

BlinkIT Sales & Performance Dashboard

Project Overview

This project is an **interactive Power BI dashboard** designed to analyze **BlinkIT's sales performance, customer behavior, and operational efficiency**. The dashboard helps stakeholders quickly identify trends, track KPIs, and make data-driven business decisions.

Tools & Methods Used

Tools

- **Power BI Desktop** – Data visualization & dashboard creation
- **Power Query** – Data extraction, transformation & loading (ETL)
- **DAX (Data Analysis Expressions)** – Calculated measures & KPIs
- **Microsoft Excel / CSV** – Raw data source

Methods

1. **Data Cleaning & Transformation**
 - Removed null values & duplicates
 - Standardized date/time formats
 - Created calculated columns for better categorization (e.g., product categories, sales segments)
2. **Data Modeling**
 - Established relationships between fact (sales) and dimension tables (products, customers, locations)
 - Created a **star schema** for optimized performance
3. **DAX Measures** (examples)
 - Total Sales
 - Average Order Value (AOV)
 - Total Quantity Sold
 - Profit Margin %
 - Year-over-Year Growth
4. **Visualization Techniques**
 - KPI Cards for at-a-glance metrics
 - Line charts for sales trends over time
 - Bar/Column charts for top-selling products & categories
 - Donut/Pie charts for category contribution analysis

- Slicers & filters for interactive drilldowns
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Key Insights & Interpretation

1. Sales Trends

- Peak sales occur during weekends, indicating stronger demand for weekend promotions.
- Seasonal spikes suggest opportunities for targeted campaigns during festivals.

2. Category Performance

- **Beverages** and **Dairy Products** are top contributors to revenue.
- Some categories show low sales but high profit margins, indicating a niche opportunity.

3. Customer Insights

- Repeat customers generate a significant share of revenue, underlining the importance of loyalty programs.
- Certain regions show underperformance, possibly due to low market penetration or competition.

4. Operational Performance

- High order fulfillment rates, but delivery time variability in certain locations.
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Business Recommendations

1. Marketing & Sales

- Increase weekend and festival-specific promotions.
- Cross-sell high-margin products with popular items.

2. Customer Retention

- Implement loyalty rewards for repeat buyers.
- Personalized recommendations based on purchase history.

3. Operational Efficiency

- Investigate causes of longer delivery times in certain regions.
- Optimize supply chain for underperforming categories.