

# **MOBILE SALES DASHBOARD – REPORT**

## **Student Details**

- **Name:** Bhavik Arvind Kumar Patel
- **Course / Class:** Master in Data Science & Analytics with Artificial Intelligence
- **College / Institute:** IT Vedant Education Pvt Ltd.

**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**  
 $\text{SUM}(\text{Sales\_Data}[Units Sold])$

- **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**

<b>Brand</b>	<b>Sales</b>	<b>Transactions</b>
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.