



Orders



Marketing



Customer  
Dashboard



*Click the buttons to navigate through the report*

Order Dashboard

Marketing  
Dashboard

Customer  
Feedback

# Blinkit Order Dashboard



Home



Marketing



Customer Feedback



Hide Filter



Total Orders

5K

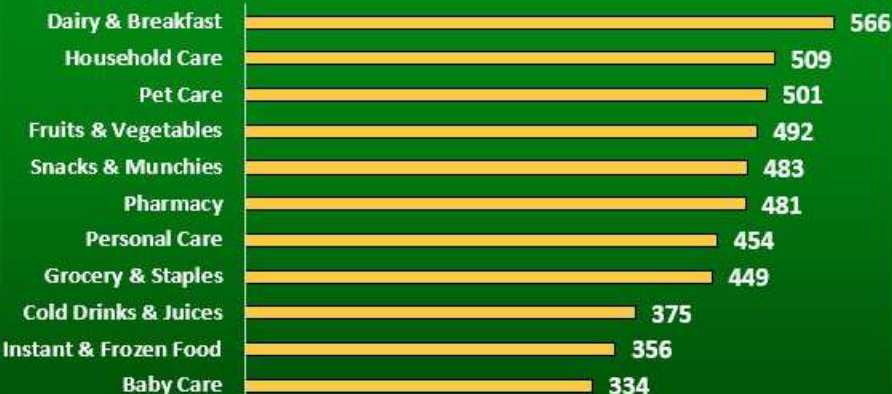
Total Unit Price

2466K

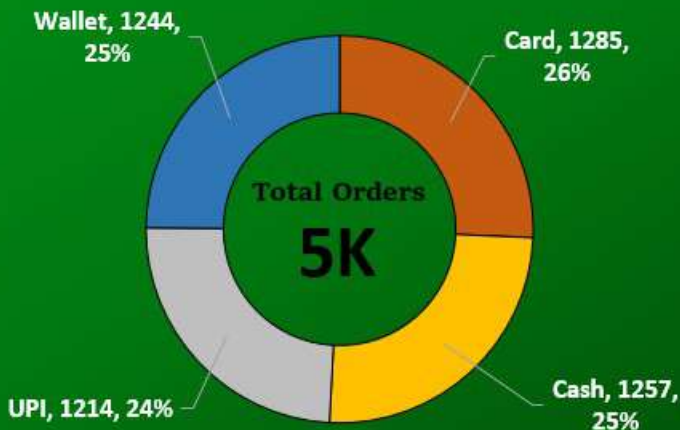
Total Products

268

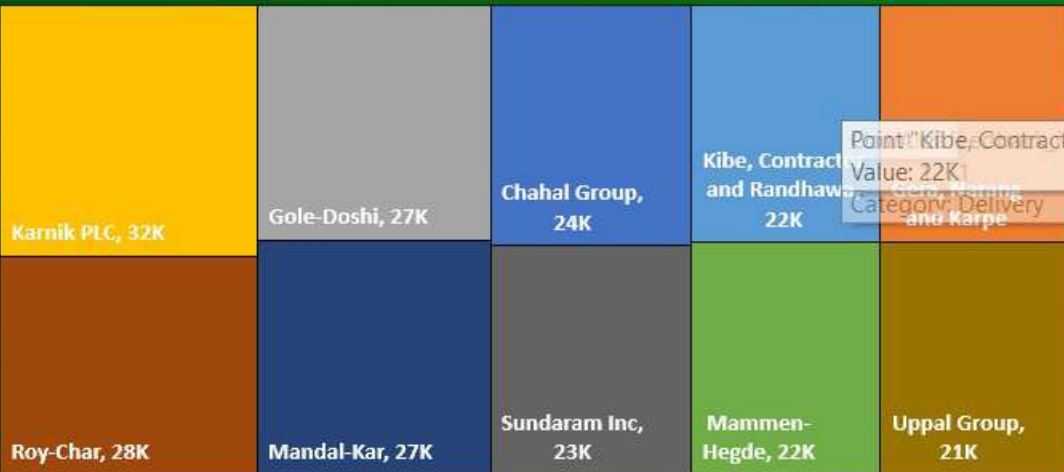
Number of orders vs Category



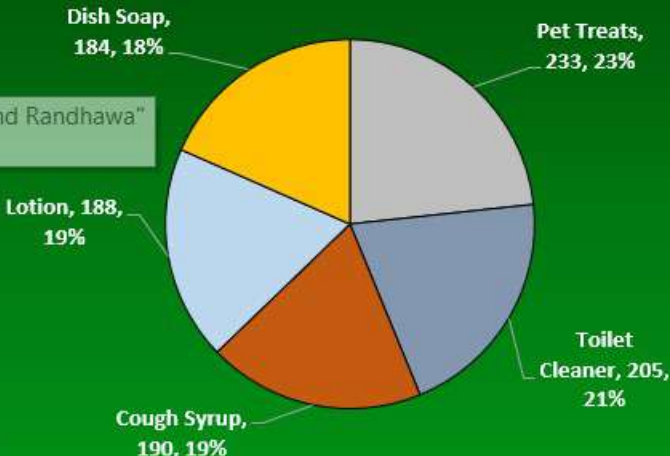
Orders vs Payment Mode



Top 10 Brand on the basis of Unit Price



Number of orders vs Product



Top 10 Category on the basis of Unit Price



Category

Baby Care

Cold Drinks & Juices

Dairy & Breakfast

Fruits & Vegetables

Grocery & Staples

Household Care

Instant & Frozen Food

Personal Care

Pet Care

Pharmacy



# Blinkit Marketing Dashboard



Home



Order



Customer  
Feedback



Hide Filter



Total Impressions

29.5M

Total Clicks

3M

Total Conversions

298K

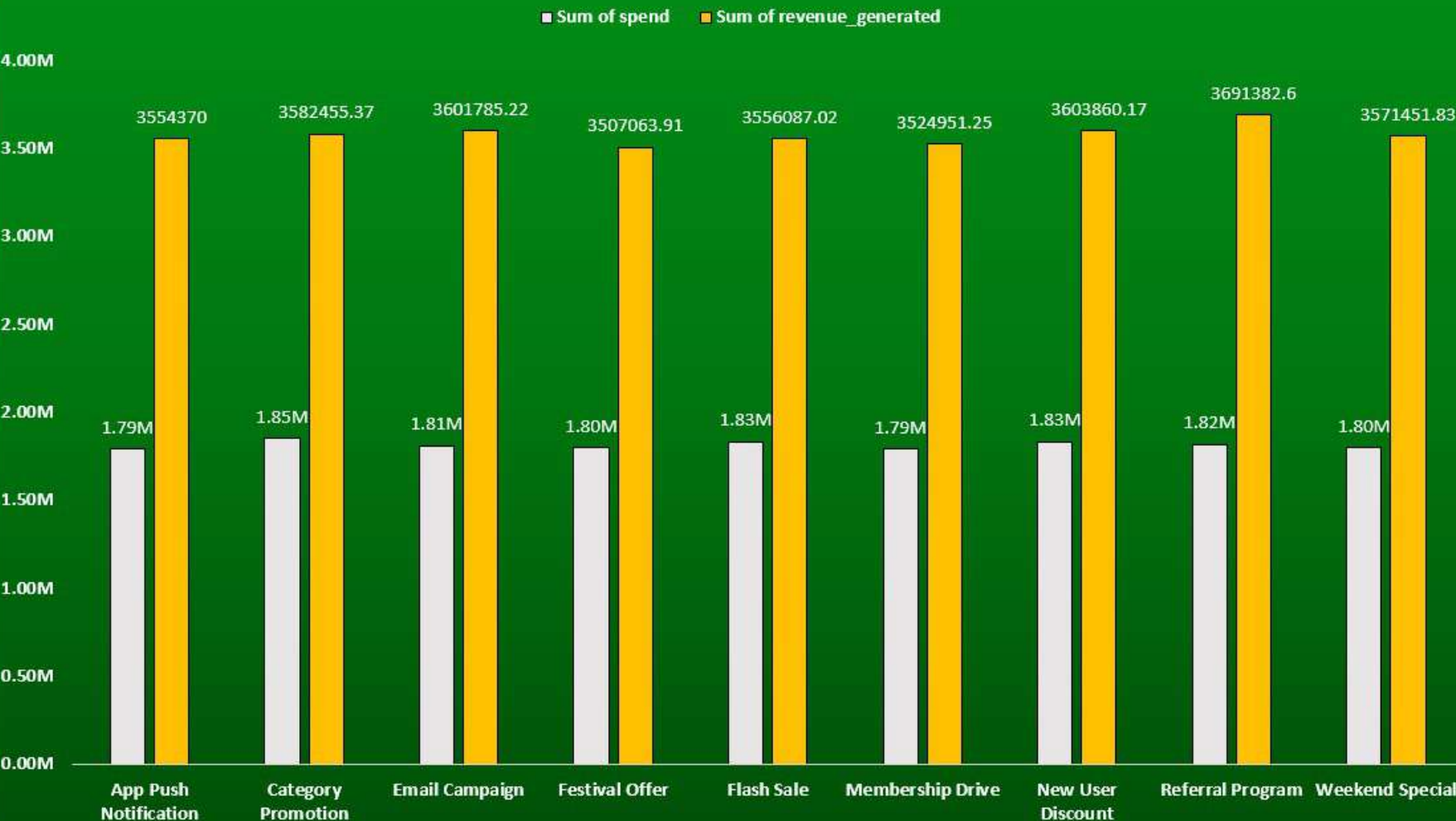
Return on AD Spend

14.80K

No of Campaings

5400

## Spend and Revenue Generated by Campaigns



Campaign Channel

App

Email

SMS

Social Media

Campaign Name

App Push Notification

Category Promotion

Email Campaign

Festival Offer

Flash Sale

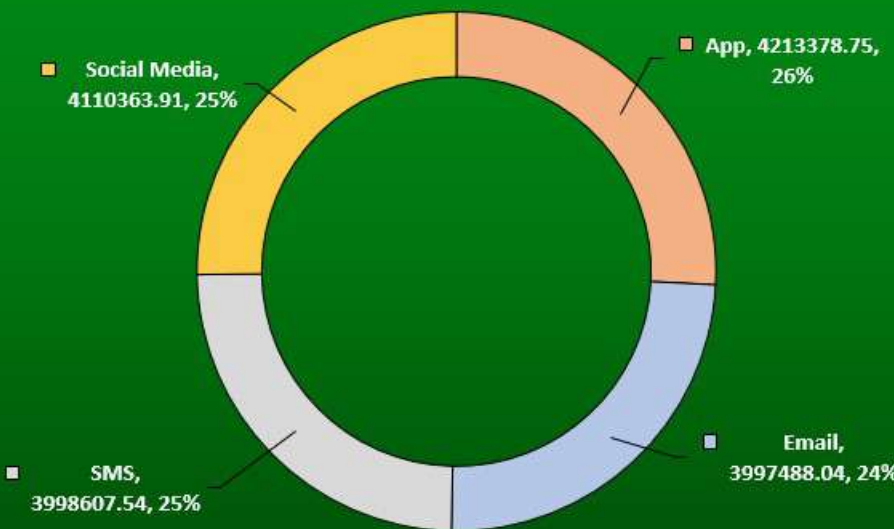
Membership Drive

New User Discount

Referral Program

Weekend Special

## Spend on Particular Channel





# Blinkit Customer Feedback Dashboard



Home



Order



Marketing



Hide Filter



Total Orders

5K

Total Unit Price

2466K

Total Products

268

Rating Sentiments

Neutral

1738

Negative

1642

Positive

1620

Ratings by Customers



rating

1

2

3

4

5

Sl.no	Feedback text	No. of feedbacks
1	Average experience, could improve.	343
2	Customer service was not helpful.	141
3	Customer service was very helpful.	160
4	Delivery was fine, but the product could be better.	310
5	Delivery was late and I was unhappy.	182
6	Excellent quality, will buy again!	165
7	Good selection of products.	170
8	Great prices and fast delivery!	163
9	Highly recommended!	176
10	I had a bad experience.	169
11	It was okay, nothing special.	333
12	Items were in perfect condition.	144
13	Items were missing from my order.	158
14	Not worth the price I paid.	175
15	Nothing to complain about, but nothing exceptional.	366
16	Overall good experience, thank you!	163
17	Product was damaged during delivery.	178
18	Taste was not as expected.	163
19	The order was incorrect.	166
20	The packaging was poor.	146
21	The product met my expectations.	386
22	Very disappointed with the quality.	164
23	Very fresh and well-packaged.	145
24	Very happy with the service!	156
25	Will definitely order again.	178

feedback\_date

All Periods

QUARTERS

2023

2024

Q1

Q2

Q3

Q4

Q1

Q2

Q3

Q4

Category

Baby Care

Cold Drinks & Juices

Dairy & Breakfast

Fruits & Vegetables

Grocery & Staples

Household Care

Instant & Frozen Food

Personal Care

Pet Care

Pharmacy

Snacks & Munchies

Feedback Category vs No of Feedback

