

MOBILE SALES DASHBOARD – REPORT

Student Details

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Tool Used: Power Bi Desktop

1. Introduction

This report presents an analytical overview of **Mobile Sales Performance** using an interactive **Power BI dashboard**.

The dashboard helps stakeholders monitor sales trends, customer behaviour, transaction performance, and year-over-year comparisons using dynamic filters and measures.

2. Objective of the Dashboard

The main objectives of this dashboard are:

- To analyse **total sales, quantity sold, transactions, and average price**
- To track **Month-to-Date (MTD) performance**
- To compare **current sales with Same Last Year Data**
- To understand sales distribution by **city, brand, mobile model, payment method, and day**
- To support **data-driven business decisions**

3. Data Model & Relationships

- The dashboard uses two primary tables:
 - **Sales_Data**
 - **Custom_Calendar**
- A **one-to-many relationship** is established between:
 - Custom_Calendar[Date] → Sales_Data[Date]
- This relationship enables accurate **time intelligence calculations** such as MTD and Same Last Year comparisons.

4. Key Measures Used

The following DAX measures were created for analysis:

- **Total Quantity**
SUM(Sales_Data[Units Sold])

- **Total Sales**
SUMX(Sales_Data, Units Sold × Price Per Unit)
- **Transactions**
COUNTROWS(Sales_Data)
- **Average Price**
AVERAGE(Sales_Data[Price Per Unit])
- **MTD (Month-To-Date Sales)**
TOTALMTD([Total Sales], Custom_Calendar[Date])
- **Same Last Year Data**
CALCULATE([Total Sales], SAMEPERIODLASTYEAR(Custom_Calendar[Date]))

These measures form the foundation of all visuals in the dashboard.

5. Dashboard Overview – Key Insights

Overall Performance

- **Total Sales:** 769M
- **Total Quantity Sold:** 19K units
- **Total Transactions:** 4K
- **Average Price:** 40.11K

This indicates strong revenue generation with a healthy average selling price.

Sales Trend by Month

- Sales show a **generally upward trend**
- Peak sales observed in **July and August**
- Slight dips in February and September indicate seasonal variations

City-wise Sales

- **Delhi, Mumbai, Bangalore, Chennai** are top-performing cities
- Metro cities contribute the highest share of total sales

Brand Performance

Brand	Sales	Transactions
Samsung	Highest	775
Vivo	Strong	766
Xiaomi	Competitive	743

Samsung leads in both **sales and transaction count**.

Mobile Model Performance

- **iPhone SE** – highest sales (~60M)
- **OnePlus Nord** and **Galaxy Note 20** follow closely
Premium and mid-range phones dominate the market.

Payment Method Analysis

- UPI, Debit Card, Credit Card, and Cash are almost evenly distributed
- Digital payments (UPI + Cards) account for the majority of transactions

Customer Rating Analysis

- **Good ratings:** ~2.33K (majority)
- **Average & Poor ratings:** significantly lower
Indicates strong customer satisfaction.

Sales by Day Name

- Highest sales on **Monday & Friday**
- Lower sales during weekends
Useful for planning promotions and offers.

6. MTD (Month-To-Date) Analysis

- MTD report shows **steady daily growth**
- Sales increased from **0.4M to 22.8M** by month-end
- Confirms consistent daily sales momentum

7. Same Last Year Comparison

- **2022 sales outperform 2021**
- Quarterly and monthly comparisons show **clear year-over-year growth**
- Q4 shows the strongest improvement, indicating festive season impact

8. Navigation & User Experience

- Page navigation implemented using **buttons**
- Pages included:
 - Dashboard
 - MTD Report
 - Same Last Year Data
- Buttons use **“Page Navigation” with “Show Page” option**, improving usability and report flow.

9. Business Recommendations

- Focus marketing campaigns on **top cities and high-performing brands**
- Increase inventory for **best-selling models**
- Launch weekday offers to maximize sales peaks
- Maintain digital payment incentives
- Improve engagement during low-performing months

10. Conclusion

The Mobile Sales Dashboard provides a **comprehensive, interactive, and insightful analysis** of sales performance. With strong DAX measures, clean data modelling, and intuitive navigation, this dashboard supports effective decision-making and business growth.