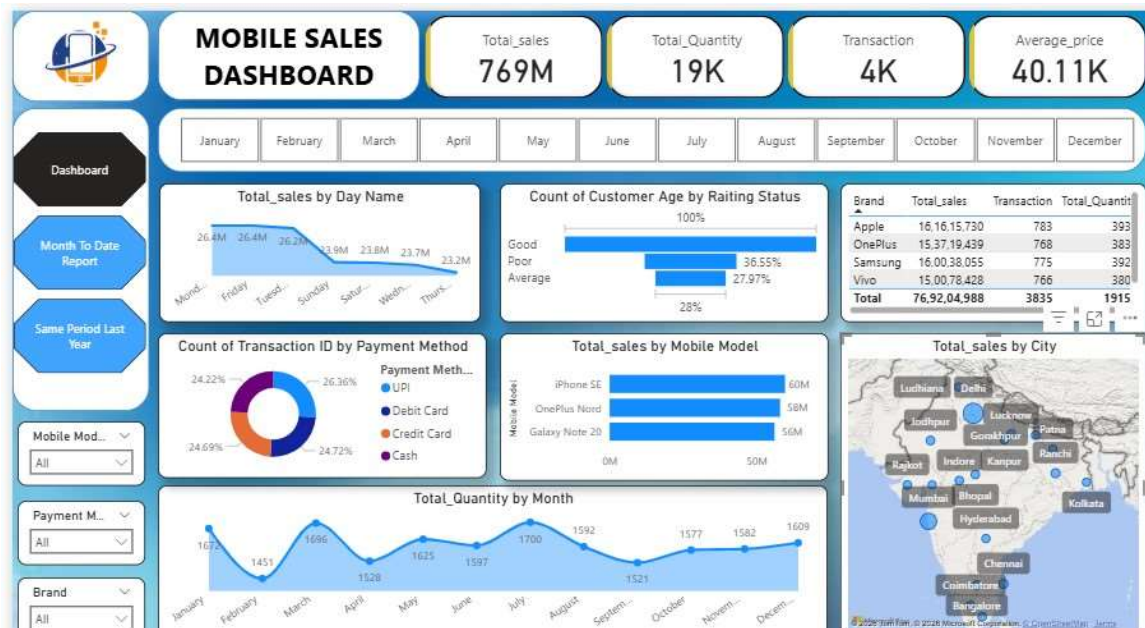


Mobile Sales Dashboard

Power BI Dashboard :-



Presented By:

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Date:

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1. Project Statement

The Mobile Sales Dashboard is developed to provide a comprehensive view of mobile phone sales performance. It helps businesses analyze revenue, quantity sold, transactions, and pricing trends across different brands, models, payment methods. The dashboard converts raw sales data into actionable insights to support strategic and operational decisions.

2. Objective

- Monitor overall mobile sales performance.
- Compare sales with Same Period Last Year (SPLY).
- Track Month-To-Date (MTD) sales growth.
- Identify top-performing brands, models.
- Understand customer payment preferences and buying patterns.
- Support data-driven decision making.

3. Data Overview

Data Sources

- Excel sheets containing sales, customer, and restaurant data
- CSV orders dataset

Dataset Size

- Rows: ~3,835
- Columns: ~12

Key Fields

- Transaction ID
- Unit Sold (quantity)
- Transaction
- Mobile Model (Iphone 17, redmi 11,etc)
- Payment Method(UPI, Cash, Debit card, credit card)
- Brand (Iphone, Oneplus, etc.)

Data Cleaning Challenges

- Incorrect date formats
- Creating custom columns

4. Data Preparation

Steps Performed

- Change Types
- Insert Merged Columns
- Reorder Columns
- Create Custom Column in Custom Calender=
List.Dates(#date(2021,1,1),1461,#duration(1,0,0,0))
- Insert the Day name

5. Data Description

- **Fact Table:** Mobile_sales_Data
- **Dimension Tables:**
 - o Custom_Calender
- **Relationships**
 - o Date — (Many) Mobile_sales_Data

6. Key Measures (DAX)

Important DAX Measures

- Total_sales = SUMX(Mobile_Sales_Data,Mobile_Sales_Data[Units Sold]*Mobile_Sales_Data[Price Per Unit])
- Total_Quantity = SUM(Mobile_Sales_Data[Units Sold])
- Same_Period_last_year=CALCULATE([Total_sales],SAMEPERIODLASTYEAR(Custome_calender[Date].[Date]))
- Transaction = COUNTROWS(Mobile_Sales_Data)
- Raiting Status = IF(Mobile_Sales_Data[Customer Ratings]>=4,"Good", IF(Mobile_Sales_Data[Customer Ratings]>2,"Average","Poor"))
- Month_To_Date = TOTALMTD([Total_sales],Custome_calender[Date].[Date])
- Average_price = AVERAGE(Mobile_Sales_Data[Price Per Unit])

7. Dashboard Design / Layout

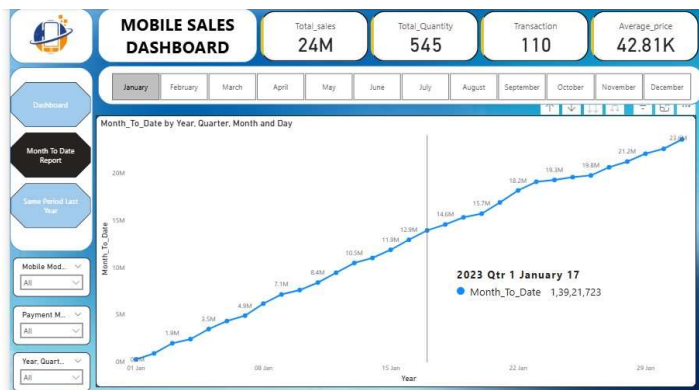
Dashboard Visuals

- **KPI Cards:** Total_Sales, Total_Quantity, Transaction, Average_price
- **Slicers:** Mobile Model, Payment Method, Brand, Year, Month
- **Area Chart:** Total_Sales by Day Name
- **Funnel :** Count of customer Age by Rating
- **Donut Chart:** Count of transaction ID by Payment Method
- **Clustered Bar Chart:** Total_Sales by Mobile_Model
- **Tables:** Brands, Total_Sales, Transaction, Total_Quantity,
- **Line Char:** Total Quantity by month, Month_To_Date by Year, Quarter, Month and Day
- **Map:** Total Sales by City
- **Line and Clustered Column Chart:** Total_sales and Same_Period_last_year by Year, Total_sales and Same_Period_last_year by Month, Total_sales and Same_Period_last_year by Quarter

Page1:



Page2:



Page3:



8. Key Insights

Top Insights from the Dashboard

Strong Overall Sales Performance

- Total Sales reached **769M**, showing high business volume.
- Total Quantity sold is **19K units**.
- Total Transactions are around **4K**, meaning good customer engagement.
- Average Price is **40.11K**, indicating a premium product mix.

Month-To-Date Performance (MTD Page)

- Sales increase steadily day by day in the selected month.
- On **17th January 2023**, MTD sales crossed **1.39 M+**, showing strong mid-month momentum.
- This helps management track if monthly targets will be achieved on time.

Year-on-Year Growth (Same Period Last Year Page)

- Sales in the current year are higher compared to the Same Period Last Year.
- Continuous growth is visible from 2021 → 2024.
- Q4 shows the highest sales, proving it is the strongest quarter.
- Monthly comparison shows peak sales during festive months like **October–December**.

Best Sales Days

- Friday and Monday generate the highest revenue.
- Sunday has comparatively lower sales, useful for planning promotions.

Customer Rating Analysis

- Most customers fall under **Good** category.
- Indicates strong customer satisfaction.
- Very low Poor ratings show good service quality.

9. Business Recommendations

- Focus on High-Performing Brands
- Promote Best-Selling Models
- Strengthen Digital Payment Options
- Target High-Revenue Cities
- Improve Sales on Low-Performing Days
- Seasonal Campaign Planning
- Use MTD Tracking for Target Monitoring
- Enhance Customer Experience
- Expand Mid-Range Product Portfolio
- Adopt Predictive Sales Forecasting

10. Future Enhancements

- Sales Forecasting & Predictive Analytics
- Target vs Achievement Analysis
- Low-Level Security (RLS)
- Live Data Integration
- Customer Demographics Analysis

11. Conclusion

The Mobile Sales Dashboard successfully transforms raw sales data into meaningful and actionable business insights. By combining interactive visualizations, KPIs, and advanced time intelligence features such as Same Period Last Year (SPLY) and Month-To-Date (MTD) analysis, the dashboard provides a complete view of business performance.

