**Mobile Sales Data Analysis Report**

**1. Introduction**

* Brief overview of the project.
* Objectives of the analysis.
* Description of the data provided by the client.

**2. Data Gathering**

* Data sources.
* Method of data collection.
* Loading data into SQL Server.

**3. Data Preparation**

* Queries executed in SQL to understand initial values and data structure.
* Data cleaning steps taken.
* Handling missing values, duplicates, and inconsistencies.

**4. Data Analysis Using Power BI**

* Connecting Power BI to SQL Server.
* Data transformation in Power BI.
* DAX functions and measures created for analysis.
* Visualizations created (charts, tables, KPIs).

**5. Key Findings**

* Sales trends over time.
* Best-selling products.
* Sales performance by region or store.
* Customer segmentation and purchasing patterns.
* Insights and patterns discovered.

**6. Conclusion**

* Summary of findings.
* Business implications.
* Recommendations based on analysis.

**7. Appendix**

* Detailed SQL queries.
* DAX formulas used.
* Additional charts and tables.