



Make your business decision

blinkit

Home

Overview

Sale Overview

Customer

Feedback

Inventory

Marketing

blinkit

India's Last Minute App

>>>

-2.62%

Growth

Quantity 2024

61.92K

Last 6 Month

Quantity 2023

63.59K

Last 6 Month

Inventory

Detail

71.53%

Available Stock%

16.69%

Damaged Stock%

Stock Information

● Stock_Recei... ● Period_Value ● damaged_st... ● Available_...

0.5M

0.0M

(Blank) Mar Jan May Apr Feb

Sale Overview

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Marketing

Detail

1.05M

Clicks

330.84K

Conversion

4.23M

Impression

1.83M

Revenue

Sales Overview

Detail

2024, 2023 and Growth by Month

Last 6 Month

● 2024 ● 2023 ● Growth

20K

10K

0K

Jan May Mar Apr Feb

Customer

Detail

● 2024 ● 2023

Customer Count

6082 / 6105

● 2024 ● 2023

Customer Sale

62K / 64K

Feedbacks

Detail

Aachal Ahluwalia

★★★★★

Aachal Amble

★★★★★

Aachal Badami

★★★★★

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-2.62%
Growth

Quantity 2024

61.92K

Last 6 Month

Quantity 2023

63.59K

Last 6 Month

Top 5 Products Quantity
Last 6 Month

Default

Top 5

Top 10

Top 20

Top 50

Top 100

blanditii...

ipsum i...

corporis...

maiores...

ea sequi

0K

2K

Sale Overview

Home

Overview

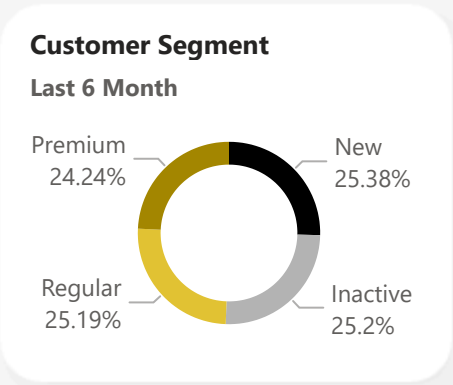
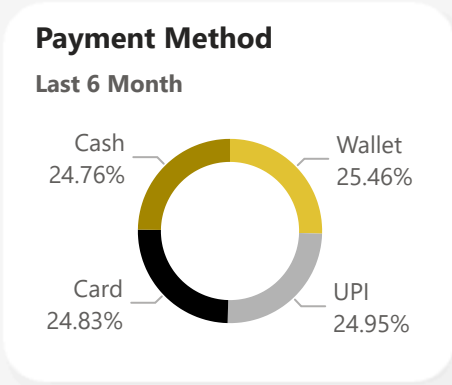
Sale Overview

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Default

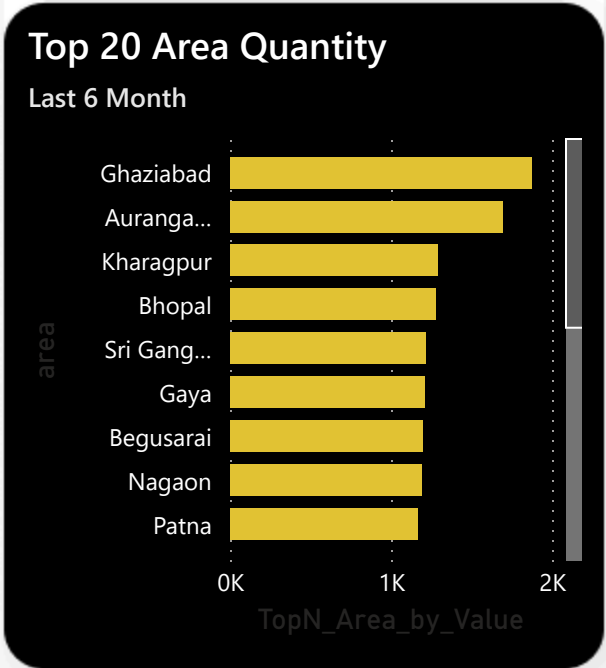
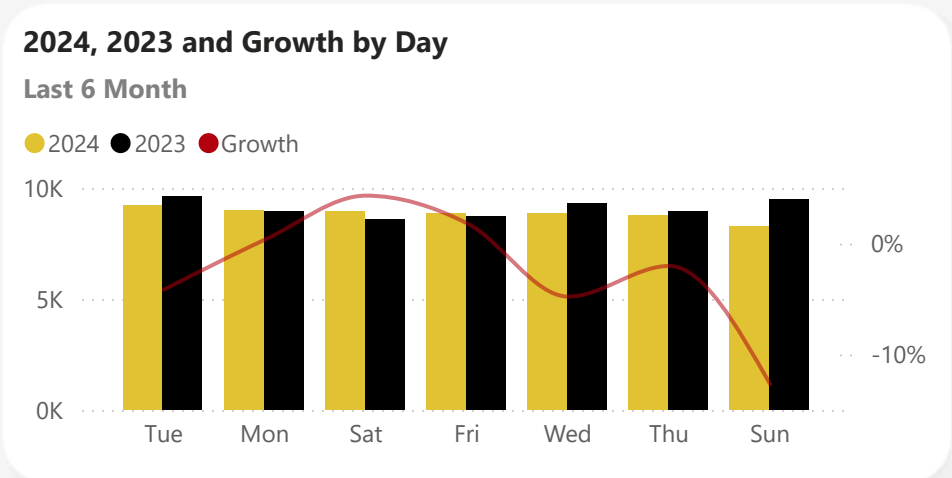
Top 5

Top 10

Top 20

Top 50

Top 100



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-6.98%
Growth



Quantity 2024

3.85K

Last 6 Month

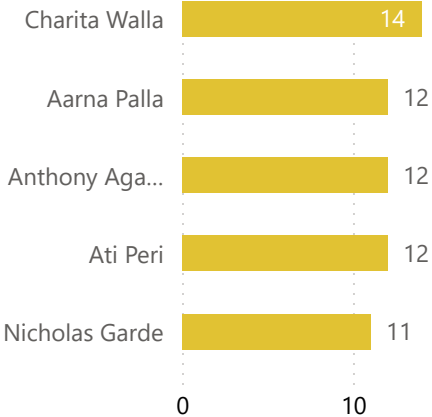


Quantity 2023

4.14K

Last 6 Month

Top 5 Customer Quantity
Last 6 Month



Default

Top 5

Top 10

Top 20

Top 50

Top 100

Sale Overview

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Total Customer

● 2024 ● 2023
Customer Count 1663 / 1724



● 2024 ● 2023
Customer Sale 4K / 4K



New & Lost Customer

● New ● Lost
Count 1550 / 1611



● New ● Lost
Sale 4K / 4K



Repeat Customer

● R_C_CY ● R_C_PY
Count 64 / 78



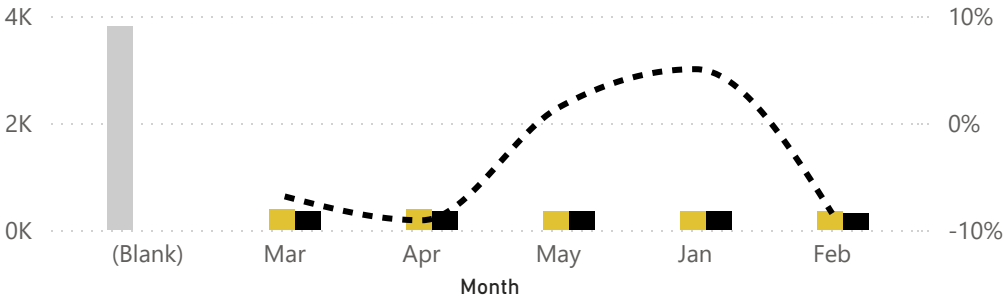
● R_C_S_CY ● PY
Sale 280 / 353



Customer By Count

Last 6 Month

Year ● (Blank) ● 2023 ● 2024 ● Customers_Growth



96

Customer Who Order More
Then 3 times

Order Slicer

0 3



blinkit



-2.62%
Growth

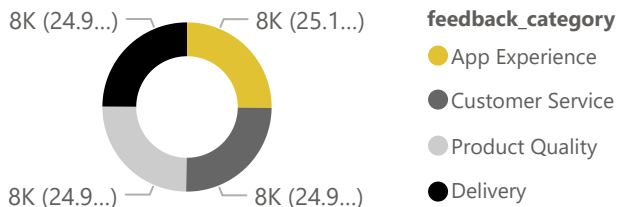


Quantity 2024
61.92K
Last 6 Month

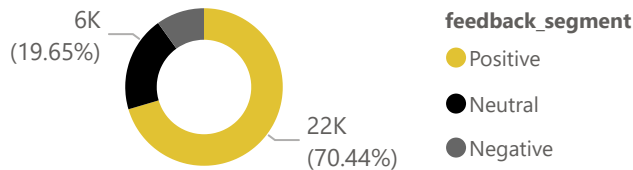


Quantity...
63.59K
Last 6 Month

Period_Feedbacks by feedback_category



Period_Feedbacks by feedback_segment



Sale Overview

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customer_name	category	customer_segment	star	Rating_Label	feedback_category	feedback_segment
Aachal Bedi	Baby Care	Inactive	★ ★ ★	Rating 3	Customer Service	Negative
Aachal Bedi	Grocery & Staples	Inactive	★ ★ ★	Rating 3	Customer Service	Negative
Aachal Bedi	Household Care	Inactive	★ ★ ★	Rating 3	Customer Service	Negative
Aachal Bedi	Personal Care	Inactive	★ ★ ★	Rating 3	Customer Service	Negative
Aachal Bedi	Snacks & Munchies	Inactive	★ ★ ★	Rating 3	Customer Service	Negative
Aachal Chaudhuri	Cold Drinks & Juices	Regular	★ ★	Rating 2	App Experience	Negative
Aachal Chaudhuri	Dairy & Breakfast	Regular	★ ★	Rating 2	App Experience	Negative
Aachal Chaudhuri	Fruits & Vegetables	Regular	★ ★	Rating 2	App Experience	Negative
Aachal Dugar	Baby Care	Regular	★ ★ ★	Rating 3	Delivery	Negative
Aachal Dugar	Fruits & Vegetables	Regular	★ ★ ★	Rating 3	Delivery	Negative
Aachal Dugar	Grocery & Staples	Regular	★ ★ ★	Rating 3	Delivery	Negative
Aachal Dugar	Household Care	Regular	★ ★ ★	Rating 3	Delivery	Negative
Aachal Dugar	Instant & Frozen Food	Regular	★ ★ ★	Rating 3	Delivery	Negative

Total

1030

Rating 1



974

Rating 2



4004

Rating 3



13920

Rating 4



10617

Rating 5



Stock_Type

Total

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-1.06%
Growth

Quantity 2024

5.05K

Last 6 Month

Quantity 2023

5.10K

Last 6 Month

Sale Overview

HomeOverviewSale OverviewCustomerFeedbackInventoryMarketing

965.3K

Total_Received_Stock

943.1K

Available_Stock

2.3%

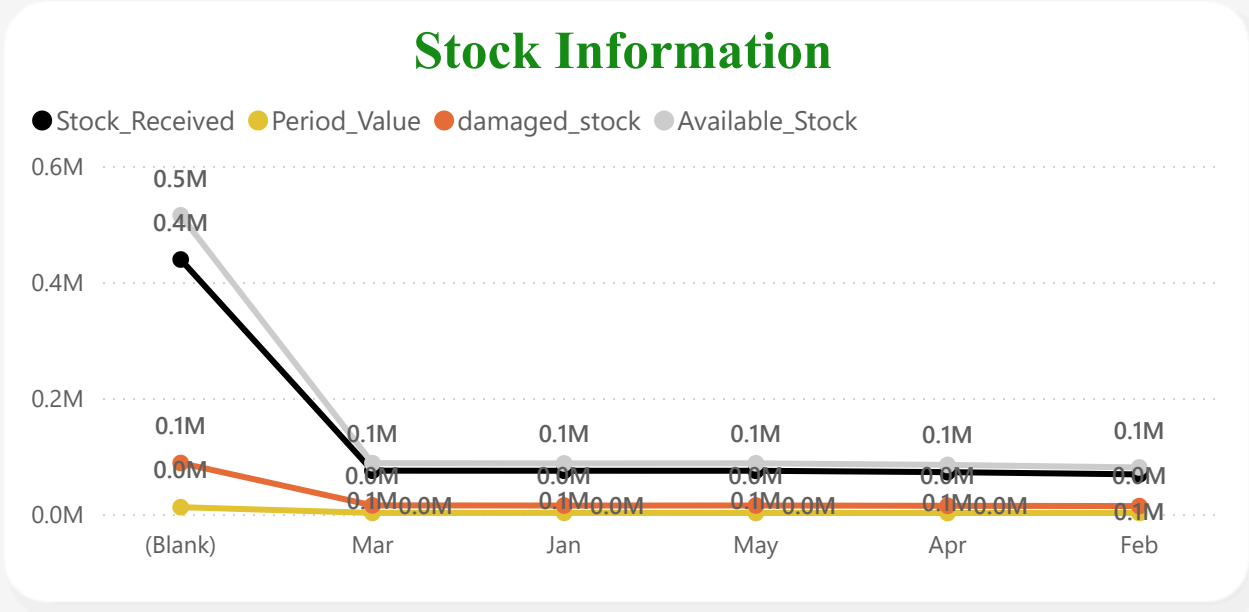
Stock_Sale_OUT%

804.1K

Stock_Received

161.1K

Damaged_Stock



STOCK AVAILABLE

97.71%

Available_Stock%

943.1K

STOCK DAMAGED

16.69%

Damaged_Stock%

161.1K

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-2.62%
Growth

Quantity 2024



61.92K

Last 6 Month

Quantity 2023



63.59K

Last 6 Month

clicks

conversions

impressions

revenue_generated

roas

spend

Sale Overview

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1.05M

Clicks



330.84K

Conversion



4.23M

Impression



1.83M

Revenue



16.42K

Roas



451.13K

Spend

Marketing Value by Month and Keys

Keys ● clicks ● conversions ● impressions ● revenue_generated ● roas ● spend

