

An interactive Power BI dashboard for BlinkIT analyzing key business metrics and customer purchasing patterns to identify top products, high-value customers, and regional sales trends, enabling data-driven decisions, inventory optimization, targeted marketing, and real-time monitoring of KPIs and overall business performance.

The BlinkIT Sales and Outlet Dataset, containing detailed records of product sales, outlet features, and customer ratings, was cleaned and preprocessed to ensure consistency, serving as the foundation for computing KPIs like Total Sales, Average Sales, Item Count, and Average Rating, and enabling dynamic Power BI visualizations across locations and categories.

Data preparation for the BlinkIT Business Dashboard involved using Power BI and DAX to create calculated columns, measures, and relationships—such as Total Sales, Average Rating, and Sales per Outlet—while standardizing categories, formatting data, and building hierarchies across key dimensions to enable dynamic filtering, drill-down analysis, and optimized interactive visualizations.

The dashboard enables identification of top-performing outlets and products, analysis of regional and outlet performance, customer and outlet segmentation, data-driven decision-making in operations and sales planning, and monitoring of ratings and sales trends to enhance product quality and customer satisfaction.

Recommendations include boosting visibility and sales for underperforming outlets through localized marketing, integrating customer feedback for accurate performance tracking, implementing automated alerts for sales or rating drops, prioritizing high-performing outlets for investment, and

continuously refining the dashboard for real-time insights and decision support.

The BlinkIT Business Dashboard, built in Power BI, visualizes key insights on sales, outlet efficiency, and customer trends, enabling data-driven decisions that enhance performance, resource allocation, and profitability, while demonstrating real-time monitoring and growth identification, with future scope for predictive analytics to forecast sales and optimize inventory.