





Mobile Sales Dashboard Report





Project Overview

This project is a **Power BI dashboard** analyzing the **Mobile Sales** dataset. The goal is to help stakeholders explore key business metrics, identify trends, and make data-driven decisions.

Objectives

-  Visualize sales KPIs like Total Sales, Total Quantity, Total Transactions, and Average Price.
 -  Track trends across months, quarters, and years.
 -  Analyze regional performance and identify top-selling brands and models.
 -  Present an interactive, filterable dashboard for business users to explore sales data easily.
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Tools & Technologies

-  **Data Source:** Excel ([Mobile Sales Data.xlsx](#))
 -  **Visualization:** Power BI (PBIX file)
 -  **Features:** Slicers for Year, Mobile Model, Payment Method, and Dynamic KPIs
 -  **Visuals:** Maps, Bar & Line Charts, Pie Charts, KPIs
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Key Insights

Sales by Geography:

Major contributions come from metropolitan cities like **Delhi, Mumbai, and Chennai**.

✔ Sales Trends:

Seasonal spikes noted around mid-year and the festive season, with July showing the highest quantity sold.

✔ Product Performance:

iPhone SE, **Galaxy Note 20**, and **OnePlus Nord** are the top-selling models.

✔ Payment Preferences:

Balanced split between UPI, Debit, and Credit Cards, with slight preference toward UPI.





✔ Yearly Performance:

Year-over-year analysis reveals a steady increase in revenue with Q3 & Q4 being most profitable quarters.

Key Metrics

KPI	Value
Total Sales	769M
Total Quantity	19K
Total Transactions	4K
Average Price	40.11K

Design & UX

-  Consistent blue color theme for a clean, professional look.
-  Filters enable dynamic analysis without writing complex queries.
-  Interactive map to zoom into regional sales.
-  Time-series to understand monthly and quarterly trends.

Conclusions

This dashboard empowers business teams to:

- ✔ Make informed decisions based on real-time data.

- ✓ Identify top-performer products and underperforming segments.
- ✓ Plan marketing campaigns and stock management around seasonal peaks.