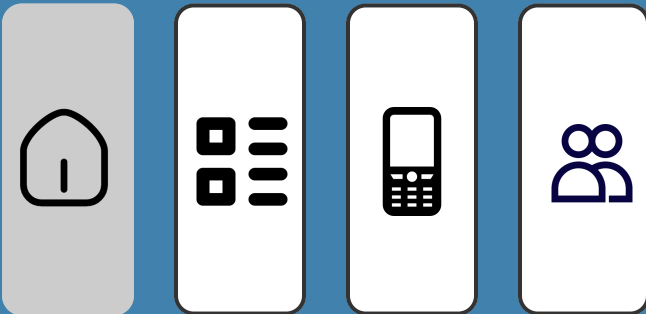


MOBILE SALES DASHBOARD

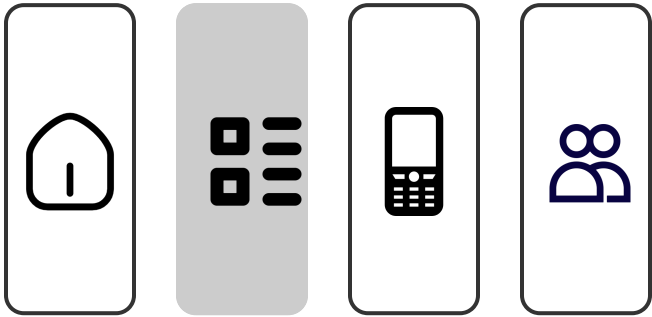
This dashboard offers a clear and interactive overview of mobile phone sales performance across various regions, brands, and customer segments.

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



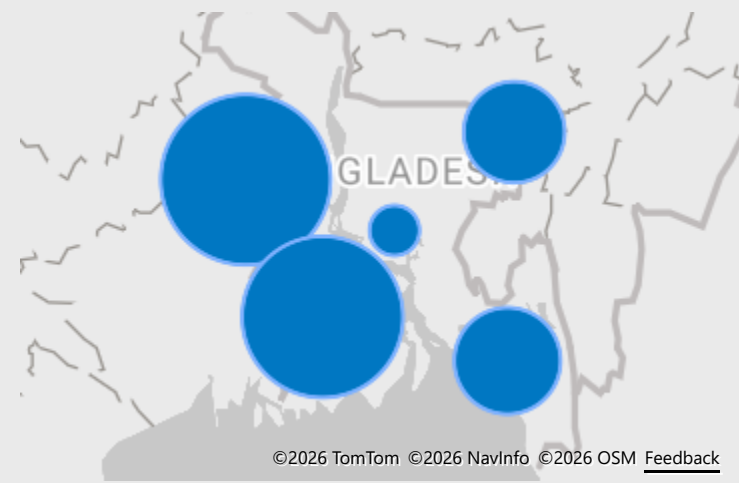
WEEK

All



EXECUTIVE SUMMARY

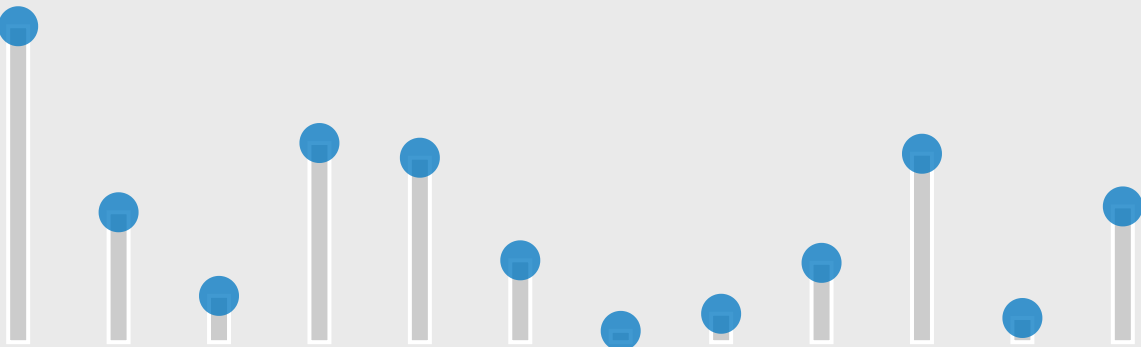
BANGLADESH



Sales Revenue

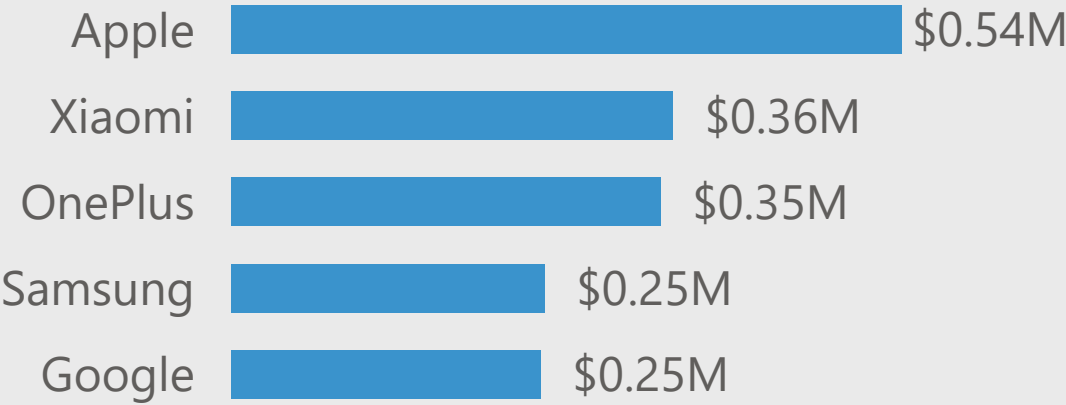
\$1.75M

WoW % : -0.74

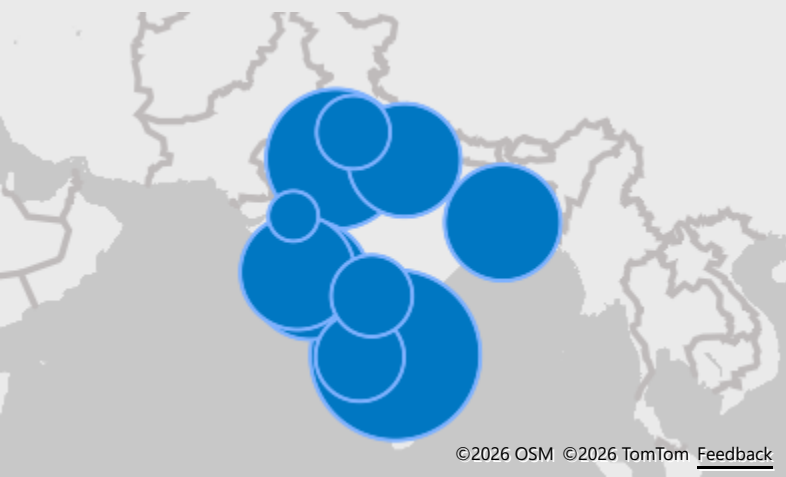


Monthly Trend

Top Brand



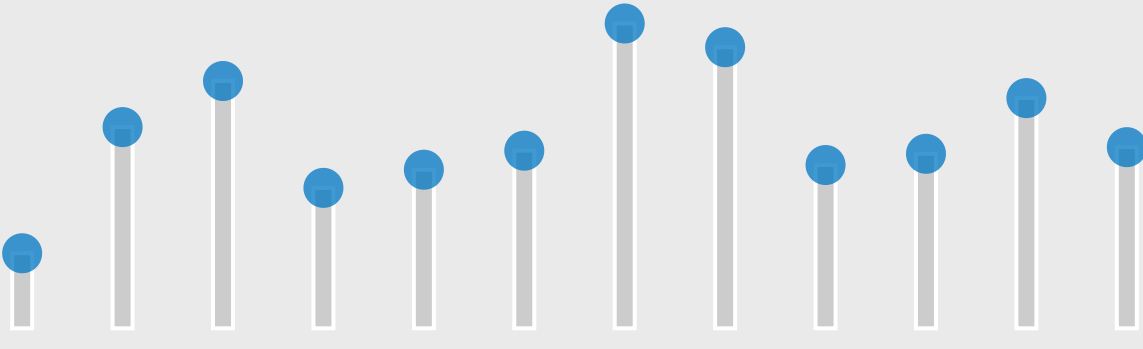
INDIA



Sales Revenue

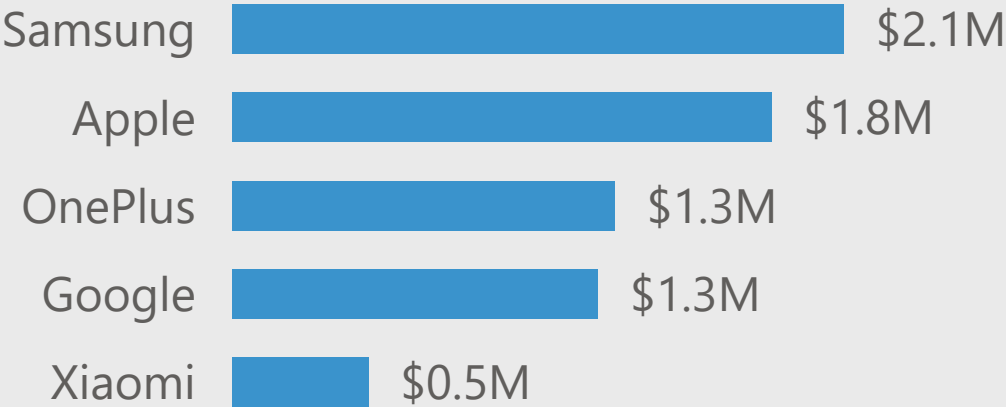
\$6.97M

WoW % : -0.73

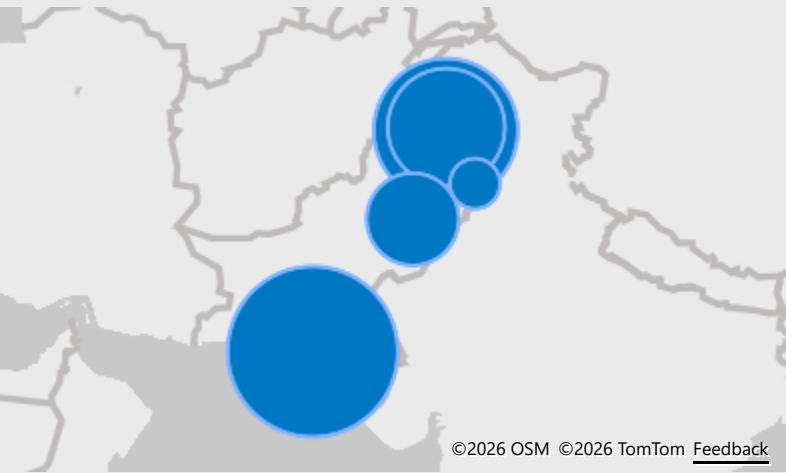


Monthly Trend

Top Brand



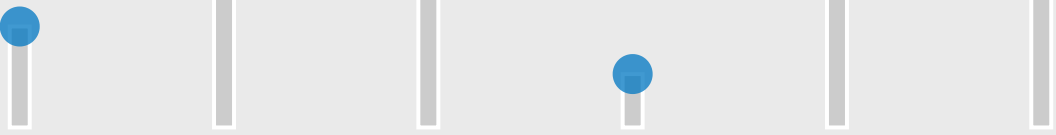
PAKISTAN



Sales Revenue

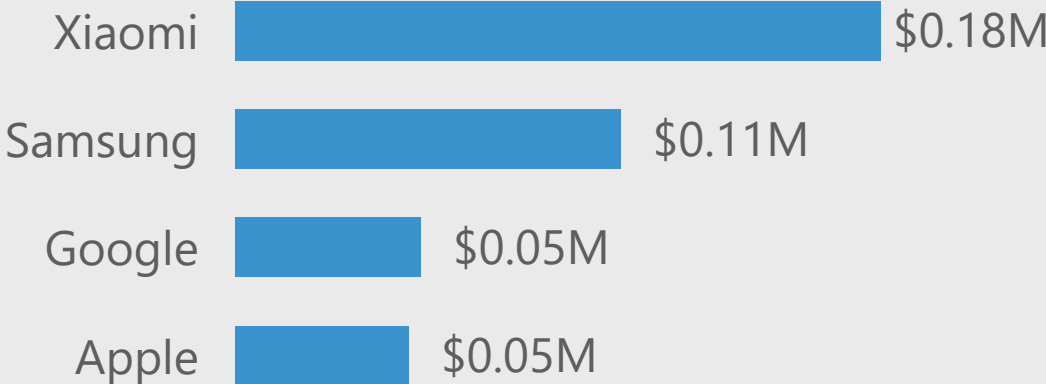
\$0.38M

WoW % : -0.77

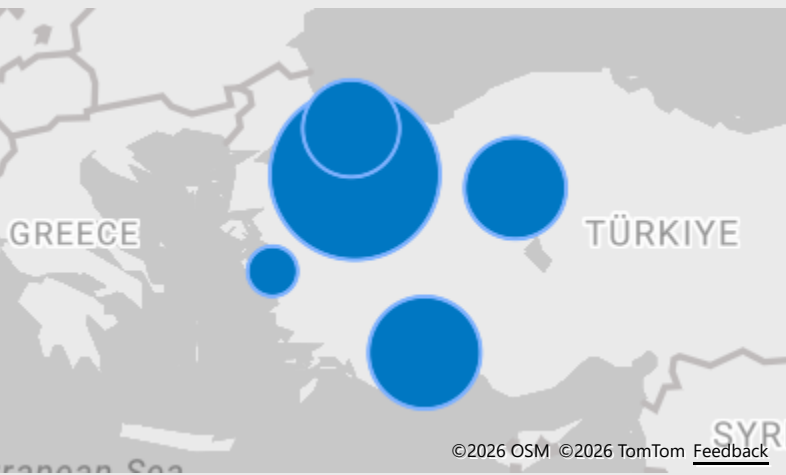


Monthly Trend

Top Brand



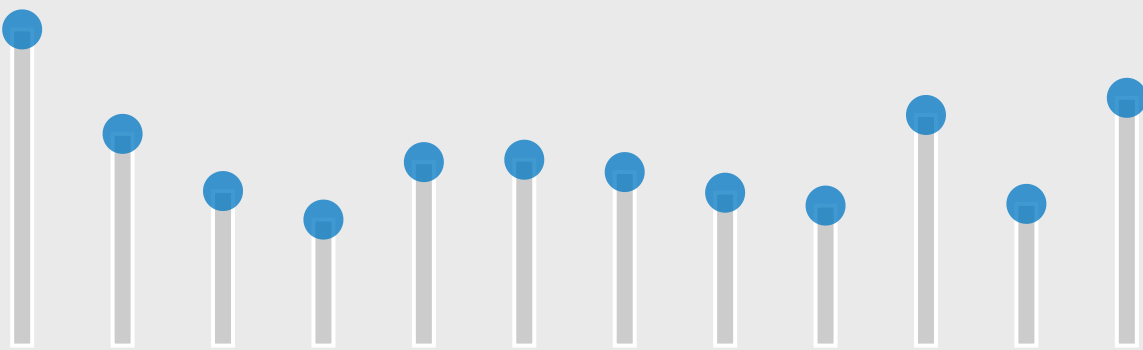
TURKEY



Sales Revenue

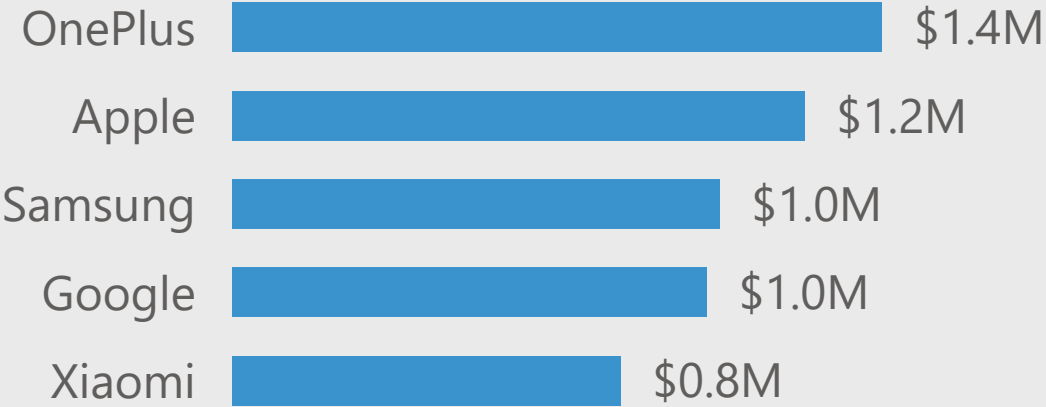
\$5.42M

WoW % : -0.96



Monthly Trend

Top Brand



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	Revenue
Female	\$7.20M
Male	\$6.11M
Other	\$1.21M

Gender-Based Brand Preference and Revenue Impact

Choose a gender to uncover segment-specific brand strengths

All

Brand	Revenue
Apple	\$3.6M
Samsung	\$3.5M
OnePlus	\$3.0M
Google	\$2.6M
Xiaomi	\$1.8M

Market Positioning by Country

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

All

Country	Average Selling Price	Sales Volume
India	\$810	8500
Turkey	\$785	7000
Bangladesh	\$700	2500
Pakistan	\$690	1000

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

MOBILE
SALES
ANALYSIS

SALES REVENUE

SALES VOLUME

FILTERS

Country

All

City

All

CUSTOMER SEGMENTATION

Sales Volume Contribution by Customer Age Segment

Age Segment	Sales Volume (K)
26-33	3.87K
42-49	3.62K
18-25	3.41K
34-41	2.90K
58-65	2.58K
50-57	2.17K

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

Age Group	Apple	Google	OnePlus	Samsung	Xiaomi
18-25	1	5	3	4	2
26-33	1	5	3	4	2
34-41	1	2	3	4	5
42-49	1	5	2	3	4
50-57	1	2	3	4	5
58-65	1	2	3	4	5

Feature-Level Demand Across Age Segments

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

	Color	18-25	26-33	34-41	42-49	50-57	58-65
Color	White	823	706	791	737	263	469
	Red	703	725	263	519	341	573
	Green	456	998	646	551	586	493
	Blue	416	623	708	730	412	870
	Black	1012	813	494	1085	566	176

Channel & Payment Preferences Across Customer Segments

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

Channels: Online, Retail Store, Partner

Payment_Type: Credit Card, EMI, Cash

Channel	Revenue (\$M)
Total Revenue	\$14.53M
Online	\$9.05M
Retail Store	\$3.72M
Partner	\$1.75M

Payment_Type	Revenue (\$M)
Credit Card	\$2.65M
EMI	\$2.40M
Cash	\$2.17M