

MOBILE SALES INSIGHTS

Sales & Performance Report :

1. Introduction:

This report looks at how well we're doing with sales. It covers key areas like total sales, customer feedback, best-selling products, payment methods, and when sales are highest. It also gives ideas for how we can increase sales and make more profit.

2. Key Findings:

a. Sales by City:

❖ Top Cities for Sales:

- ✓ **Delhi** is the best-selling city with over ₹200 crores in sales. Other big cities include **Bangalore** and **Chennai**.
- ✓ **Action:** We should focus on marketing in these top cities. For other cities, we can try more local promotions to boost sales.

b. Sales by Month:

❖ Highest Sales in December:

- ✓ We sold the most in December. **February** had the lowest sales.
- ✓ **Action:** We should run sales and promotions during the slow months like February to increase sales.

c. Customer Feedback:

❖ Customer Ratings:

- ✓ Most customers gave **good** or **average** ratings.
- ✓ **Action:** We should try to improve the quality of products and services to turn **average** ratings into **good** ones.

d. Payment Methods:

❖ UPI and Credit Cards are Most Popular:

- ✓ People prefer using **UPI** and **credit cards** for payments.
- ✓ **Action:** We can encourage more people to use digital payments by offering discounts or cashback for using them.

e. Best-Selling Products:

❖ Top-Selling Phones:

- ✓ **Apple** and **Samsung** phones are the top sellers, followed by **OnePlus** and **Xiaomi**.
- ✓ **Action:** Make sure these top-selling phones are always in stock. Also, we can create special promotions for other brands to increase their sales.

f. Sales by Day:

❖ Sales Are Highest on Saturday and Monday:

- ✓ People are shopping the most on Saturdays and Mondays.
- ✓ **Action:** We should run special sales or ads on these days to increase sales.

g. Sales by Year and Quarter:

❖ Q4 2024 Sales Declined:

- ✓ Sales in Q4 2024 are lower than expected.
- ✓ **Action:** We need to find out why sales dropped in Q4 and plan to improve them with offers or new products next year.

h. Brand Performance:

❖ Top Brands:

- ✓ **Samsung**, **Apple**, and **OnePlus** are doing the best.
- ✓ **Action:** We should keep promoting these brands more, and also give smaller brands a push through marketing.

3. Future Plans for Increasing Sales:

a. Focus on High-Selling Cities:

- ✓ Focus on cities like **Delhi** and **Mumbai** where sales are high.
- ✓ **Action:** Run local ads in other cities to boost sales.

b. Offer Discounts During Slow Months:

- ✓ **Action:** Plan special sales or discounts in **February** and other low-sales months.

c. Improve Customer Experience:

- ✓ **Action:** Address customer complaints and improve products to get more **good** ratings.

d. Promote Digital Payments:

- ✓ **Action:** Encourage digital payments by offering discounts or cashbacks for paying with **UPI** or **credit cards**.

e. Keep Top-Selling Products in Stock:

- ✓ Make sure we always have popular phones like **Apple** and **Samsung** in stock.
- ✓ **Action:** Run marketing campaigns for top-selling products and try new campaigns for slower brands.

f. Run Sales on High-Selling Days:

- ✓ **Action:** Run promotions and ads on **Saturdays** and **Mondays** to catch customers when they're most likely to shop.

g. Plan for Q4 Sales Recovery:

- ✓ **Action:** Look into why sales dropped in Q4 2024 and come up with ways to improve sales in the last quarter of the year (like offering promotions or new product launches).

4. How to Make More Profit:

➤ **Increase Average Sale Amount:**

- ✓ We can encourage customers to buy more by offering **bundle deals** (e.g., phone + accessories).

➤ **Optimize Product Prices:**

- ✓ **Action:** Make sure our prices are competitive while still keeping a good profit margin.

➤ **Reduce Costs:**

- ✓ **Action:** Review supply costs and delivery methods to ensure we are saving money wherever we can

5. Conclusion:

The data shows we're doing well, but there's room to grow, especially in certain cities and months. By improving customer satisfaction, promoting payment methods, and focusing on top products, we can increase sales and profit.

Next Steps:

- Focus on top-selling cities and high-sales days.
- Improve sales in low months like February.
- Investigate why Q4 sales dropped and make a plan to fix it.