**Mobile Sales Dashboard Data Driven Insights:**

I have built this dashboard according business problem statement to grow their Mobile sales and marketing to grow their sales performance.

let's dive into the mobile sales dashboard and extract some data-driven insights.

Here are some key observations based on the provided dashboard.

**Overall Performance:**

* The total revenue generated is $287 million.
* A total of 19,000 mobile units were sold.
* The average selling price per unit is approximately $15,105 (Total Revenue / Total Units Sold).
* Sales were made across 5 different brands and included 19 different mobile models.

**Sales by Brand:**

* **Apple** is the top-performing brand in terms of units sold, capturing 23.7% of the market share.
* **Samsung** follows closely with 22.78% of the units sold.
* **Xiaomi** holds the third position with 19.03% of the units sold.
* **OnePlus** accounts for 17.5% of the units sold.
* **Google** has the smallest share among the featured brands, at 16.99%.

**Sales by Color:**

* **Black** is the most popular color, representing 22.35% of the units sold.
* **Red** is the second most popular color at 20.43%.
* **Blue** accounts for 20.27% of the sales.
* **White** has a slightly lower share at 20.11%.
* **Green** is the least popular color among the options shown, with 16.84% of sales.

**Sales by Storage Size:**

* **128GB** storage models dominate sales, accounting for 34.18% of the units sold.
* **256GB** is the second most popular storage option with 34.15% of sales.
* **64GB** models have a smaller share at 31.66%.

**Operating System Wise Sales by Customer:**

* **Female** customers show a strong preference for **iOS** devices, with significantly higher sales compared to Android.
* **Male** customers also favor **iOS**, but the difference compared to Android sales is less pronounced than with female customers.
* **Other** gender categories also show a preference for **iOS**, albeit with lower overall sales volume.
* **Android** sales are relatively consistent across different gender categories, but lower than iOS sales overall.

**Units Sold by Country and Brand:**

* **India** is the largest market in terms of unit sales for most brands.
* **Apple** has the highest unit sales in India, followed by **Samsung**.
* **Turkey** shows significant sales volume, particularly for **Apple** and **Samsung**.
* **Bangladesh** and **Pakistan** have lower reported unit sales compared to India and Turkey across all featured brands.

**Total Revenue and Average Units Sold by Sales Channel and Payment Type:**

* The **Online** channel generates the highest total revenue, followed by **Retail Store** and then **Partner** channels.
* The average units sold are also highest through the **Online** channel.
* **Cash** and **Credit Card** are the dominant payment methods in terms of total revenue.
* **EMI** and **UPI** also contribute significantly to the total revenue.

**Customer Profile by Unit Sold (Age Group):**

* The age group **25-33** represents the largest segment of customers by units sold.
* The age groups **18-25** and **34-41** are also significant customer segments.
* Sales generally decrease for older age groups.

**Sales of Top 5 City by Revenue:**

* **Bursa** appears to be the city with the highest revenue among the top 5.
* **Antalya**, **Istanbul**, **Chennai**, and **Ankara** follow in terms of revenue generated.
* The brand-wise revenue contribution varies across these cities. For example, Apple seems to have a strong presence in Bursa and Istanbul.

**Sales Trend Over Month:**

* Both the sum of units sold and the total revenue show fluctuations throughout the year.
* There appears to be a peak in both units sold and revenue around **October** and **November**.
* Sales generally seem to be lower in the earlier months of the year (January to May).

**Brand Performance by Sales Channel:**

* **Apple** generates the highest revenue across all sales channels (Online, Retail Store, Partner).
* **Samsung** is the second-highest revenue generator across all channels.
* The distribution of sales across channels varies by brand. For instance, the revenue split between Online and Retail Store might be different for Apple compared to Xiaomi.

These insights provide a good overview of the mobile sales data presented in the dashboard. Further analysis could involve looking at trends over time in more detail, investigating the reasons behind the popularity of certain brands, colors, and storage sizes, and exploring the demographic and geographic factors influencing sales.