



MOBILE SALES DASHBOARD



Mobile Model

All

Payment Method

All

Brand

All

MTD REPORT

SAME PERIOD
LAST YEAR

NARRATIVE

ADVICE

Total Sales
769M



Total Units Sold
19K



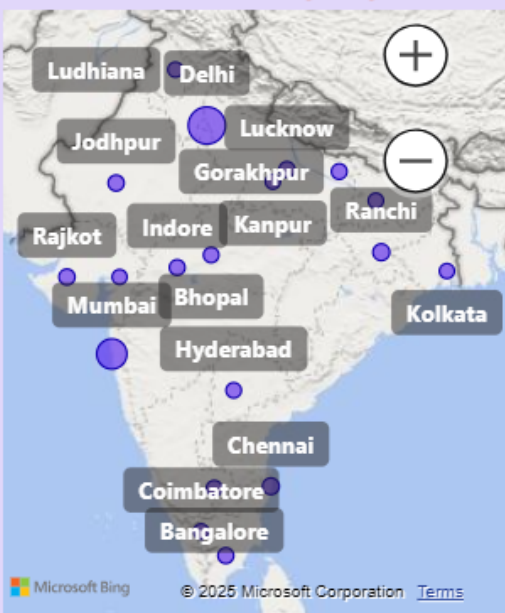
Total Transactions
4K



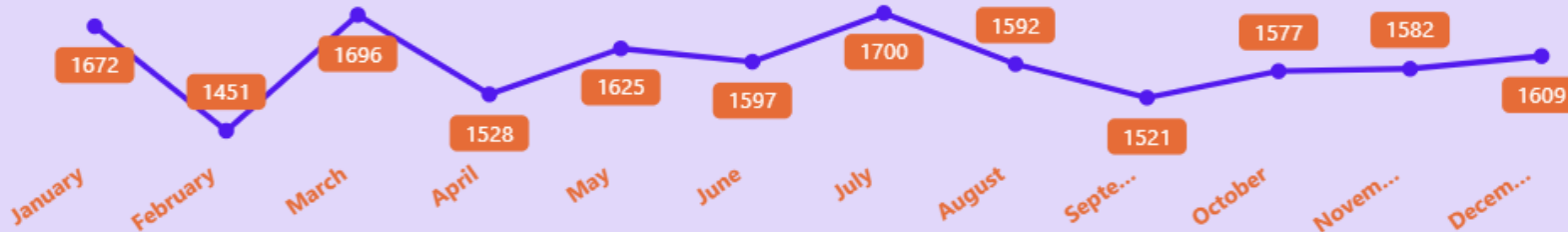
Average Price
40.11K



Total Units by City



Total Units Sold by Month



Customer Ratings



Total Transactions

Payment Method

UPI

Debit Card

Credit Card

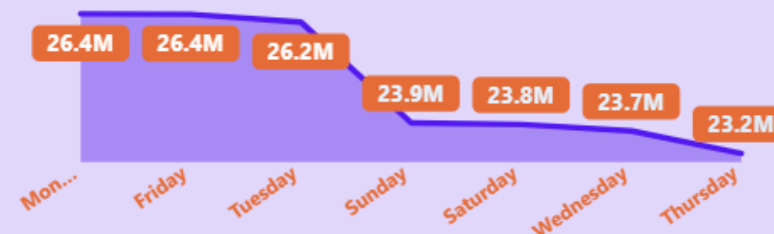
Cash



Total Sales by Mobile Model



Total Sales by Day Name



Brand	Total Sales	Total Units Sold
Xiaomi	14,37,53,337	3664
Vivo	15,00,78,428	3801
OnePlus	15,37,19,439	3830
Samsun g	16,00,38,055	3923
Apple	16,16,15,730	3932
Total	76,92,04,988	19150



DASHBOARD

MTD REPORT

SAME PERIOD LAST YEAR

NARRATIVE

ADVICE





MOBILE SALES DASHBOARD



Mobile Model

All

Payment Method

All

Year, Quarter, Month, Day

All

DASHBOARD

SAME PERIOD
LAST YEAR

NARRATIVE

ADVICE

January

February

March

April

May

June

July

August

September

October

November

December

Total Sales
769M



Total Units Sold
19K



Total Transactions
4K



Average Price
40.11K



MTD by Year, Quarter and Month



DASHBOARD

MTD REPORT ^x

SAME PERIOD LAST YEAR

NARRATIVE

ADVICE



MOBILE SALES DASHBOARD

Mobile Model

All

Payment Method

All

Year, Quarter, Month, Day

All

DASHBOARD

MTD REPORT

NARRATIVE

ADVICE

January

February

March

April

May

June

July

August

September

October

November

December

Total Sales

769M

Total Units Sold

19K

Total Transactions

4K

Average Price

40.11K

Year	Quarter	Total_Sales	Same_Period_Last_Year
2022	Qtr 1	6,69,46,186	
2023	Qtr 1	6,28,89,301	6,69,46,186.07
2024	Qtr 1	6,61,87,436	6,28,89,300.56
2022	Qtr 2	6,39,49,060	
2023	Qtr 2	6,43,92,563	6,39,49,060.03
2024	Qtr 2	6,40,58,249	6,43,92,562.93
2022	Qtr 3	6,65,94,369	
2023	Qtr 3	6,29,57,202	6,65,94,368.64
Total		76,92,04,988	57,41,19,579.67

Total_Sales and Same_Period_Last_Year by Year

Total_Sales and Same_Period_Last_Year by Quarter

Total_Sales and Same_Period_Last_Year by Month



Full Detailed Narrative

The Mobile Sales Dashboard highlights strong overall performance, with steady growth in sales and customer acquisition. Total sales and orders show consistent upward momentum, with peak demand periods aligning to promotional campaigns and seasonal spikes.

Customer behavior reveals that smartphones dominate sales, while accessories and wearables provide additional but smaller contributions. **Repeat customers are driving a significant share of revenue**, supported by loyalty initiatives, while new customer acquisition continues to expand the base.

Platform insights show **Android leading slightly over iOS**, reflecting broader market penetration. **Digital payments (UPI and Cards)** are the preferred mode, though Cash on Delivery (COD) still accounts for a notable share, often linked to cancellations and operational inefficiencies.

Operational metrics highlight an average delivery time that is competitive, but with variability across regions and time slots. Cancellations and returns, while not excessive, point to opportunities for process improvement.

Overall, the narrative shows a business that is scaling well, with strong digital adoption and loyal customers, but with clear opportunities to optimize operations, diversify product mix, and **reduce COD dependency**.



DASHBOARD

MTD REPORT

SAME PERIOD LAST YEAR

NARRATIVE ^x

ADVICE





Strategic Recommendations

1. Digital Payment Adoption

- Incentivize COD users to switch to UPI or Card through discounts or loyalty points.
- This will reduce cancellations and improve cash flow efficiency.

2. Product Innovation

- Introduce 1–2 new SKUs (e.g., accessories, wearables) each quarter.
- Keeps the catalog fresh and reduces reliance on top-selling smartphones.

3. Customer Retention

- Launch loyalty rewards for repeat buyers and personalized offers for high-value customers.
- Aim to increase purchase frequency and lifetime value.

4. Operational Efficiency

- Monitor delivery times and cancellation reasons weekly.
- Optimize logistics in high-delay regions and address recurring service issues.

5. Upselling & Cross-Selling

- Suggest add-ons like cases, chargers, or headphones during checkout.
- Bundle offers to increase average order value without heavy discounting.



By Sushant Kumar Yadav



DASHBOARD

MTD REPORT

SAME PERIOD LAST YEAR

NARRATIVE

ADVICE ^x

