**Mobile Sales Dashboard Documentation**

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**MINI PROJECT**

**Title**:

Mobile Sales Dashboard – Analyzing Sales, Customer Trends & Payment Insights

**Project Review:**

The Mobile Sales Dashboard is designed to analyze sales performance, customer trends, and payment modes across different mobile brands. This interactive dashboard enables users to track key metrics like total sales, customer ratings, payment methods, and monthly trends, helping businesses optimize their sales strategies.

**Steps Involved:**

**1. Data Cleaning & Preparation in Power Query Editor**

* Loaded the mobile sales dataset into Power Query Editor.

* Cleaned the data by modifying incorrect formats.

* Updated data types for relevant columns.

* Standardized day names (e.g., "Sat" → "Saturday").

* Used Replace Function and Advanced options to clean

**2. Creating a Customized Calendar**

* Some dates were missing in the sales table, which could cause issues in time-based visualizations.

* Created a customized calendar table with Date and Day Name columns

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* Established a one-to-many relationship between the sales table and the calendar table using the Date column.

**3. Creating Key Measures for Analysis**

* Total Sales – Sum of sales revenue.

* Total Quantity Sold – Count of units sold.

* Total Transactions – Number of completed sales.

* Average Price – Average mobile price per sale.

* Same Period Last Year (SPLY) – Helps compare current sales with the same period in the previous year.

* Month-to-Date (MTD) Report – Shows sales data from the start of the current month up to today.

**4. Designing the Dashboard with Visualizations**

* **Slicers**:Mobile model, year, quarter, month, and day, Payment mode (Cash, Credit Card, Debit Card, UPI) for easy filtering.

* **Pie Chart** – Customer Ratings by Brand to understand user satisfaction.

* **Donut Chart** – Transactions by Payment Mode to track preferred payment methods

* **Bar Chart** – Total Sales by Brand Name for brand performance comparison.

* **Map Visualization** – Total Sales by City to analyze geographical sales trends.

* **Line Chart with Clustered Columns** – Sales Performance Over Time (MTD vs. SPLY).

**Navigation Buttons:**

Added to move between different report pages easily.

**5. Professional Color Formatting & Design Enhancements**

* Improved color contrast in Pie & Donut Charts to enhance readability.

* Applied muted, professional, and business-friendly colors for a clean and polished look.

* Used consistent color schemes across all charts.

* Ensured colors are accessible for color-blind users.

**Key Insights from the Dashboard:**

* The Total Sales Trend helps businesses monitor performance over different time frames.

* Customer Ratings by Brand provide insights into brand satisfaction.

* Transactions by Payment Mode reveal customer preferences for cash, card, or UPI.

* The Sales Map shows which cities generate the most revenue.

* MTD and Same Period Last Year Analysis help track sales progress over time.

**1. Sales & Quantity Trends**

Highest Sales: July (70M), March (69M), and May (68M) → These months show peak demand.

Lowest Sales: September (57M) and February (59M) → These months might need targeted marketing.

Stable Quantity: Mostly 2K units per month, except for February (1K units), which shows a 50% drop in quantity but only a 13% drop in sales → This could indicate a shift towards high-value transactions in February.

**2. Customer Ratings**

Apple has the highest ratings, followed by Samsung, OnePlus, Vivo, and Redmi (Xiaomi).

Strategic Focus:

Apple and Samsung are premium brands—maintain this perception by emphasizing high-end features and trade-in deals.

OnePlus and Vivo are mid-range—aggressive pricing and bundled offers can boost sales.

Redmi (Xiaomi) has the lowest ratings—focus on customer feedback improvements and after-sales service.

**3. Payment Mode Preferences**

UPI is the most used mode (26.36%), followed by debit card (24.72%), credit card (24.69%), and cash (24.22%).

**Insights:**

Since most payments are digital, UPI cashback and card EMI options could increase conversions.

The cash percentage is still high (24.22%), so cash-on-delivery (COD) promotions might attract traditional buyers.

**4. Sales by Day of the Week**

Highest Sales on Saturdays (115M), followed by Monday and Friday.

**Insights:**

Weekend-focused promotions (Friday–Sunday) can drive even more traffic.

Low-selling weekdays (Tuesday–Thursday) might need mid-week discounts or limited-time offers.

**5. Best-Selling Mobile Models**

1. iPhone

2. OnePlus Nord

3. Samsung Galaxy Note 20

4. Vivo Y51

iPhone dominates sales, showing strong demand for premium devices → Leverage trade-ins and EMI options to push more units.

OnePlus Nord and Vivo Y51 indicate strong mid-range demand → Consider bundling accessories or extended warranties to boost value perception.

**Month-to-Date by Year Analysis**

This section tracks monthly sales performance over multiple years to identify growth patterns and seasonal trends.

**Recommendations**:

Monitor and analyze Year-over-Year (YoY) trends to adjust inventory and pricing strategies.

Identify slow-growing months and introduce seasonal discounts or offers.

**Same Period Last Year Comparison**

This page compares the same period in different years to evaluate performance changes and emerging trends.

* If a specific brand or model is underperforming compared to last year, analyze customer sentiment and adjust marketing efforts.
* If new brands are rising, shift focus to promote trending models.
* Optimize pricing based on yearly trends—higher average price months might benefit from targeted price drops.

Final Suggestions for Overall Improvement

1. Capitalize on Strong Brands: Apple and Samsung drive the most engagement—premium financing options and trade-in deals can sustain momentum.
2. Use Digital Payment Incentives: More than 75% of customers use digital payments—offer UPI rewards and EMI-based discounts.
3. Leverage Weekend Sales Trends: Since Saturdays, Mondays, and Fridays are strong sales days, schedule exclusive flash sales or product launches on these days.
4. Analyze Yearly Trends to Forecast Demand: Adjust inventory and marketing efforts based on last year's performance trends to maximize revenue

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1. Sales are slightly lower than last year (-3.8% YoY), but it's manageable with the right strategies
2. Q1 and Q3 were weaker, mainly due to March and August declines
3. April and September showed growth, indicating potential seasonal advantages.
4. Targeting key months with promotions and better pricing can help recover lost revenue.

**Conclusion**:

The Mobile Sales Dashboard provides a comprehensive view of sales, customer behavior, and payment trends. By utilizing interactive slicers and insightful visualizations, businesses can make data-driven decisions, identify top-selling brands, and optimize their sales strategy for better performance.