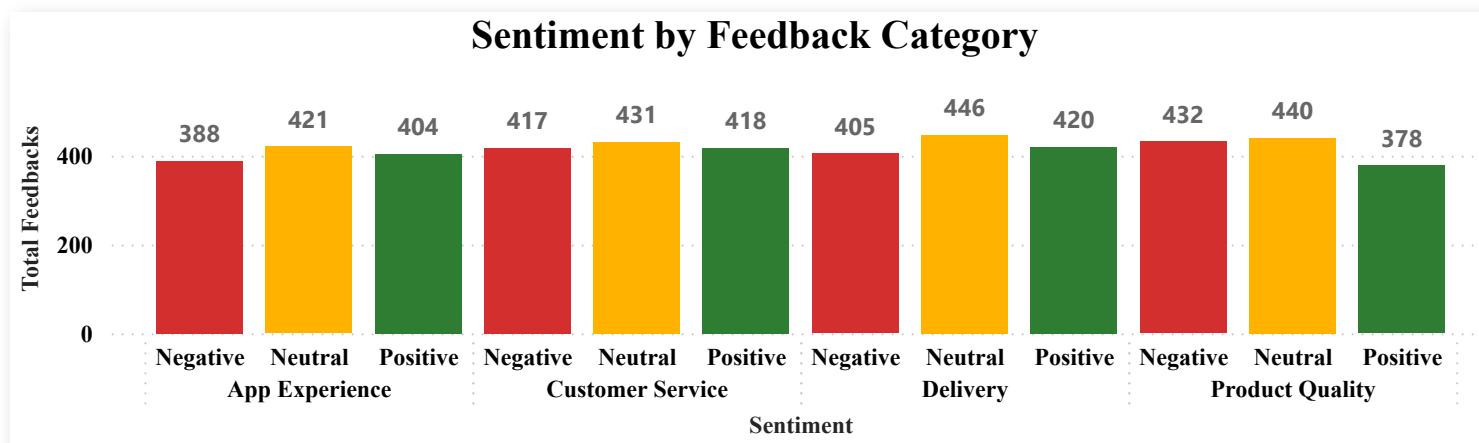


# Customer Feedback Analytics

⭐ 3  
Avg Rating

😊 50%  
Positive Feedback

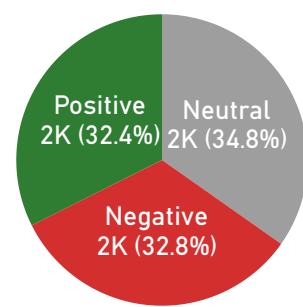
💬 5000  
Total Feedbacks



## Key Insights

- ⭐ Rating → Average rating is **3.0**, with **4-star** reviews leading (34%).
- 😊 Sentiment → **Neutral** feedback dominates (34.8%), showing lukewarm satisfaction.
- 💬 Categories → **Delivery & Product Quality** drive most mentions, with mixed sentiment.
- 📈 Engagement → Feedback volumes are rising, indicating growing customer engagement.

## Overall Sentiment Distribution





# Blinkit – Key Business Insights

💰 **Sales** → Total revenue reached ₹11M, with the highest performance in **May (₹1.2M)**. **Dairy & Breakfast** led category contributions (₹639K, 5.8%). ⭐ **Vitamins** topped individual products (₹0.26M).

👤 **Customers** → Customer base grew steadily, peaking at **225 in October**. Segments are evenly split (**Regular 25.6%**, **Premium 25.3%**, **New 25.1%**).

## 📣 **Marketing** →

- ✉️ Email achieved the **highest CTR (10.39%)** and **best ROAS (2.05)**.
- 📱 Social Media delivered the **highest conversion rate (10.14%)**.
- 🎯 Referral campaigns proved most **cost-efficient**.
- 📈 **Marketing efficiency improved post-June**, with Revenue consistently outpacing Spend.

⭐ **Feedback** → Average customer rating is **3.0**.

- **34.8%** of feedback is **Neutral** (highest share).
- 4-star ratings dominate with **1,708 reviews** out of 5,000.

