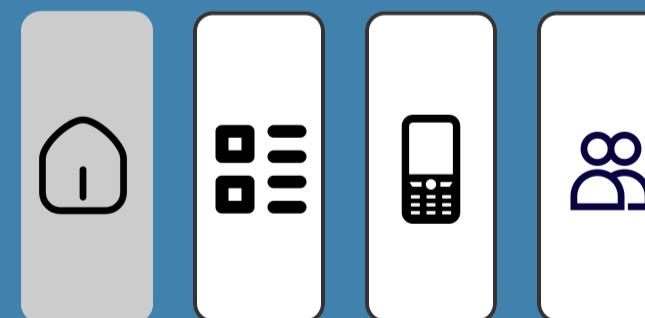


MOBILE SALES DASHBOARD

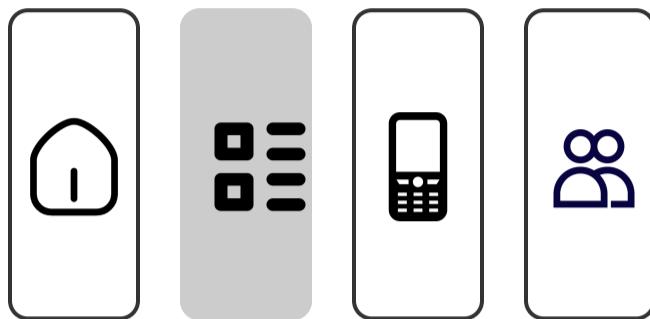
This dashboard offers a clear and interactive overview of mobile phone sales performance across various regions, brands, and customer segments.

Explore key metrics such as sales volume, revenue trends, customer preferences, and brand performance. Use filters and visuals to dive deeper into the data by country, product features, time periods, and sales channels.

This dashboard supports strategic decisions and provides a better understanding of mobile sales landscape throughout 2024.



MOBILE SALES ANALYSIS



SALES REVENUE

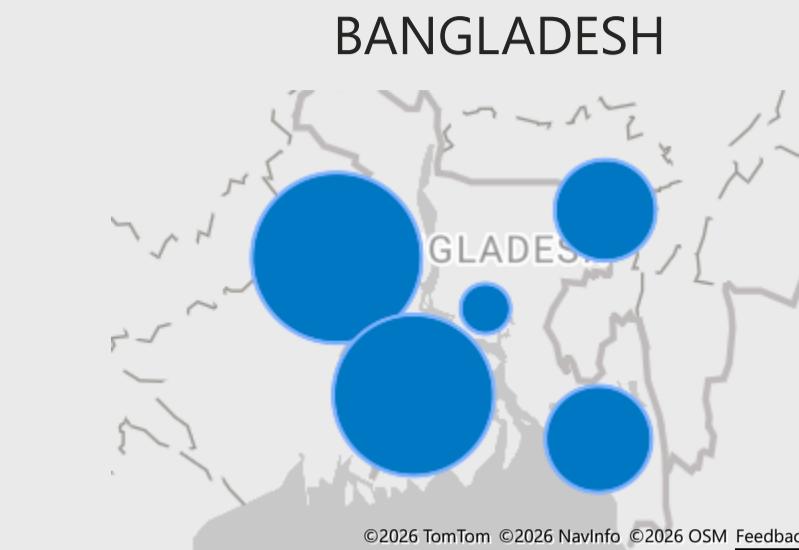
SALES VOLUME

FILTERS

WEEK

All ▼

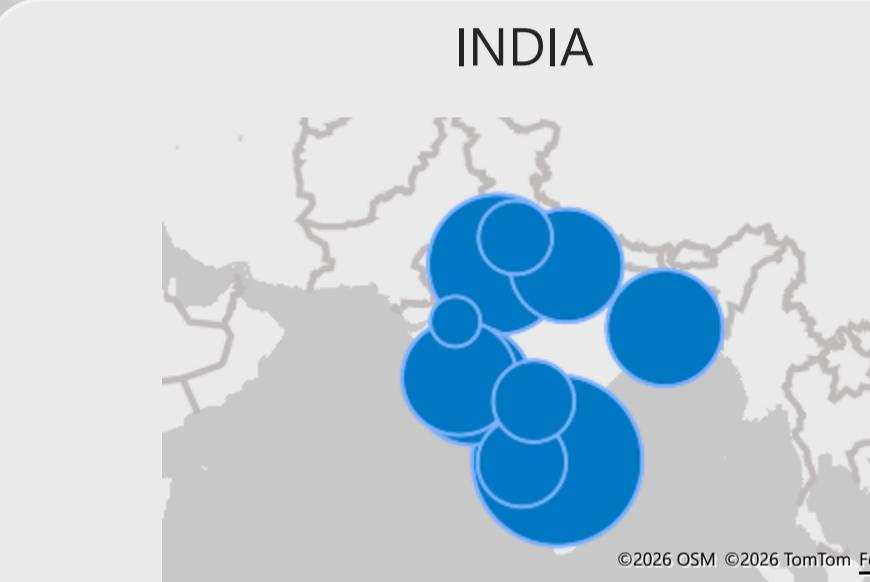
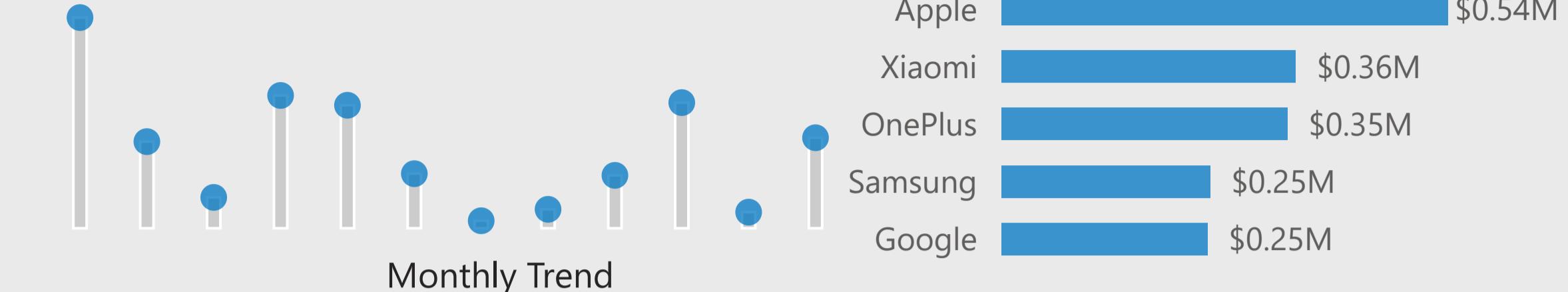
EXECUTIVE SUMMARY



Sales Revenue

\$1.75M

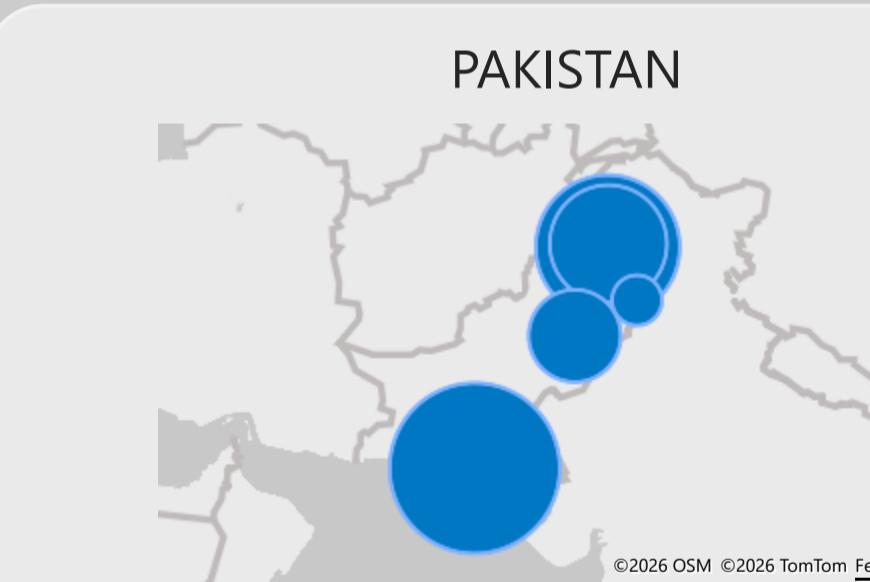
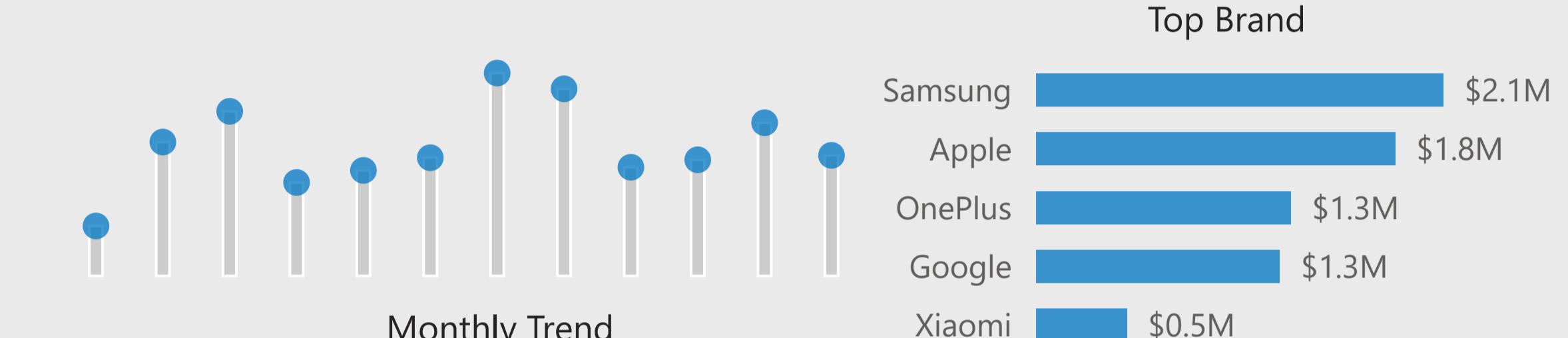
WoW % : -0.74



Sales Revenue

\$6.97M

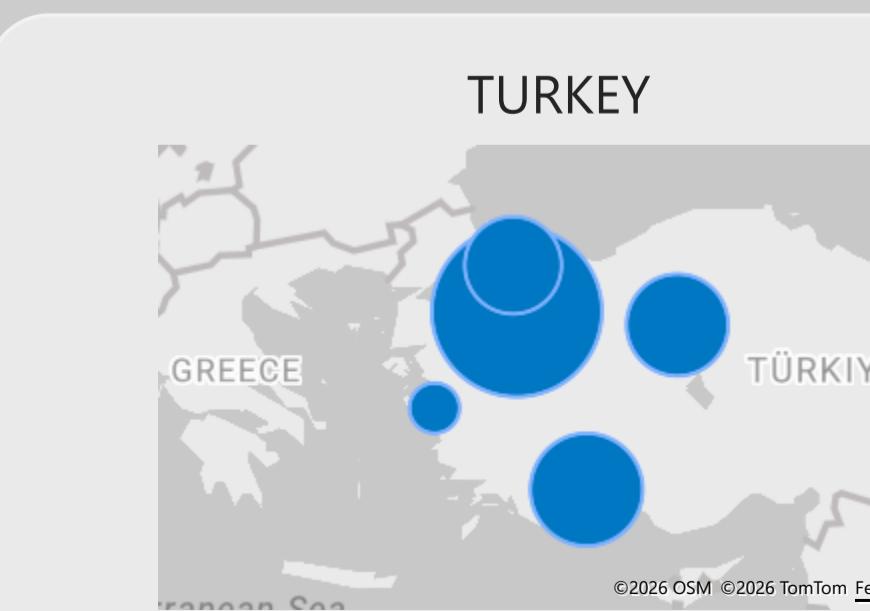
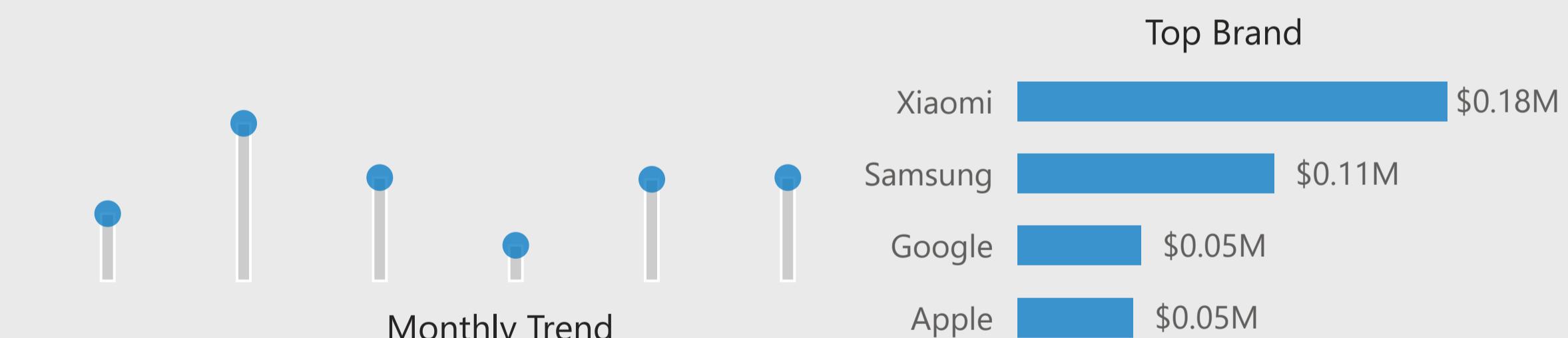
WoW % : -0.73



Sales Revenue

\$0.38M

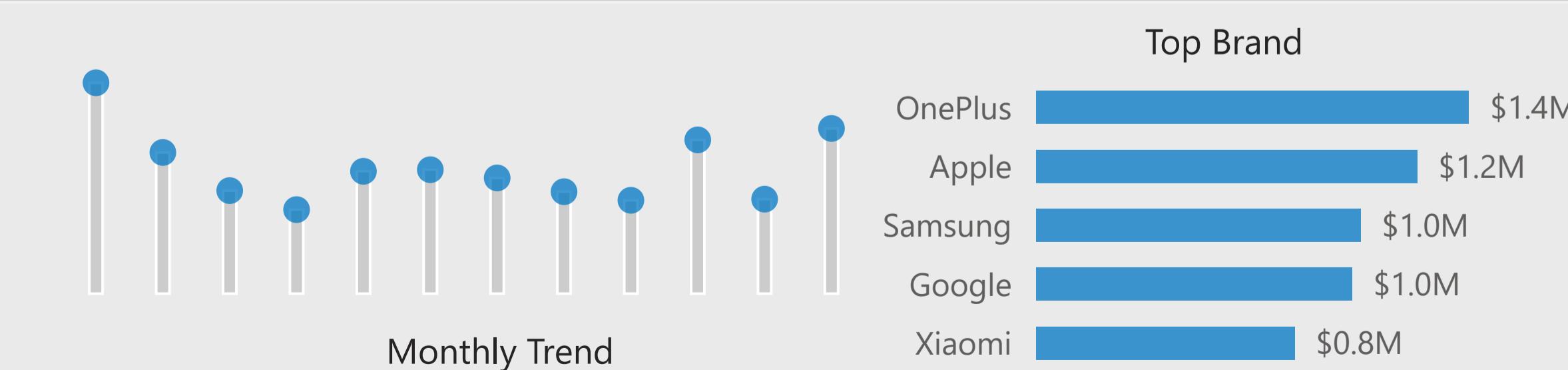
WoW % : -0.77



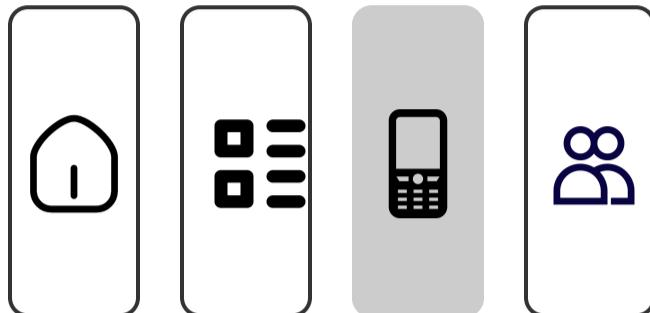
Sales Revenue

\$5.42M

WoW % : -0.96



MOBILE SALES ANALYSIS



SALES REVENUE

SALES VOLUME

FILTERS

Country

All ▼

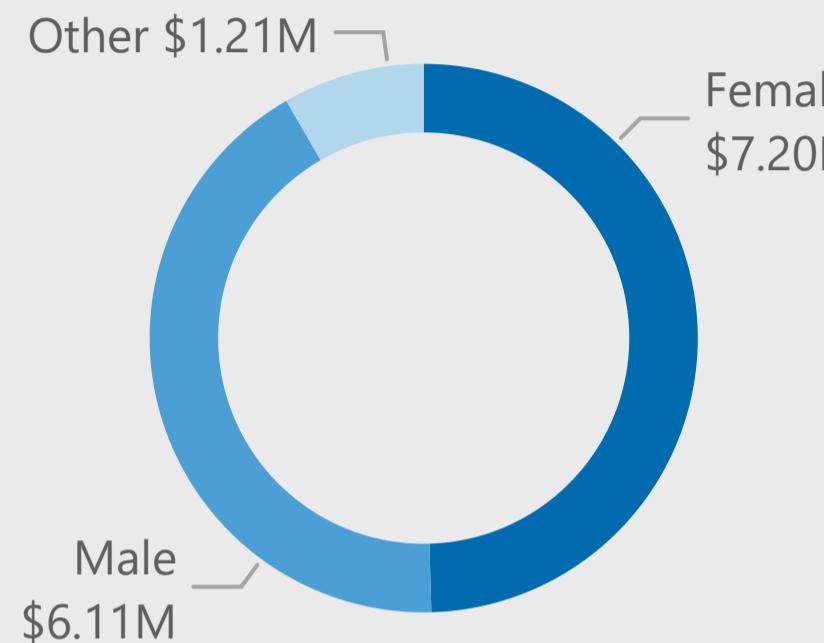
City

All ▼

PRODUCT SEGMENTATION

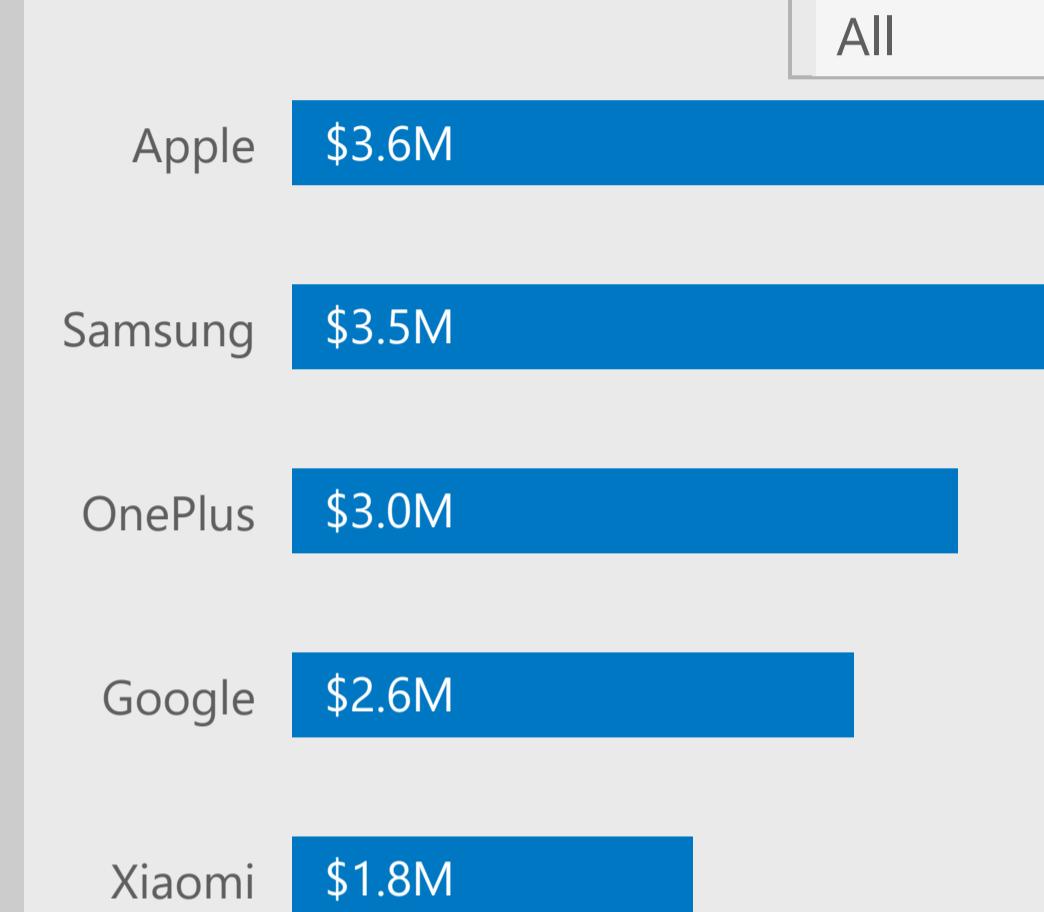
Revenue Contribution by Gender

Understanding which customer group contributes most to revenue



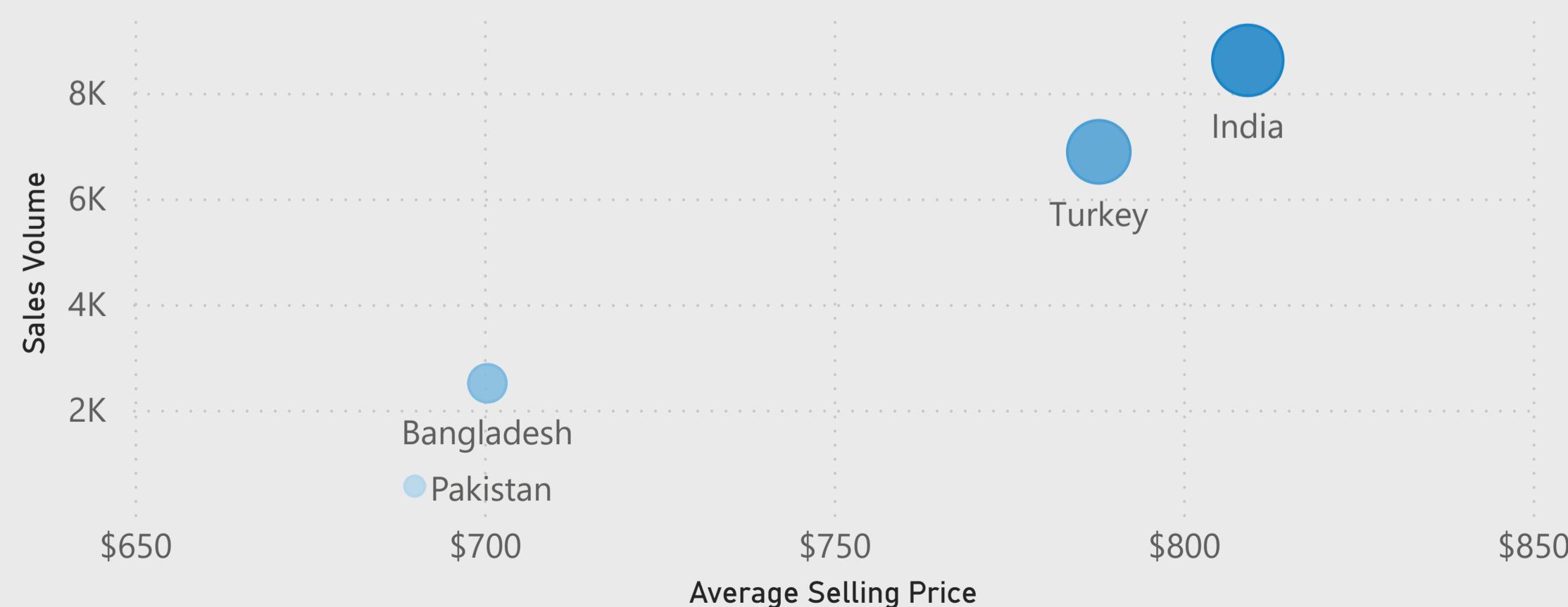
Gender-Based Brand Preference and Revenue Impact

Choose a gender to uncover segment-specific brand strengths



Market Positioning by Country

Select a brand to identify high-volume vs. price markets and revenue drivers.



Product Performance Breakdown by Features

Model, OS, storage, and color impact on revenue and sales volume

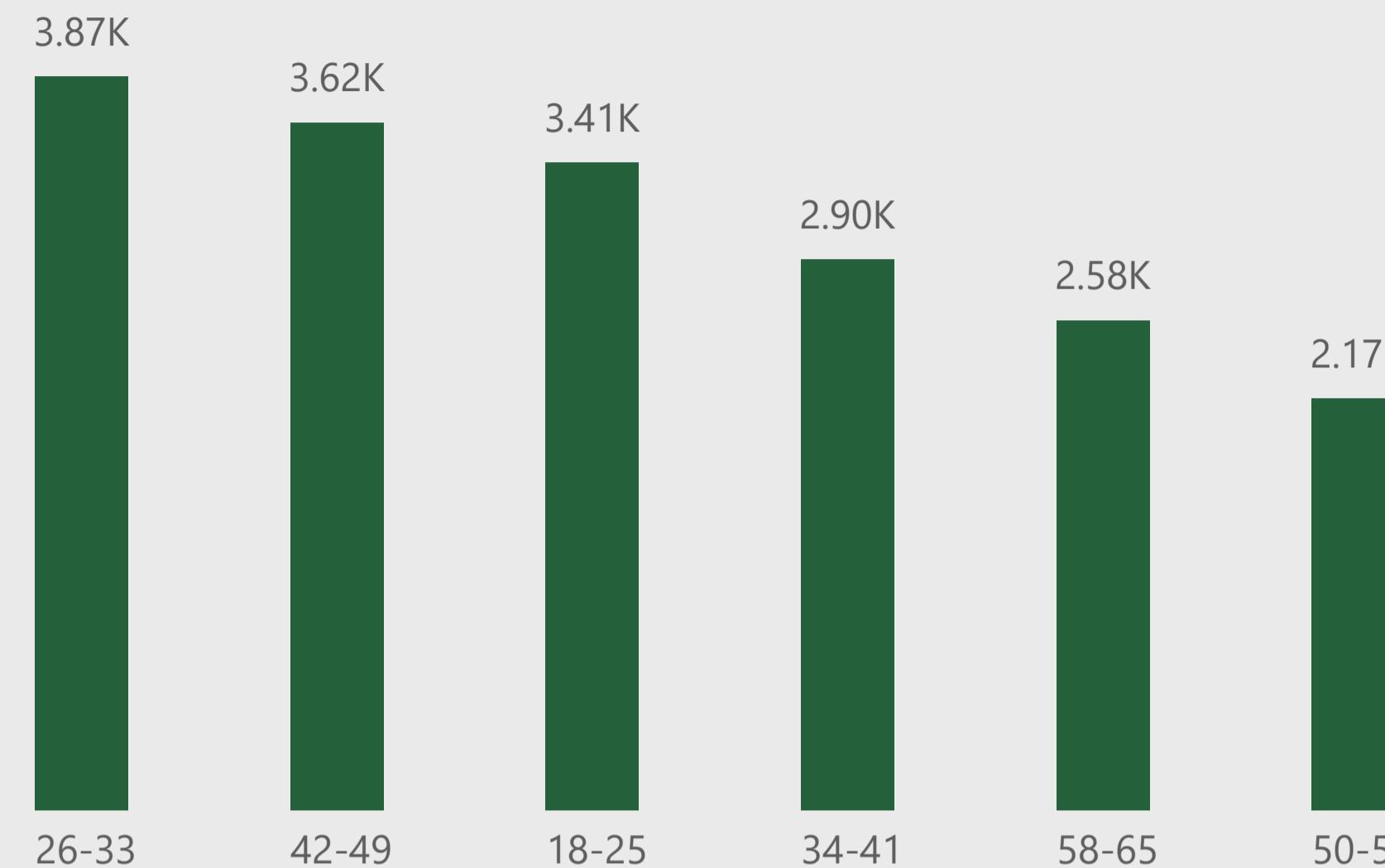
| Mobile Model | Sales Revenue | Sales Volume | Average Price |
|------------------|---------------|--------------|---------------|
| Galaxy A55 | \$0.31M | 689 | \$447.27 |
| Galaxy M15 | \$0.21M | 615 | \$346.54 |
| Galaxy S25 Ultra | \$1.28M | 1030 | \$1,248.86 |
| iPhone 14 | \$0.83M | 989 | \$842.55 |
| iPhone 14 Pro | \$0.74M | 710 | \$1,053.65 |
| iPhone 15 | \$0.81M | 951 | \$855.00 |
| iPhone 15 Pro | \$0.90M | 793 | \$1,143.44 |
| iPhone SE | \$0.35M | 783 | \$452.33 |
| Mi 13T Pro | \$0.46M | 874 | \$526.85 |
| OnePlus 11R | \$0.95M | 1430 | \$665.54 |
| OnePlus 12 Pro | \$1.26M | 1480 | \$846.13 |
| OnePlus Nord 4 | \$0.82M | 1485 | \$555.11 |
| Pixel 8a | \$0.40M | 758 | \$528.00 |
| Pixel 9 | \$0.89M | 1191 | \$752.08 |
| Pixel 9 Pro | \$1.27M | 1203 | \$1,047.71 |
| Poco X6 Pro | \$0.32M | 867 | \$367.05 |
| Redmi Note 13 | \$0.29M | 896 | \$326.88 |
| Xiaomi 14 Ultra | \$0.75M | 892 | \$835.23 |
| Z Fold 6 | \$1.68M | 912 | \$1,843.86 |

All ▼

MOBILE SALES ANALYSIS

CUSTOMER SEGMENTATION

Sales Volume Contribution by Customer Age Segment



SALES REVENUE

SALES VOLUME

FILTERS

Country

All

City

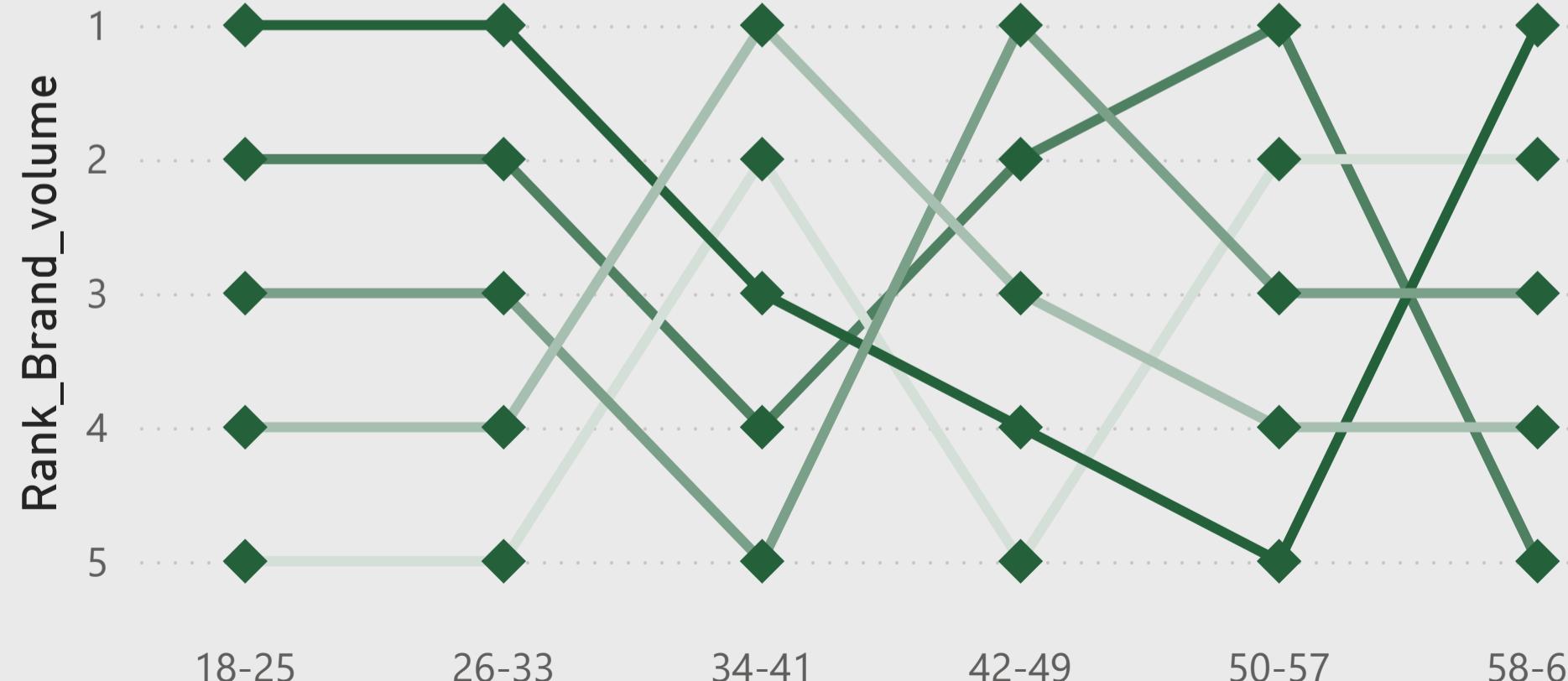
All

Top Brand & Model Preference Shifts Across Age Groups (Sales Unit View)

Hover to identify the leading Brand and Model preferences within each customer segment.

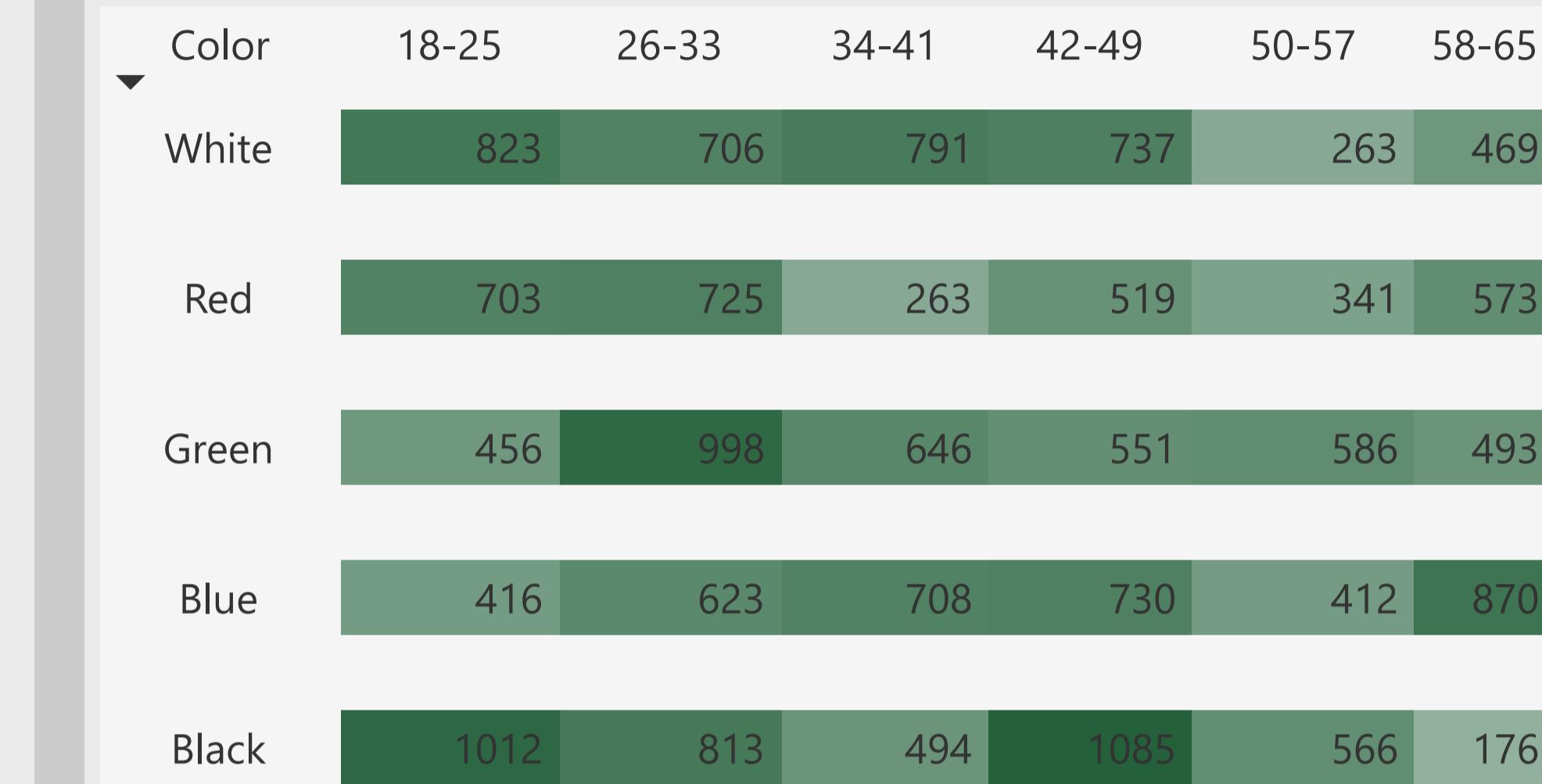
Brand

◆ Apple ◆ Google ◆ OnePlus ◆ Samsung ◆ Xiaomi



Feature-Level Demand Across Age Segments

Select a feature to see which age group drives the highest unit sales



Color



Channel & Payment Preferences Across Customer Segments

Choose an Age Group to see how they purchase and pay.

