Mobile Sales Data Dashboard

Data Analysis & Visualization using Power BI

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Introduction

Project Name: Mobile Sales Analysis

Objective: Provide insights into mobile phone sales, transactions, and customer ratings.

Scope: Covers various cities across **India**.

Technology Used: Power BI for interactive visualization.

Key Features:

- Tracks **sales performance** and **transactions**.

- Analyzes **customer ratings** and **feedback**.

- Shows insights on **payment methods** used by customers.

Purpose: Supports **data-driven decision-making** for better sales strategies.
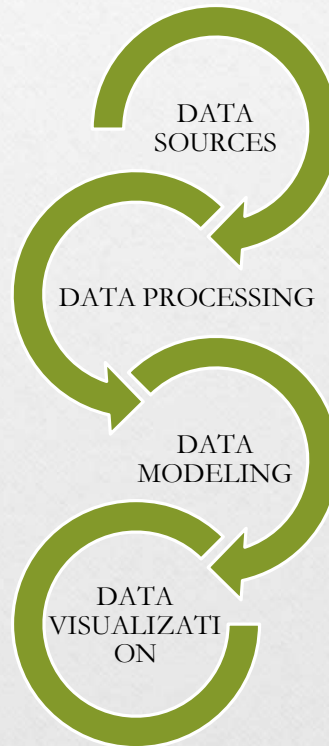
Project and Dataset Information

- Project: Mobile Sales Analysis

- Dataset: Sales transactions, customer ratings, payment methods

- Objective: Analyze sales trends and customer behavior

- Tools Used: Power BI, Power Query Editor

Architecture Diagram

- Architecture or design diagram of the data processing workflow.

DATA SOURCES

DATA PROCESSING

DATA MODELING

DATA VISUALIZATION

Data Sources

- Sales transaction records

- Customer feedback and ratings

- Payment method details

- Product sales data by brand and model

Data Cleaning and Transformation

- Removed duplicate entries

- Handled missing values and outliers

- Standardized date formats and categories

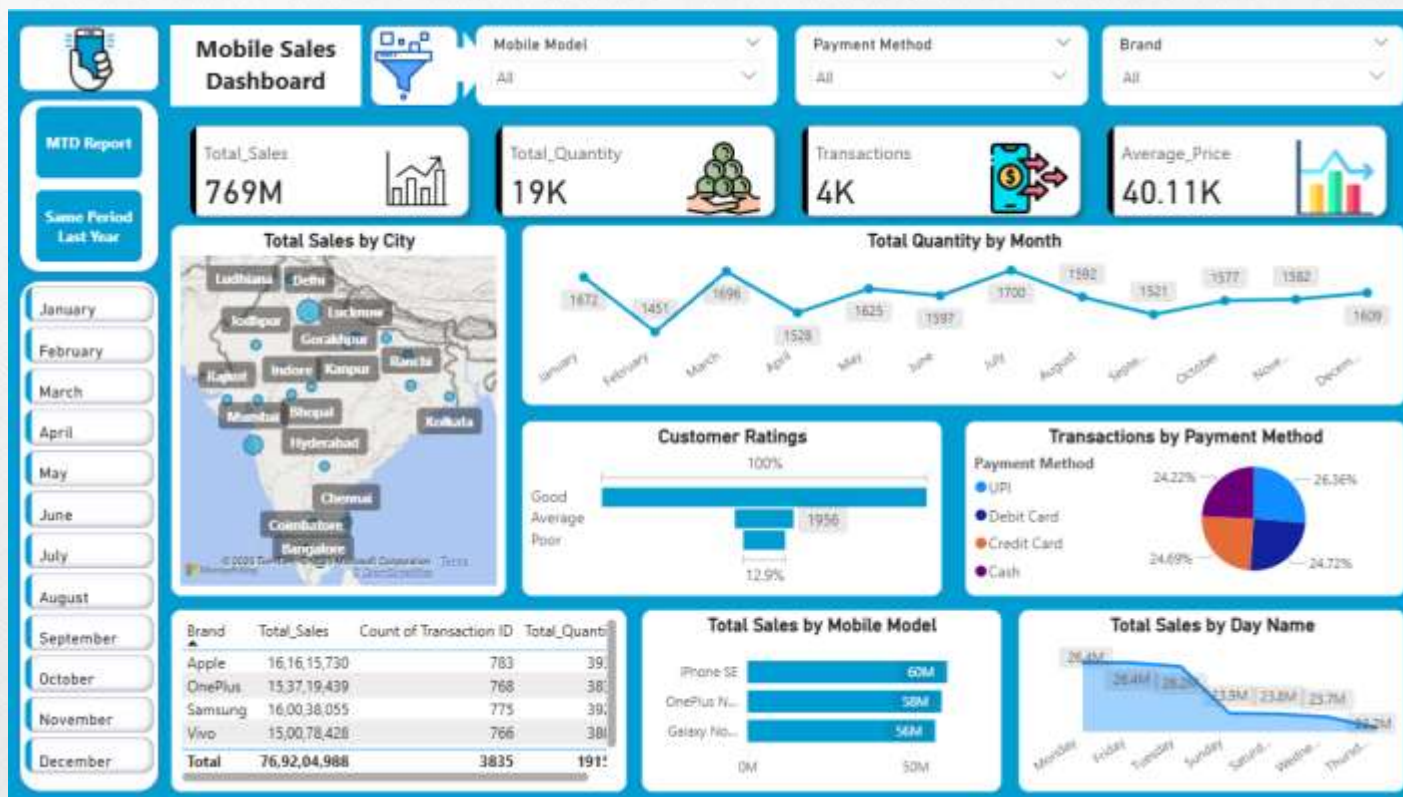- Applied filtering and transformation using Power Query Editor

Key Data Insights

- Highest sales in metropolitan cities

- Most transactions via Debit Card and UPI

- iPhone SE and OnePlus Nord are top-selling models

- Majority of customers rated products 4 or 5 stars

Power BI Dashboard Overview

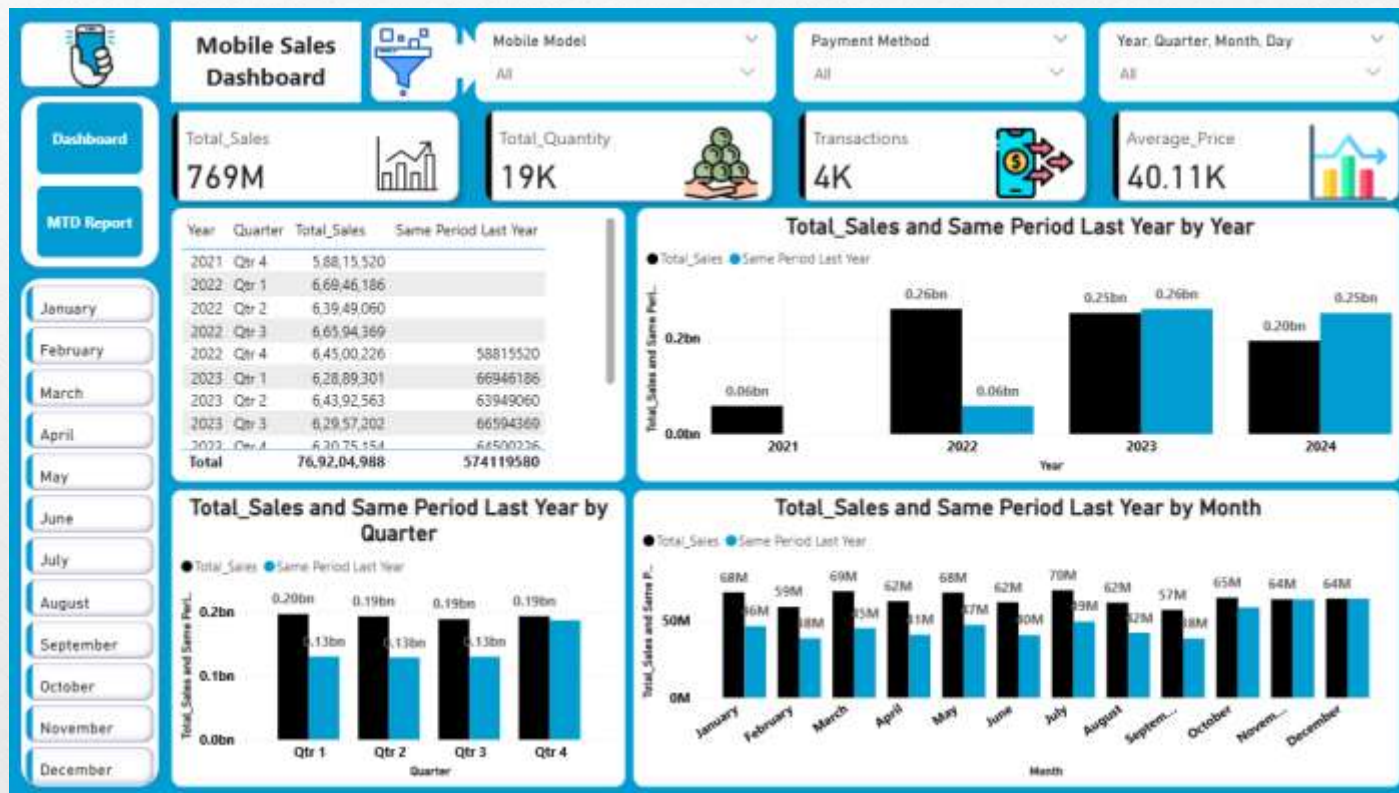- Visual representation of mobile sales analysis using Power BI.

Power BI Dashboard Overview

- Visual representation of MTD Report analysis using Power BI.

Power BI Dashboard Overview

- Visual representation of Same Period Last Year analysis using Power BI.

Conclusion and Recommendations

- Data-driven insights help improve sales strategy

- Focus on high-performing models and cities

- Optimize payment options based on transaction trends

- Enhance customer experience for better ratings

Thank You !