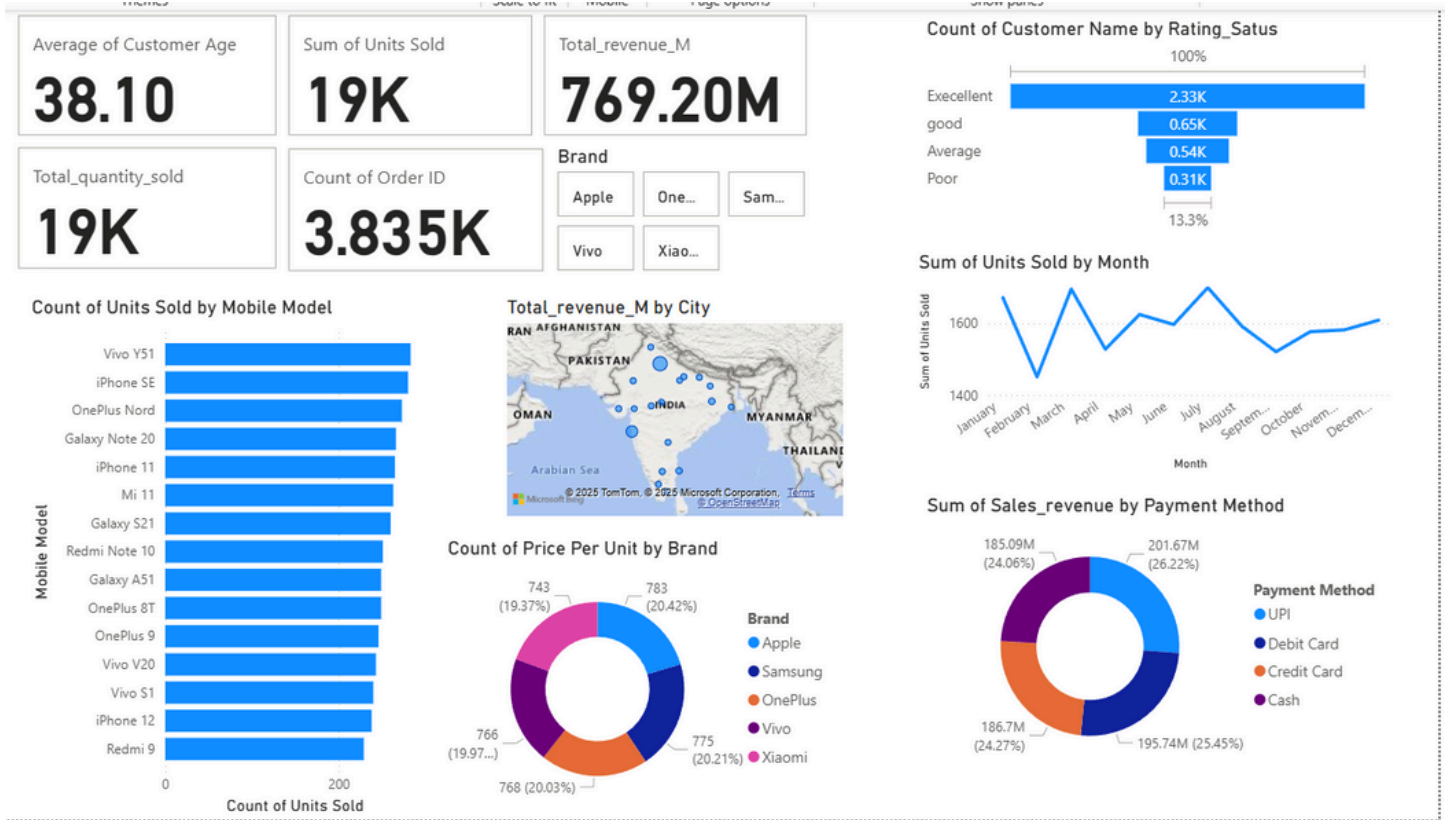


# SUMMARY



## KPIs (Top Metrics)

- **Average of Customer Age: 38.45 years**  
This suggests that the average customer is in their late 30s – potentially middle-aged buyers who might have stable incomes and a higher purchasing power for premium smartphones.
- **Sum of Units Sold: 5K units**  
Total sales volume across all mobile models is 5,000 units.
- **Total Quantity Sold: 5K units**  
Matches with units sold, indicating no separate product type or bundle counts.
- **Count of Order IDs: 1.011K (~1011 orders)**  
On average, each order contains around **5 units** ( $5000 \div 1011 \approx 4.94$ ), suggesting bulk buying or multiple items per purchase.
- **Total Revenue (in Millions): 201.67M**  
Represents the total monetary value generated from sales (likely in the local currency). This is a strong revenue number for the sold volume.

## 2. Customer Ratings (Top-Right: Count of Customer Name by Rating\_Status)

- **Excellent: 0.60K (~600 customers)** – largest share.

- **Good:** 0.18K (~180 customers).
- **Average:** 0.15K (~150 customers).
- **Poor:** 0.08K (~80 customers).

#### Insight:

The majority of customers rated their experience as **Excellent**, indicating good product quality and customer service. However, 12.6% poor ratings may need follow-up for quality improvement.

### 3. Units Sold by Month (Top-Middle Right: Line Graph)

- **August:** Peak month (~500 units) — possibly due to seasonal promotions, festivals, or new product launches.
- **Lowest months:** February & December (~380 units) — possibly off-season sales dip.

#### Insight:

Sales are **seasonal**, with spikes in August and smaller peaks in October, suggesting timing promotions around these months could be beneficial.

### 4. Units Sold by Mobile Model (Left Middle: Bar Chart)

Top-selling models (based on bar length):

1. **Vivo Y51**
2. **iPhone SE**
3. **OnePlus Nord**
4. **Galaxy Note 20**
5. **iPhone 11**

#### Insight:

- Sales are **spread across multiple brands**, with a mix of premium (iPhone, Galaxy Note) and mid-range models (Vivo Y51, OnePlus Nord).
- Vivo models appear multiple times in the top list — indicating strong presence in budget/mid-segment.

### 5. Total Revenue by City (Middle Map)

- Higher sales concentration in **India**, with notable clusters in major metro cities.
- Nearby regions (Pakistan, Bangladesh) also have some activity, but at a smaller scale.

#### Insight:

India is the **core revenue market** — focus marketing and supply chain efforts there.

### 6. Price Per Unit by Brand (Middle-Right: Donut Chart)

Counts (in units sold per brand):

- **Apple:** 203 (5.29%)
- **Samsung:** 211 (5.5%)
- **OnePlus:** 207 (5.4%)
- **Vivo:** 191 (4.98%)
- **Xiaomi:** 199 (5.19%)

#### Insight:

The distribution is quite balanced among brands, showing **diverse customer preferences** without one brand dominating.

## 7. Sales Revenue by Payment Method (Bottom-Right: Donut Chart)

- **UPI:** 201.67M (26.22%) — Highest share, shows strong adoption of digital payments.
- **Debit Card:** 195.74M (25.45%).
- **Credit Card:** 186.7M (24.27%).
- **Cash:** 185.09M (24.06%).

#### Insight:

- All payment methods are well used, but **digital methods (UPI + cards)** dominate over cash.
- This indicates customers are comfortable with cashless transactions.

## Overall Story

- **Customer Profile:** Mid-aged buyers (~38 years old), highly satisfied, making repeat or bulk purchases.
- **Product Mix:** Diverse model range — Vivo leads in unit count, but Apple and Samsung also contribute significantly.
- **Geography:** India is the main sales hub.
- **Seasonality:** August is the best sales month; December and February are weakest.
- **Payments:** UPI is the top payment method, but all channels are evenly used.