**KEY INSIGHTS**

Please find below the key insights inferred from this dashboard:

1. **Overall Sales Performance**

**Total Sales: 69 million units**

**Total Transactions: 324**

**Average Sales per Transaction: 40K**

**Total Customers: 2K**

1. **Sales Distribution by City**

The cities with the highest sales include Delhi, Mumbai, Bangalore, Hyderabad, and Kolkata.

Sales are well distributed across multiple tier-1 and tier-2 cities.

1. **Customer Ratings**

Majority of the ratings fall within the 5-star category (124 ratings), followed by 4-star (71 ratings).

Lower ratings (3-star and below) have significantly fewer reviews, indicating customer satisfaction levels.

1. **Sales Trend Analysis**

Total Quantity Sold per Day: Fluctuates but shows peak sales on certain days, with the highest reaching 79 units in a single day.

Total Sales by Day Name: There is a declining trend in sales as the week progresses.

1. **Sales by Mobile Model**

Top-performing models:

Vivo S1 (6.6M sales)

Vivo V20 (6.4M sales)

iPhone 11 (5.7M sales)

Mi 11 (5.2M sales)

Vivo S1 and V20 lead the sales numbers.

1. **Transactions by Payment Method**

Payments are well-distributed among different methods:

Debit Card (26.73%) is the most preferred payment mode.

UPI (25.74%), Credit Card (23.76%), and Cash (23.76%) are also widely used.

1. **Brand Performance**

Apple: 13.5M sales.

OnePlus: 11.27M sales.

The total combined sales reach 68.97M.

**Key Recommendations** for optimized **Decision Making** -->

* **Leverage High-Selling Models:** Continue marketing Vivo S1 and V20 since they are the top-performing models.
* **City-wise Focus:** Prioritize advertising in top-selling cities like Delhi, Mumbai, and Bangalore.
* **Optimize Payment Offers:** Given that Debit Cards and UPI are the most preferred modes, introducing discounts on these methods can boost sales.
* **Customer Experience Management:** Maintain the focus on 5-star ratings while addressing customer concerns in lower-rated categories.