# Power BI Project Report: Amazon Mobile Sales data analysis

## 1. Problem Statement

## The goal of this analysis is to evaluate mobile phone sales across various cities in India to understand sales distribution by brand, model, and payment methods. This insight helps identify customer purchase behavior, regional demand, and popular products to aid strategic planning for retailers and marketers.

## 2. Data Preprocessing Steps

* Converted Day,Month,Year Column into single Column
* Converted Date column numeric to Date datatype
* Created New column for day name to replace uncompleted values
* Change the dataset name sheet 1 to Sales data

## 3. Power BI Report Pages

 **Overview Dashboard**: KPIs for total sales, transactions, quantity, and average

 **Sales by City**: Map with bubble size indicating sales volume

 **Monthly Sales Trend**: Line chart showing total quantity sold by month

 **Brand & Model Performance**: Tables showing top brands and models by sales

 **Customer Ratings Analysis**: Funnel chart of ratings distribution

 **Payment Method Insights**: Pie chart for transaction share by payment type

 **Day-wise Sales Trend**: Line chart of total sales across weekdays

## 4. DAX Measures Used

|  |  |
| --- | --- |
| Total sales | Total Sales = SUMX(Sales\_Data,Sales\_Data[Units Sold]\*Sales\_Data[Price Per Unit]) |
| Total Quantity | Total Quantity = SUM(Sales\_Data[Units Sold]) |
| Average | Average = AVERAGE(Sales\_Data[Price Per Unit]) |
| Transactions | Transactions = COUNTROWS(Sales\_Data) |

## 5. Report Insights (Answers to Problem Statements)

* **Which brand achieved the maximum sales value?**
* Apple and Samsung lead in both sales volume and quantity sold.
* Apple had the highest total sales: ₹161.6M with 3932 units.
* **What are the top mobile models by sales value?**
* IPhone SE is the top model with ₹60M in sales, followed by OnePlus Nord and Galaxy series.
* **Which cities contributed the most to overall sales?**
* Mumbai, Ranchi, Chennai, and Delhi are the top revenue-generating cities.
* **In which months did sales peak?**
* Strong performance in March, July, and August.
* Dip in February and September possibly due to seasonal variations.
* **What do customer ratings indicate about satisfaction?**
* 5-star ratings dominate, indicating high customer satisfaction.
* **Which payment methods are most commonly used?**
* Debit Card and UPI are the most used, followed by Credit Card and Cash.
* **On which days of the week are sales highest and lowest?**
* Saturday has the highest sales (₹115M), while Thursday and Wednesday are lower.