

# Mobile Sales Dashboard Report

## Project Description

The **Mobile Sales Dashboard** provides a **comprehensive and interactive visualization** of mobile phone sales, enabling stakeholders to analyze key sales metrics, customer preferences, and payment trends. The dashboard is built using **Power BI and Power Query** to help business teams and decision-makers optimize their sales strategies.

The key objectives of this project are:

Analyze **total sales, total quantity sold, and transactions**.

Identify **sales trends by month, city, and day of the week**.

Understand **customer ratings and their impact on sales**.

Evaluate **payment method distribution** to enhance customer experience.

Identify **top-performing brands and mobile models** based on revenue and sales.

---

## Approach

- Data Preparation & Transformation:**
    - Imported **raw sales data** into **Power BI**.
    - Used **Power Query** to clean, filter, and transform data.
    - Created **calculated measures in DAX** for key metrics.
  - Data Modeling:**
    - Established relationships between tables for better data structuring.
    - Created calculated fields such as **Total Sales, Transactions, and Average Sales**.
  - Dashboard Design & Visualizations:**
    - Used **KPI Cards** to display total sales, quantity, and transactions.
    - Designed **bar charts, line charts, and pie charts** to analyze trends.
    - Used **interactive filters (slicers)** for dynamic analysis based on **brand, model, payment method, and time period**.
    - Implemented **geographical sales analysis** with a **map visualization**.
- 

## Tech-Stack Used

◆ **Power BI:** For data visualization and dashboard creation.

◆ **Power Query:** For data transformation and cleaning.

◆ **DAX (Data Analysis Expressions):** For creating calculated fields and measures.

---

# Insights & Key Findings

## Sales Performance:

- **Total Sales:** ₹769 Million
- **Total Quantity Sold:** 19K units
- **Total Transactions:** 4K

## Sales Trends:

- **Highest Sales Month:** July (1,700 units)
- **Lowest Sales Month:** September (1,521 units)
- **Peak Sales Days:** Weekends (Saturday had the highest sales: ₹115M)

## Top-Selling Brands & Models:

- **Best-selling Brand:** Apple (₹161M in total sales)
- **Top Mobile Models:**
  - **iPhone SE:** ₹60M
  - **OnePlus Nord:** ₹58M
  - **Galaxy Note 20:** ₹56M

## Payment Method Analysis:

- **Most Used Payment Method:** Debit Card (26.22%)
- **Least Used Payment Method:** UPI (24.06%)

## Geographical Insights:

- **Top Selling Cities:** Mumbai, Chennai, Bangalore, Hyderabad.
- **Low Sales Regions:** Some North Indian cities showed lower sales.

## Customer Ratings:

- Majority of customers gave **5-star ratings**, indicating high satisfaction.
- A small portion of customers gave **1-star ratings**, highlighting areas for improvement.

---

## Result

The **Power BI dashboard** successfully provides **real-time, data-driven insights** into mobile sales trends. It helps businesses:

Identify **top-performing and low-performing brands**.

Understand **customer preferences for products and payment methods**.

Improve **marketing and sales strategies** by analyzing trends.

Make **data-backed decisions** to increase revenue and enhance customer satisfaction.

