



KPI Requirements:

- **Total Sales** – Measure the total revenue from mobile sales.
- **Total Quantity Sold** – Track the number of mobile units sold.
- **Total Transactions** – Count the number of transactions completed.
- **Average Price per Unit** – Calculate the average selling price per mobile.



Chart Requirements:

- **Geographical Sales Distribution** – Show sales performance across different locations in India.
- **Total Quantity by Month (Line Chart)** – Displays monthly trends in mobile sales volume.
- **Customer Ratings by Rating Status (Bar Chart)** – Represents customer feedback and satisfaction levels.
- **Total Transactions by Payment Method (Pie Chart)** – Analyzes payment preferences (UPI, Debit Card, Credit Card, Cash).
- **Total Sales by Brand (Table)** – Provides a breakdown of sales revenue and transactions by brand (Apple, Samsung, OnePlus, etc.).
- **Total Sales by Mobile Model (Bar Chart)** – Highlights the best-selling mobile models (iPhone SE, OnePlus Nord, etc.).
- **Total Sales by Day Name (Line Chart)** – Identifies daily sales trends to determine peak sales days.



MOBILE SALES DASHBOARD



Mobile Model

All

Payment Method

All

Brand

All

KPIs & Chart...

MTD Report

Same period last...

Actionable...

January

February

March

April

May

June

July

August

September

October

November

December

Total_sales

769.20M



Total_quantity

19K



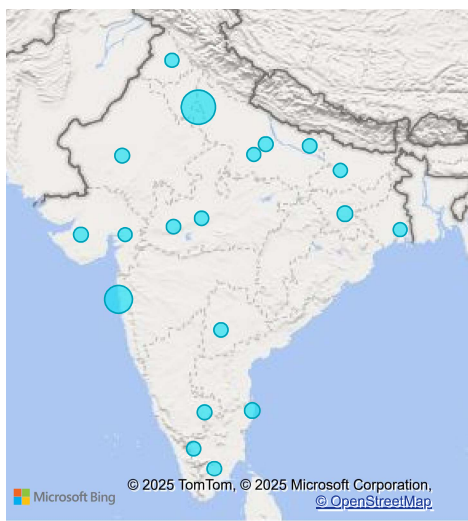
Total_transactions

4K

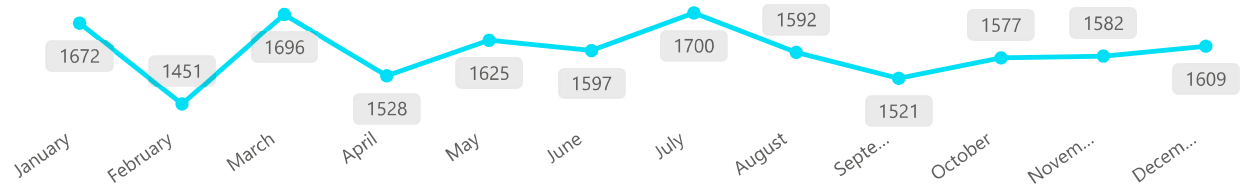


Average_price

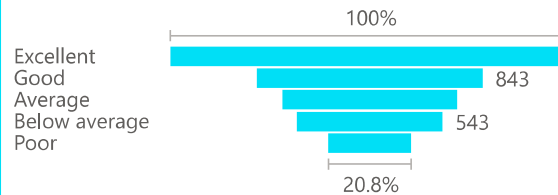
40.11K



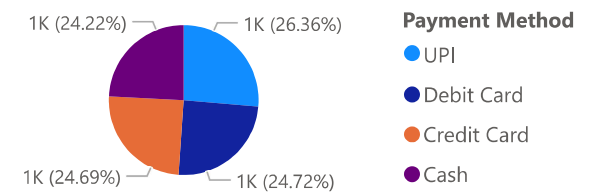
Total_quantity by Month



Customer Ratings by Rating_status

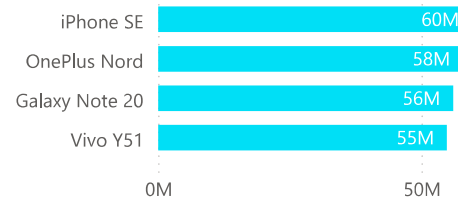


Total_transactions by Payment Method

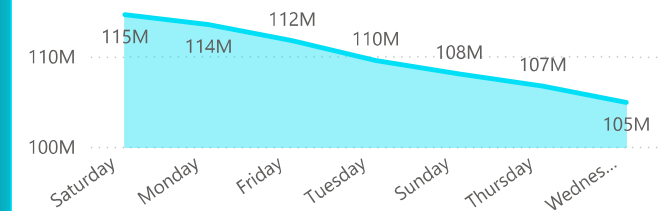


Brand	Total_sales	Total_transactions
Apple	16,16,15,729.97	783
Samsung	16,00,38,054.50	775
OnePlus	15,37,19,438.84	768
Vivo	15,00,78,427.83	766
Xiaomi	14,37,53,336.83	743
Total	76,92,04,987.97	3835

Total_sales by Mobile Model



Total_sales by Day Name





MOBILE SALES DASHBOARD



Mobile Model

All

Payment Method

All

Year

2022

KPIs & Chart...

Dashboard

Same period last.

Actionable...

January

February

March

April

May

June

July

August

September

October

November

December

Total_sales

22.77M



Total_quantity

604



Total_transactions

116

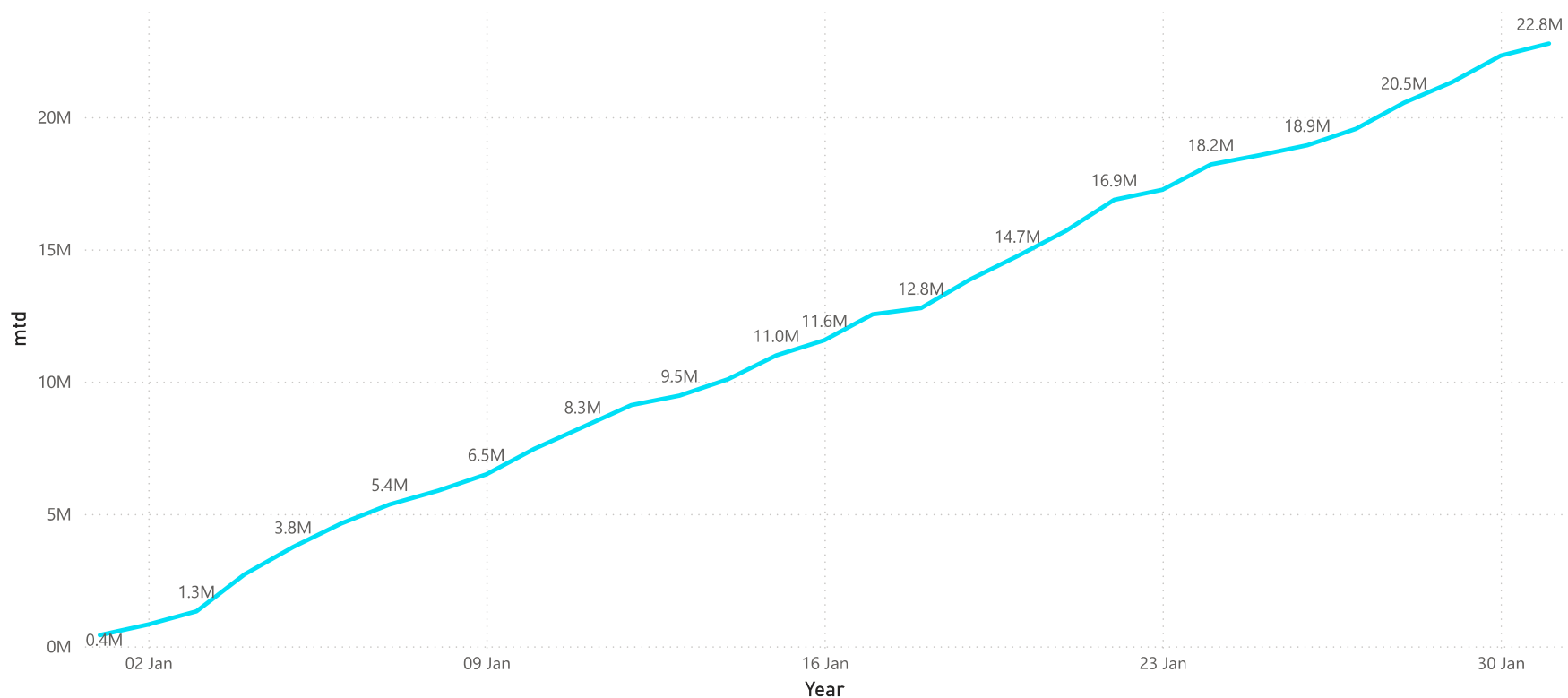


Average_price

37.69K



mtd by Year, Quarter, Month and Day





MOBILE SALES DASHBOARD



Mobile Model

All

Payment Method

All

Year

All

KPIs & Chart...

Dashboard

MTD Report

Actionable...

January

February

March

April

May

June

July

August

September

October

November

December

Total_sales

769.20M



Total_quantity

19K



Total_transactions

4K



Average_price

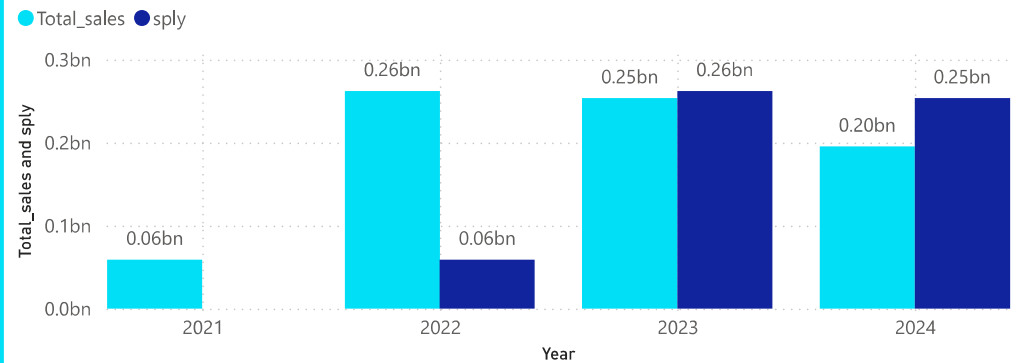
40.11K



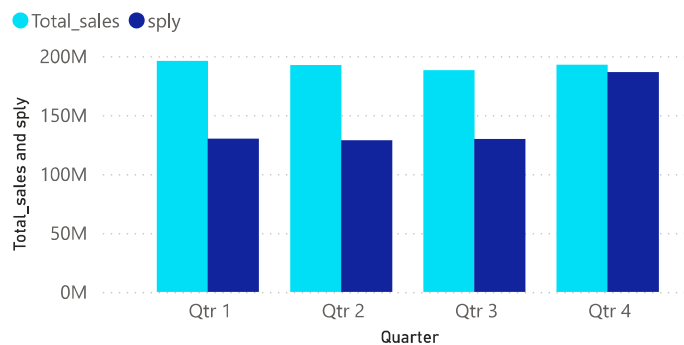
Year	Quarter	Month	Day	Total_sales	sply
2021	Qtr 4	October	9	5,92,659.98	
2021	Qtr 4	October	10	7,54,917.37	
2021	Qtr 4	October	11	6,64,212.40	
2021	Qtr 4	October	12	10,39,543.28	
2021	Qtr 4	October	13	6,27,491.91	
2021	Qtr 4	October	14	6,11,763.13	
2021	Qtr 4	October	15	7,93,683.48	
2021	Qtr 4	October	16	5,37,303.22	
2021	Qtr 4	October	17	3,15,100.37	
2021	Qtr 4	October	18	4,13,442.93	

Total **76,92,04,987.97** **57,41,19,579.67**

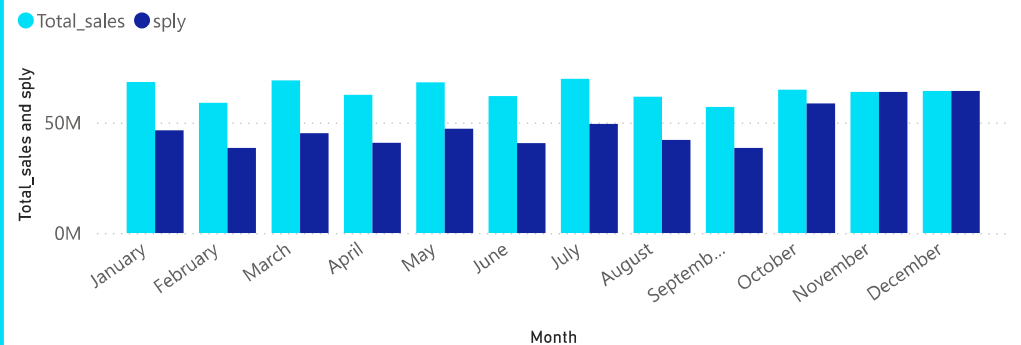
Total_sales and sply by Year



Total_sales and sply by Quarter



Total_sales and sply by Month



Actionable Insights

- **Xiaomi has the lowest sales among the top 5 brands**, so **targeted marketing and adding offers** may help improve its performance.
- **Wednesday has the lowest sales**. Consider running **mid-week discounts or offers** to boost sales on Wednesdays.
- **Sales dropped in September, indicating a potential off-season**. Plan for discounts or product launches to counteract this.
- **20.8% of customers rated below average or poor**. **Improving customer service and product quality can help enhance satisfaction and retention**.
- **Transactions are evenly split across UPI, Debit, Credit, and Cash (~24% each)**. **Consider incentives for UPI & Credit Card transactions** (like cashback or EMI offers) to encourage digital payments.