

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.

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.

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**.

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.”