

Project Report: Mobile Sales Dashboard

Project Title

Mobile Sales Dashboard using Power BI

Objective

To analyze and visualize mobile sales data to identify trends, top-performing products, and customer purchasing behavior using interactive dashboards.

Tools Used

- Power BI Desktop
 - DAX (Data Analysis Expressions)
 - Power Query (M Language)
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Key Features of the Dashboard

- Sales Overview: Total revenue, profit, Average Price, Transactions and quantity sold
 - Top Products: Best-selling mobiles by units/revenue
 - Customer Segmentation: Buyers categorized by region and brand preference
 - Time Analysis: Sales trend by month/quarter
 - Filters & Slicers: Brand, Category, Region, Month and Date filters for drill-down
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Insights Gained

- Total Sales: **₹769M** , Total Quantity Sold: **19K** units across **4K** transactions, averaging sales of **₹40K** per transaction. This Indicated Good Marketing strategy.
- Apple, Samsung, OnePlus, Vivo, Xiaomi were the top 5 Best-selling brands.
- Apple slightly leads in both Quantity sold (**3932**) and transactions (**783**), reflecting its dominance.
- A steady sales growth was observed in Q2.
- North region contributed the highest revenue.

- The **UPI** method dominates payment preferences, closely followed by **Debit Cards, Credit Cards, and Cash**. This trend aligns with India's increasing digital payment adoption.
 - **Monday** emerges as the highest revenue day (**₹115M**), while **Sunday** records the lowest sales (**₹105M**).
 - **December** likely shows a peak in sales, indicating the impact of seasonal and year-end offers. This suggests that strategic festive campaigns are crucial.
 - Customers prefer mid-range phones over flagship models.
 - The majority of customers have rated their purchase experience at the **100% satisfaction level**. However, there's a small segment at **20.8%**, indicating potential issues with certain models or services.
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Data Cleaning & Transformation

- Removed duplicates and null values
 - Standardized column names
 - Converted data types (e.g., date format)
 - Removed Unnessary columns.
 - Created Date Table.
 - Created calculated columns and measures using DAX
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DAX Measures Used

- 'Sales_Data'[Total_Quantity] = SUM(Sales_Data[Units Sold])
 - 'Sales_Data'[Total_Sales] = SUMX(Sales_Data, Sales_Data[UnitsSold]*Sales_Data[Price Per Unit])
 - 'Sales_Data'[Transactions] = COUNTROWS(Sales_Data)
 - 'Sales_Data'[Average_Price] = AVERAGE(Sales_Data[Price Per Unit])
 - 'Sales_Data'[MTD] = TOTALMTD([Total_Sales], Custom_Calender[Date].[Date])
 - 'Sales_Data'[Same Period Last Year] = CALCULATE([Total_Sales], SAMEPERIODLASTYEAR(Custom_Calender[Date].[Date]))
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Conclusion

This dashboard empowers stakeholders with data-driven decisions by showcasing product performance, customer behavior, and market trends in a visually interactive format.

Links

GitHub: <https://github.com/YogaPriya2000/Mobile-Sales-Analysis-Dashboard->

LinkedIn: <https://www.linkedin.com/feed/update/urn:li:activity:7344676661348454401/>

YouTube: <https://lnkd.in/gCBGAGDg>