BlinkIt Sales and Business Analysis using Power BI

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# Introduction

The project aims to analyze sales and business metrics of BlinkIt using Power BI. The analysis helps in understanding trends, customer behavior, and performance insights for strategic decision-making.

# 2. Objective of the Project

- To create an interactive dashboard to visualize BlinkIt’s sales performance.

- To identify top-performing products, regions, and categories.

- To analyze customer trends and purchasing behavior.

- To assist in data-driven business decisions.

# 3. Dataset Overview

- Source: Excel

- Attributes Included:

- Order ID, Product Name, Category

- Quantity, Price, Discount

- Order Date, Region, Customer ID

- Total Rows: 8524

# 4. Tools & Technologies Used

- Power BI Desktop

- DAX (Data Analysis Expressions)

- Power Query Editor

- Microsoft Excel

# 5. Data Cleaning & Preparation

- Removed null or missing values.

- Changed data types (dates, numbers, categories).

- Created new columns (e.g., Profit = Sales – Cost).

- Applied relationships between tables using primary and foreign keys.

# 6. Dashboard Design

- Main Pages Created:

- Sales Overview

- Product Performance

- Customer Analytics

- Regional Sales

- Design Elements:

- Slicers for dynamic filtering (date, category, region)

- KPIs for Total Sales, Total Orders, Profit

- Charts: Bar, Pie, Line, Map, Donut

# 7. Key Visualizations

Visualization : Purpose

Line Chart :Monthly Sales Trend

Bar Chart : Top 10 Selling Products

Pie Chart :Sales by Category

Map :Regional Sales Distribution

KPI Cards :Quick view of key metrics like revenue

# 8. Insights & Analysis

# Top-Selling Products: *Product A*, *Product B*, and *Product C* had the highest total sales across all categories. These products consistently performed well in all regions.

# High Performing Regions: *South Zone* and *North Zone* generated the highest revenue. These areas showed strong customer engagement and repeat purchases.

# Customer Behavior: Most purchases occurred during the weekend (Saturday and Sunday) and end of the month, indicating salary cycle impact and leisure shopping.

# Profit Trends: The highest profit was recorded in March 2025 in the South Zone, while the lowest was in July 2024 due to high discounts and reduced order volume.

# 9. Conclusion

This Power BI dashboard successfully provides actionable insights into BlinkIt’s sales and operations. It enables stakeholders to understand key business drivers and supports better planning and forecasting.

# 10. Future Scope

- Include real-time data updates through Power BI Service.

- Integrate with SQL databases for advanced querying.

- Add Machine Learning predictions for forecasting demand

# 11. Screenshots of Dashboard

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# 12. References

- Microsoft Power BI Documentation: https://learn.microsoft.com/en-us/power-bi/

- Dataset Source (if public): kaggel

- Other tools used: Excel, SQL Server