**Key KPIs from the Mobile Sales Dashboard**

**Based on your dataset and dashboard, here are the core KPIs and important insights (questions with answers):**

**✅ Major KPIs**

| **KPI** | **Value** | **Insight** |
| --- | --- | --- |
| **Total Sales** | **₹57,007,580** | **High-value market in terms of revenue** |
| **Total Quantity Sold** | **2,000 units** | **Indicates volume movement** |
| **Total Transactions** | **315** | **Shows frequency of purchases** |
| **Average Sales Per Transaction** | **₹181,775 (57M / 315)** | **Each transaction brings substantial revenue** |
| **Top-Selling Brand** | **Xiaomi (₹10.21M)** | **Most preferred by customers** |
| **Top-Selling Mobile Model** | **Galaxy S21 (₹6.3M)** | **Individual model performance** |
| **Top-Selling City** | **Bangalore, Mumbai, Delhi (High bubble size)** | **Urban regions dominate** |
| **Top Payment Method** | **Credit Card (28.92%)** | **Most used for high-value transactions** |
| **Most Common Customer Rating** | **5 Stars (36 entries)** | **Customers are generally satisfied** |

**Key important Question with possible suggestion and solution**

**1. Which city has the highest mobile sales?**

**Answer**:  
Cities like **Bangalore, Mumbai, and Delhi** show the largest bubbles on the map, indicating the highest sales. You can also use a sorted table to confirm Bangalore is top.

**2. Which brand has generated the most revenue?**

**Answer**:  
**Xiaomi** is the top-performing brand with **₹10,213,098 in sales**, followed by **Samsung** and **Apple**.

**3. Which mobile model sells the most?**

**Answer**:  
The **Galaxy S21** leads with **₹6.3M**, followed by **iPhone SE** and **Vivo Y51**.

**4. What is the most popular payment method?**

**Answer**:  
**Credit Card** (28.92%) is the most used method, followed by **Debit Card (27.71%)**, and **Cash (24.1%)**.

**5. Which day of the week has the highest sales?**

**Answer**:  
**Monday** shows the peak with ₹10M, followed by **Wednesday** and **Thursday**.

**6. What’s the distribution of customer ratings?**

**Answer**:

* **5 Stars**: 36
* **4 Stars**: 16
* **3 Stars**: 16
* **2 Stars**: 8
* **1 Star**: 7

Insight: The majority of customers are **very satisfied**, with 5-star ratings forming **over 50%** of reviews.

**7. Which month recorded the highest sales quantity?**

**Answer**:  
**September** with a value of **1,521 units** (based on your visual "Total Quantity by Month").

**8. Which brand has the best performance in transactions?**

**Answer**:

* **Xiaomi**: 65 transactions
* **OnePlus**: 64
* **Vivo**: 62

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**Stakeholder Suggestions Based on Mobile Sales Dashboard**

**🔹 1. Focus on High-Performing Cities for Targeted Marketing**

* **Insight**: Cities like **Bangalore, Mumbai, and Delhi** show the highest sales volume.
* ✅ **Action**: Allocate more marketing budget and promotional offers to these cities for **high ROI**.

**🔹 2. Promote Top-Selling Brands and Models**

* **Insight**: **Xiaomi** and **Galaxy S21** are top performers.
* ✅ **Action**: Partner with these brands for exclusive launches, offers, or bundled deals to **boost customer retention** and upselling.

**🔹 3. Encourage Digital Payments via Incentives**

* **Insight**: **Credit Cards and Debit Cards** make up over **56%** of payment methods.
* ✅ **Action**: Provide cashback or loyalty points for digital payments to **reduce cash handling costs** and improve transaction tracking.

**🔹 4. Capitalize on Peak Sales Days**

* **Insight**: **Monday and Wednesday** show higher sales.
* ✅ **Action**: Schedule major promotions, flash sales, or new model releases on these days for **maximum visibility**.

**🔹 5. Reward High-Rated Customers and Promote Reviews**

* **Insight**: Over **50%** of ratings are **5 stars**.
* ✅ **Action**: Encourage customers to rate purchases and reward top raters to build **social proof and credibility**.

**🔹 6. Boost Sales in Underperforming Cities**

* **Insight**: Cities like **Coimbatore and Madurai** show low sales.
* ✅ **Action**: Use **local influencers**, regional language ads, or city-specific offers to **improve outreach** in these areas.

**🔹 7. Diversify Product Range in High-Transaction Brands**

* **Insight**: **Xiaomi and OnePlus** have the highest number of transactions.
* ✅ **Action**: Expand the product catalog (accessories, upgrades) for these brands to **increase basket size per transaction**.

**🔹 8. Introduce Monthly Goals Based on Trends**

* **Insight**: **September** had the highest quantity sold.
* ✅ **Action**: Analyze what worked — campaigns, festivals, or offers — and create a **monthly playbook** for other months.

**🔹 9. Consider Dynamic Pricing Strategies**

* **Insight**: High average sale per transaction (₹181,775).
* ✅ **Action**: Introduce **tiered pricing** or **seasonal discounts** based on city or demand levels.

**🔹 10. Enable Brand-Wise Performance Tracking**

* ✅ **Action**: Set quarterly goals per brand and monitor via Power BI to **help category managers** make better inventory and marketing decisions.