

# Mobile Sales Dashboard Insights

## 1. Overview of Sales Performance

- **Total Sales:** \$769M
- **Total Quantity Sold:** 19K units
- **Total Transactions:** 4K
- **Average Price Per Unit:** \$40.11K

## 2. Brand Performance

- **Top-Performing Brands:**
  - Apple: **\$161M** in sales, **783 transactions**
  - OnePlus: **\$157M** in sales, **768 transactions**
  - Samsung: **\$160M** in sales, **775 transactions**
  - Vivo and Xiaomi follow closely behind.
- **Xiaomi has the lowest total sales** among the top five brands despite a high transaction count.

## 3. Sales Trends Over Time

- **Total Quantity Sold by Month:**
  - Highest in **March, May, July, and December.**
  - Lowest in **February and September.**
- **Year-over-Year Comparison:**
  - Sales have shown **steady growth across the years.**
  - Quarterly data indicates that **Q2 and Q3 have the highest sales.**

#### 4. Payment Method Preferences

- Payment methods are almost evenly distributed:
  - **UPI:** 24.22%
  - **Debit Card:** 26.36%
  - **Credit Card:** 24.69%
  - **Cash:** 24.72%
- **Credit Card transactions contribute the most (24.69%).**

#### 5. Customer Satisfaction & Ratings

- **Majority of customers rated their experience as "Good".**
- **28% of ratings fall under "Average",** highlighting an area for improvement.

#### 6. Best-Selling Mobile Models

- **iPhone SE: \$60M** in sales
- **OnePlus Nord: \$58M** in sales
- **Galaxy Note 20: \$56M** in sales
- These three models significantly contribute to total revenue.

#### 7. Sales by Day of the Week

- **Highest sales occur at the beginning of the week.**
- **Sales gradually decline towards the weekend.**