**Mobile Sales Analysis Project Report**

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## 1. Introduction

The mobile industry is one of the fastest-growing and most competitive sectors in today's global market. With the constant launch of new models, changing customer preferences, and evolving technology, analyzing sales trends has become crucial for making informed business decisions.

This project, **"Mobile Sales Analysis"**, was designed using **Power BI** to gain comprehensive insights into sales performance, customer behavior, and product trends across various regions and time periods. The analysis provides valuable information to help management understand key growth areas, improve marketing strategies, and optimize inventory and pricing decisions.

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## 2. Dashboards Overview

To ensure clarity and depth of analysis, the project consists of **three interactive dashboards**, each focusing on a specific aspect of the sales data.

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### Dashboard 1: Main Dashboard

The **Main Dashboard** provides an overall summary of sales performance and customer engagement across regions and products.

**Key Highlights:**

- **Top Regions:** Delhi recorded the highest sales, followed by Mumbai.

- **KPIs:** Includes *Total Sales, Average Sales, Total Transactions,* and *Total Quantity Sold*.

- **Payment Methods:** Among the available payment options — *UPI, Cash, Credit Card,* and *Debit Card* — all were used in almost similar proportions by customers.

- **Customer Ratings:** Displays an overview of customer satisfaction levels across regions.

- **Top 5 Models:** Lists the most popular mobile models contributing to the highest revenue.

- **Day-wise Sales Trend:** Shows which days recorded the maximum transactions.

- **Month-wise Quantity Trend:** Analyzes monthly variations in quantity sold.

- **Top 5 Brands:** Highlights the most successful mobile brands by total sales.

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### Dashboard 2: Growth Rate Analysis

The **Growth Rate Dashboard** focuses on analyzing the *rate of growth in sales* across multiple time dimensions — **yearly, quarterly, monthly, and daily**.
This dashboard enables management to track performance over time and identify periods of significant growth or decline.

It provides a clear understanding of how sales evolve across different time frames, helping in strategic planning, forecasting, and performance benchmarking.

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### Dashboard 3: Same Period Last Year Comparison

The **Year-over-Year Comparison Dashboard** (YoY) evaluates sales performance for the **same period in the previous year**.
It shows comparisons **by Year, by Quarter, and by Month**, providing a strong foundation for understanding growth patterns and seasonality trends.

This helps management identify whether performance improvements are consistent or influenced by external market factors.

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### 3. Insights Overview

#### Top Brands

- **Apple** emerged as the **No. 1 brand** in overall sales, followed by **Samsung** and other competitors.

- These two brands dominate the premium and mid-range segments.

#### Payment Preferences

- All major payment methods — **UPI, Cash, Credit Card, and Debit Card** — were used **almost equally** by customers.

- This indicates diverse customer preferences and suggests that maintaining multiple payment options is beneficial.

#### Sales by Day

- **Saturday** recorded the highest sales volume, followed by **Monday** and **Friday**.

- This pattern reflects strong weekend shopping behavior, likely due to free time and payday effects.

**Top-Selling Model**

- The **iPhone SE** was identified as the **most sold model nationwide**, highlighting strong brand loyalty and demand in the mid-premium segment.

**Yearly & Monthly Trends**

**2022:**

- **Peak revenue months: March and July**

- **Peak quantity sold months: January, July, and August**

- **Insight: High revenue months indicate premium sales, while high quantity months in January and August suggest strong sales of low-budget mobiles.**

**2023:**

- **Peak revenue months: January, May, and July**

- **Peak quantity sold months: May and July**

- **Insight: May and July show both high revenue and volume, indicating strong overall sales performance in these months.**

**2024:**

- **Peak revenue months: January to July**

- **Peak quantity sold months: January to July**

- **Insight: Consistently high sales in both revenue and quantity suggest a stable market with strong demand across the first half of the year.**

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**4. Conclusion**

- **Delhi** stands out as the **primary market**, contributing the highest share of total sales, followed by **Mumbai**, making these two cities the strongest performing regions.

- Apple leads the market in sales, followed by Samsung.

- Balanced payment method usage indicates a diverse customer base.

- Weekend sales (especially Saturday) dominate weekly trends.