



# Full Explanation of the Power BI Interactive Dashboard

## 1. Overall Purpose of the Dashboard

The main goal of this dashboard is to:

- Track **total sales, quantity, transactions, and averages**
  - Analyze **monthly and daily sales trends**
  - Compare **mobile models and brands**
  - Understand **customer behaviour and preferences**
  - Enable **interactive filtering** for deeper insights
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## 2. Top KPI Cards (Summary Metrics)

At the top of the dashboard, we see **high-level KPIs**, which give an instant snapshot of performance:

- **Total Sales: 769M**  
→ Represents total revenue generated.
- **Total Quantity: 19K**  
→ Total number of mobile units sold.
- **Transactions: 4K**  
→ Number of customer purchase transactions.
- **Average (AVG): 40K**  
→ Average sales value per transaction or per selected context.

🔗 These cards are **dynamic** and change based on filters like month, brand, or payment method.

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## 3. Filters & Slicers (User Control)

### ◆ Left-side Month Slicer

- Allows selection from **January to December**
- Used to analyze **monthly performance**

### ◆ Top Dropdown Filters

- **Mobile Model**
- **Payment Method** (UPI, Cash, Debit Card, Credit Card)

- **Brand**
- **Day Name** (Sunday–Saturday)

🔗 These make the dashboard **fully interactive** and customizable.

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## 4. Monthly Quantity Trend (Line Chart)

### ☑ *Total Quantity by Month*

This line chart shows:

- Month-wise mobile units sold
- Peaks and dips across the year

Insights example:

- Higher sales during months like **March, July**
- Slight drops in **February and September**

This helps identify:

- Seasonal demand patterns
  - Sales performance trends
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## 5. City-wise Sales Distribution (Map Visual)

### 🌐 *Sales by City (India Map)*

- Displays major cities like **Delhi, Mumbai, Bangalore, Hyderabad, Kolkata, Chennai**
- Each dot represents **sales activity**
- Size/intensity reflects sales volume

Business value:

- Identifies **high-performing cities**
  - Helps in **regional planning and marketing**
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## 6. Sales by Mobile Model (Bar Chart)

### *Total Sales by Mobile Model*

Top-performing models:

- **iPhone SE – 60M**
- **OnePlus – 58M**
- **Galaxy Series – 56M to 53M**

Why it matters:

- Helps understand **product-level performance**
  - Guides inventory and promotion strategies
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## 7. Transactions by Payment Method (Pie Chart)

### *Customer Payment Preferences*

Breakdown:

- **UPI ~25.84%**
- **Cash ~25.48%**
- **Debit Card ~24.67%**
- **Credit Card ~24.01%**





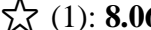
Key insight:

- Digital payments (UPI + Cards) dominate
  - Businesses can prioritize **cashless payment options**
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## 8. Customer Ratings (Funnel Chart)

### *Customer Satisfaction Distribution*

Ratings breakdown:

-  (5): **38.8%**
-  (4): **21.9%**
-  (3): **17%**
-  (2): **14.16%**
-  (1): **8.06%**

Interpretation:

- Majority of customers are **highly satisfied**
  - Low percentage of poor ratings suggests **good product/service quality**
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## 9. Day-wise Sales Performance (Line Chart)

### *Total Sales by Day Name*

Sales trend:

- Highest on **Saturday & Monday**
- Lowest on **Sunday**

Use case:

- Helps plan **offers, staffing, and promotions**
  - Supports weekday vs weekend sales strategy
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## 10. Brand-level Performance Table

### *Brand Summary Table*

Columns:

- **Brand**
- **Total Sales**
- **Total Quantity**
- **Transactions**

Top brands:

- **Apple**
- **Samsung**
- **OnePlus**
- **Vivo**
- **Xiaomi**

Total summary:

- **Sales: 769,204,988**
- **Quantity: 19,150**
- **Transactions: 3,835**

This table gives **detailed, drill-down insights**.

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## 11. Design & UX Highlights

- Dark blue theme for clarity and contrast
  - Rounded cards and consistent layout
  - Icons to enhance KPI readability
  - Balanced visuals without clutter
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## 12. Business Value of This Dashboard

This dashboard helps:

- Track overall and detailed performance
  - Identify trends, best products, and regions
  - Improve customer experience
  - Support data-driven business decisions
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## 13. How to Explain This in One Line (Interview-Ready)

“This Power BI dashboard provides a complete sales and customer performance overview for mobile brands, combining KPIs, trends, regional analysis, and interactive filters for actionable insights.”