

Mobile Sales Dashboard - 2024

Sales & Revenue Overview

Overview

Market

Details

Key Insights :

Total Revenue reached **14.5M** with **18.5K** units sold, and an **average selling price** of **287.21K**
EMI is the most frequently used **payment method**, contributing to **26.79%** of transactions.
Online sales channel **dominates** with over **62% revenue share**, and **Android** devices lead in revenue at **8.4M**.

- ☐ Bangladesh
- ☐ India
- ☐ Pakistan
- ☐ Turkey

Total Revenue

14.5M

Total Units Sold

18.5K

Avg Selling Price

287.21K

Most Frequent Payment Type

EMI

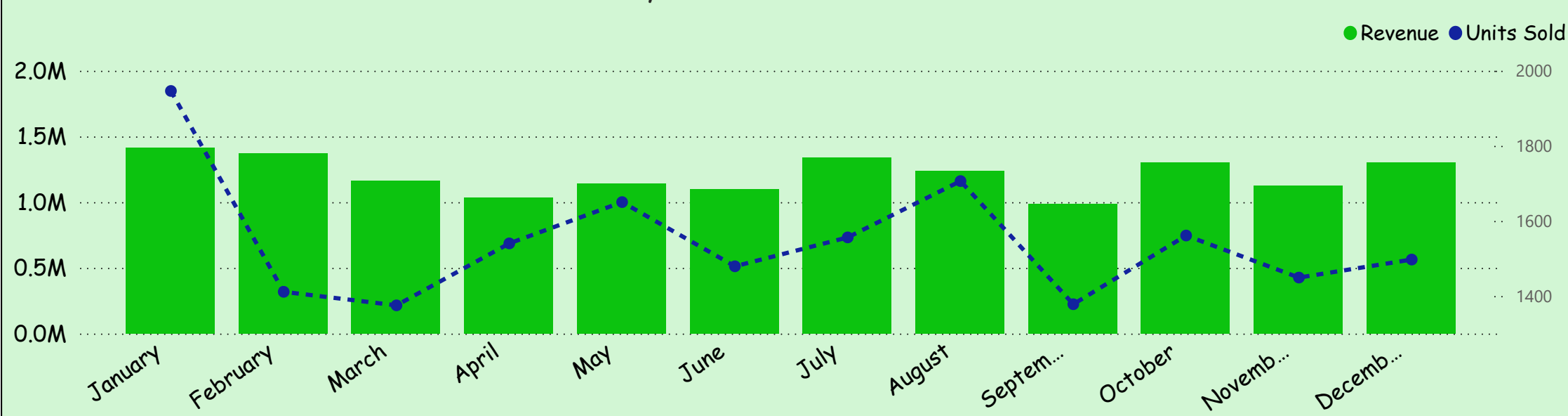
Month

All

Brand

All

Monthly Revenue & Units Sold Trend



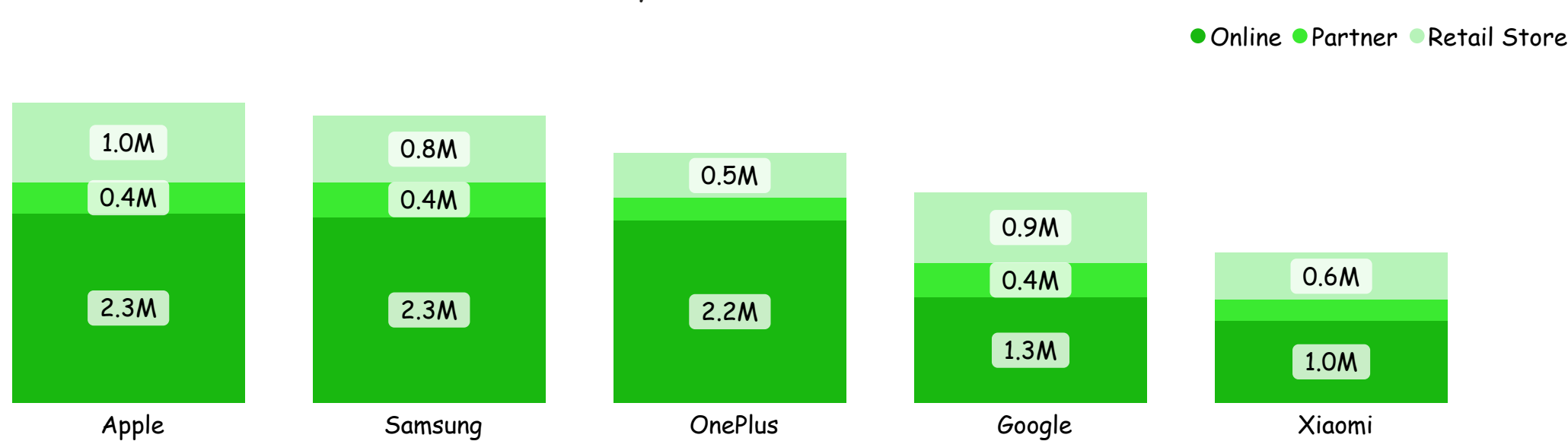
Operating_System Total Revenue Total Units Sold

Operating_System	Total Revenue	Total Units Sold
Android	8.4M	9627
iOS	1.6M	1940

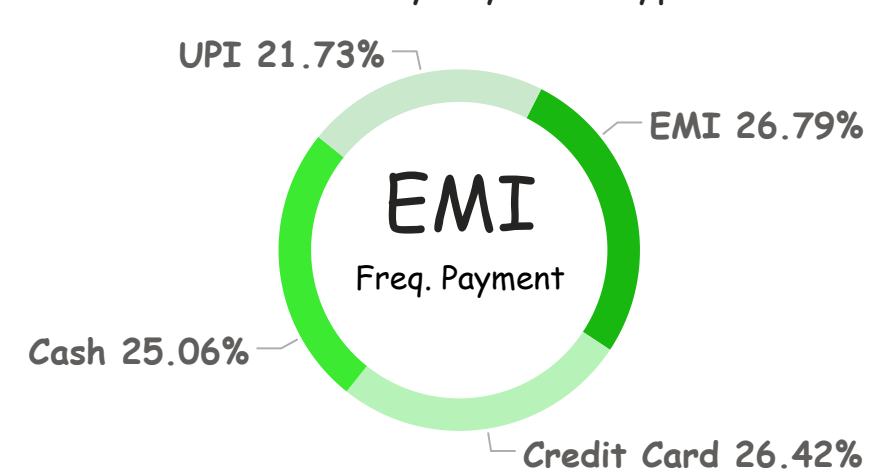
Revenue by Sales Channel



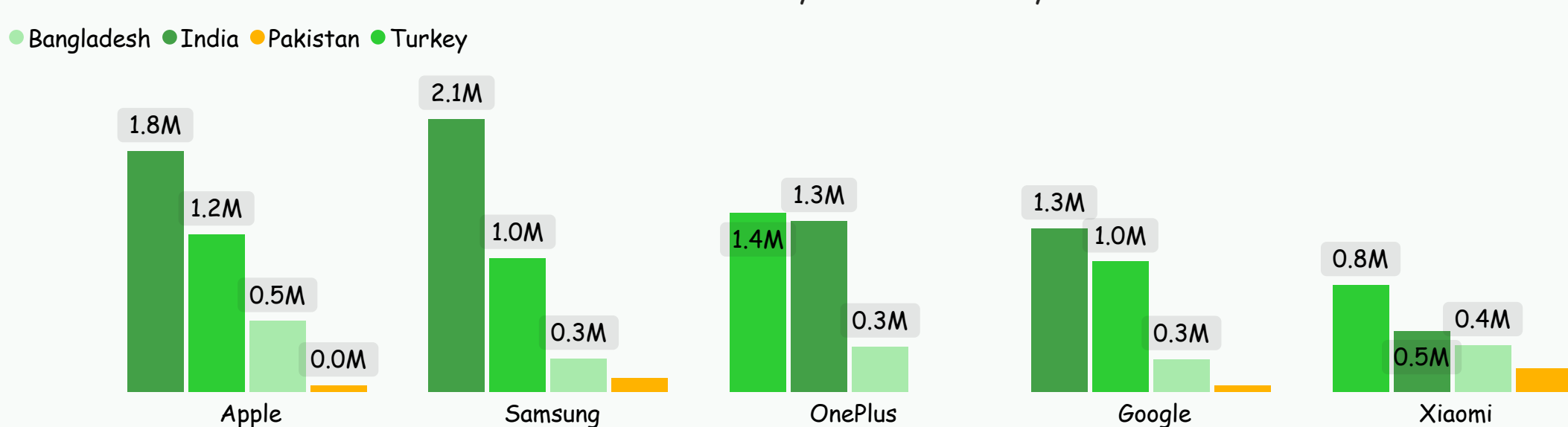
Revenue by Brand & Sales Channel



Revenue by Payment Type



Revenue by Brand & Country



Units Sold by Brand & Country

Country	Apple	Google	OnePlus	Samsung	Xiaomi
Bangladesh	611	366	607	283	634
India	2078	1459	1910	1982	1183
Pakistan	100	96		88	270
Turkey	1437	1231	1878	893	1442
Total	4226	3152	4395	3246	3529

Mobile Sales Dashboard - 2024

Customer Demographics

Key Insights :

OnePlus is the most popular brand among customers, with **OnePlus Nord 4** as the best-selling model.

Age group **26-33** contributes the highest revenue (**3.1M**), followed closely by the 42-49 age group.

Female customers form the largest share (**49.55%**), and prefer EMI and Credit Card payments.

- ☐ Bangladesh
- ☐ India
- ☐ Pakistan
- ☐ Turkey

Total Customers

366

Most Common Age-Group

26-33

Best Selling Brand

OnePlus

Best Selling Model

OnePlus Nord 4

Month

All

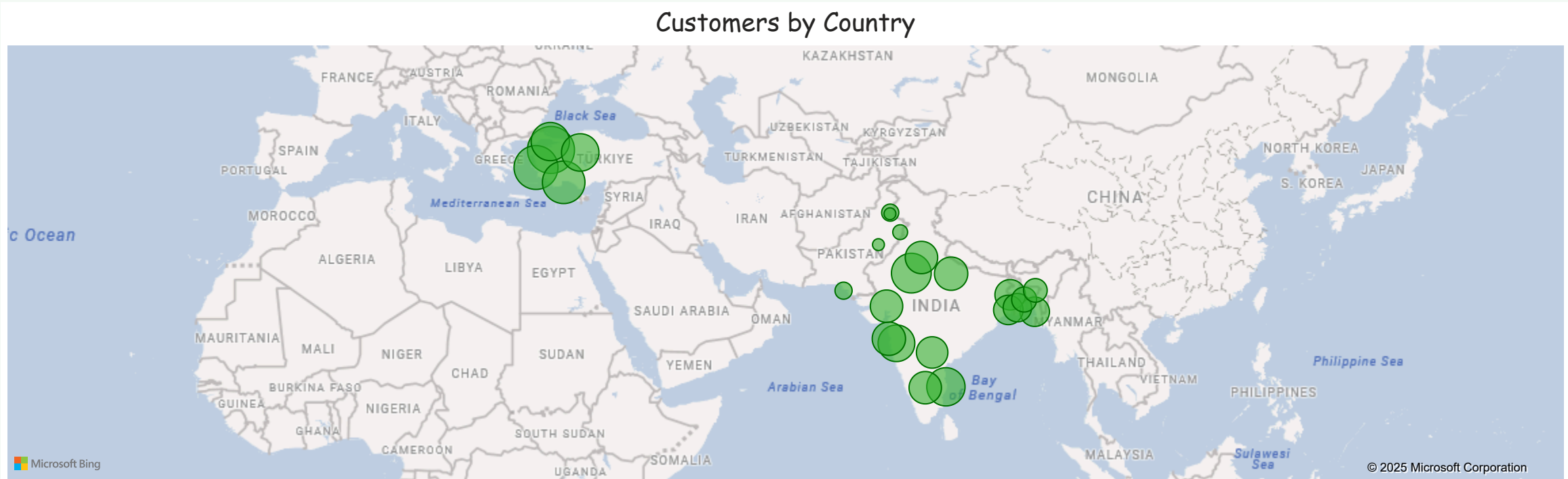
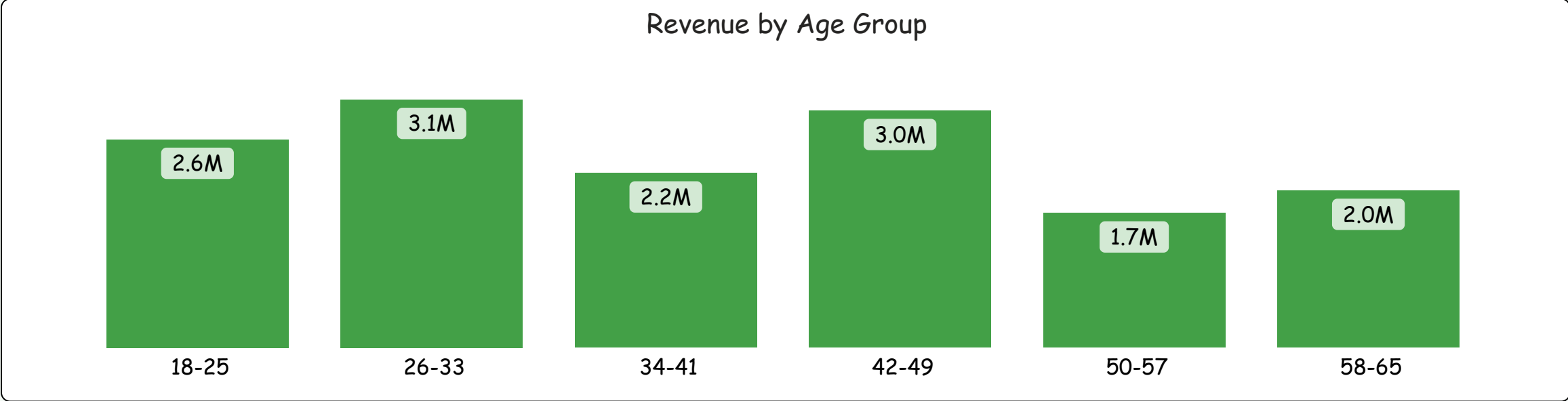
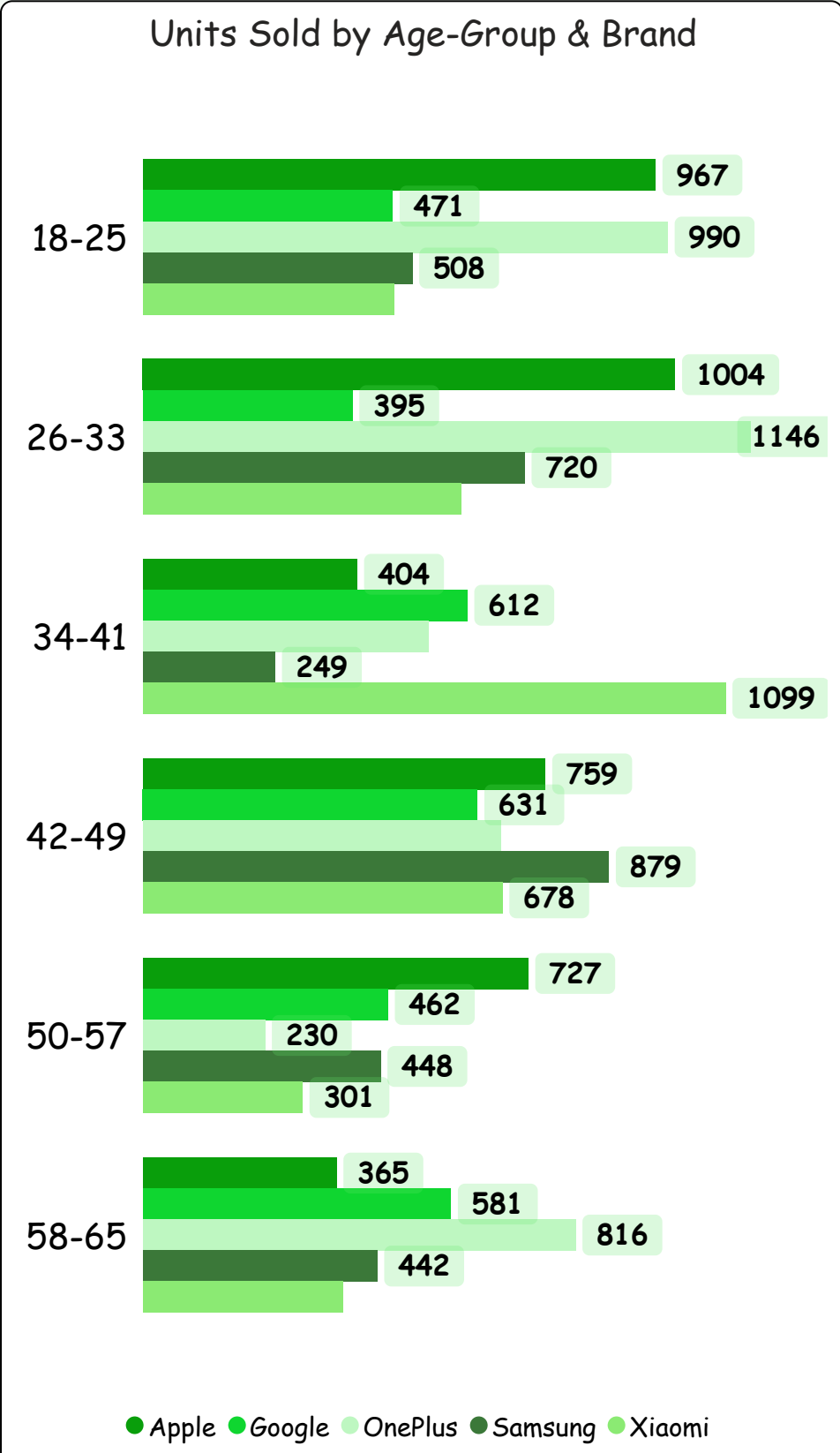
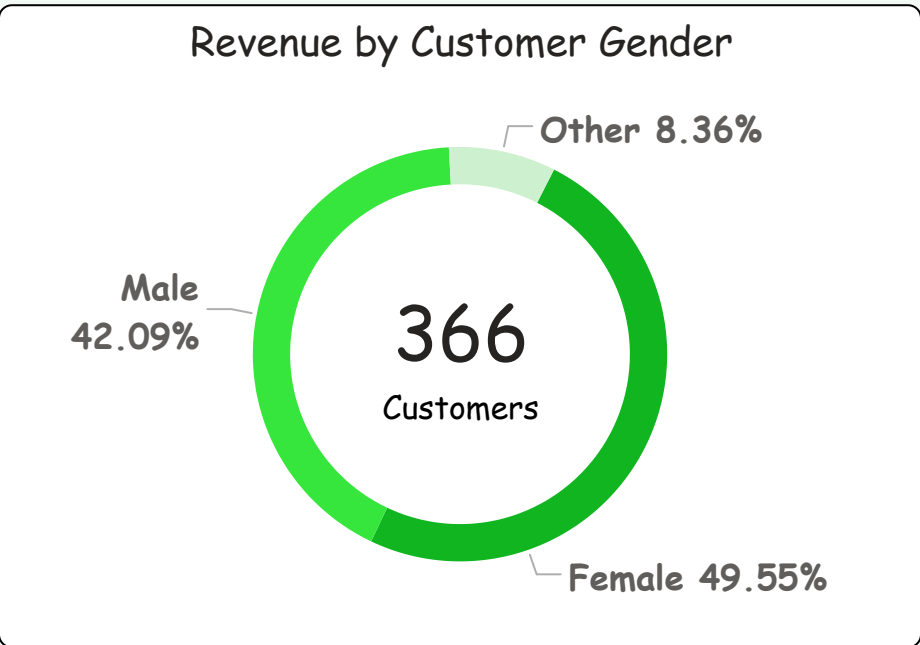
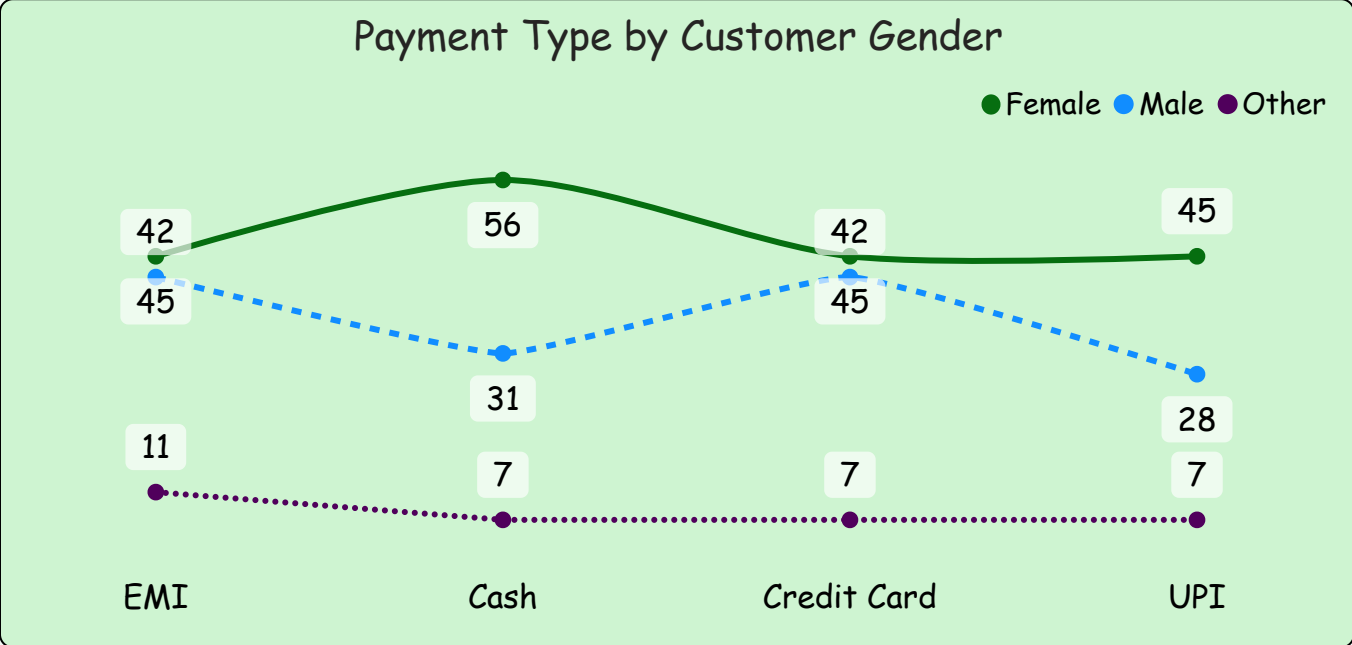
Brand

All

City

All

Sales Channel	Total Revenue	Total Units Sold
Online	6.4M	7189
Retail Store	2.5M	2868
Partner	1.2M	1510



Mobile Sales Dashboard - 2024

Regional Insights & Product Preferences

Overview

Market

Details

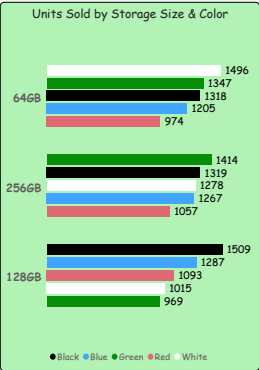
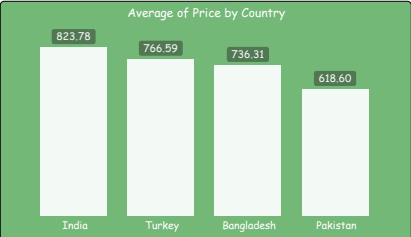
Key Insights :

India generates the highest revenue (8.2M+), with the highest average price per unit at 823.78. Cities like Bursa, Antalya, and Istanbul are top contributors to revenue, each generating 1M+. 128GB storage size in Black color is the most sold configuration, showing a strong customer preference.

- ☐ Bangladesh
- ☐ India
- ☐ Pakistan
- ☐ Turkey

Total Purchase	Avg Price	Highest Revenue Country	Month	Brand	City
366	784.73	India	All	All	All

City	Units Sold	Total Revenue
Bursa	1798	1.5M
Antalya	1376	1.0M
Istanbul	1348	1.0M
Chennai	1309	1.4M
Jaipur	1237	1.0M
Izmir	1230	0.9M
Ankara	1131	1.0M
Pune	912	0.7M
Mumbai	888	0.7M
Lucknow	839	0.7M
Bangalore	821	0.5M
Kolkata	787	0.7M
Hyderabad	719	0.5M
Ahmedabad	572	0.4M
Rajshahi	548	0.4M
Delhi	532	0.4M
Chittagong	520	0.3M
Khulna	490	0.4M
Sylhet	486	0.3M
Dhaka	457	0.3M
Karachi	233	0.2M
Islamabad	137	0.1M
Rawalpindi	88	0.1M
Multan	65	0.0M
Lahore	31	0.0M
Total	18548	14.5M



Mobile Model	Bangladesh	India	Pakistan	Turkey
OnePlus Nord 4	458	461		566
OnePlus 12 Pro	13	530		537
OnePlus 11R	136			375
Pixel 9 Pro	82	634		487
Pixel 9	73	639		479
Galaxy S25 Ultra		728	88	214
iPhone 14	130	523		336
iPhone 15	78	529		344
Z Fold 6	91	477		344
Redmi Note 13	105	578		213

