

## 1. Project Title

### Mobile Sales Analysis Dashboard

The purpose of this project is to analyze and visualize mobile phone sales data using an interactive dashboard.

This project helps businesses understand overall sales performance, customer behavior, and market trends.

The dashboard provides insights into:

- Total sales revenue and quantity sold
- Brand and mobile model performance
- City-wise and month-wise sales trends
- Customer ratings and satisfaction level
- Preferred payment methods

### . Key Performance Indicators (KPIs)

#### 1. Total Sales

Total revenue generated from mobile phone sales.

#### 2. Total Quantity Sold

Total number of mobile phones sold during the selected period.

#### 3. Total Transactions

Total number of completed customer transactions.

#### 4. Average Price

Average selling price per mobile phone.

#### 5. Sales by City

Revenue contribution from different cities.

#### 6. Sales by Month

Monthly trend of mobile phone sales quantity.

#### 7. Sales by Brand

Comparison of sales performance of brands such as Apple, Samsung, and OnePlus.

#### 8. Sales by Mobile Model

Revenue generated by individual mobile phone models.

#### 9. Transactions by Payment Method

Distribution of transactions across UPI, Debit Card, Credit Card, and Cash.

#### 10. Customer Ratings

Analysis of customer satisfaction based on Good, Average, and Poor ratings.