

Mobile Sales Dashboard Insights Report

1. Overview

This report provides insights generated from the Mobile Sales Dashboard developed using Power BI. The dashboard visualizes sales, revenue, customer ratings, and transactional data across different cities, time periods, and mobile models.

2. Key Metrics

Metric	Value
Total Quantity Sold	19.2K Units
Total Revenue	₹ 769.2M
Total Transactions	3835
Average Price	₹ 40.1K

3. Top 6 Cities by Revenue

City	Revenue (₹)
Delhi	203.88M
Mumbai	127.19M
Ranchi	31.02M
Chennai	30.76M
Rajkot	27.33M
Jodhpur	27.17M

Insight: Delhi and Mumbai dominate the revenue contribution.

4. Monthly Sales Trend (Quantity)

- Peak Month:** May (1625 units)
- Lowest Month:** February (1451 units)

Insight: Seasonal fluctuations visible, with spikes in March, May, and July.

5. Customer Ratings Distribution

Rating	Count (K)
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Rating	Count (K)
5	0.84
4	0.65
3	0.54
2	0.31
1	0.31

Insight: Positive skew towards 5-star ratings, but scope exists for reducing lower ratings.

6. Transaction by Payment Method

Payment Method	Proportion
UPI	~24.2%
Debit Card	~26.3%
Credit Card	~24.6%

Insight: Payment methods are evenly distributed across UPI, Debit, and Credit Card.

7. Revenue by Mobile Model

Model	Revenue (₹)
iPhone SE	59.57M
OnePlus N...	57.89M
Galaxy Not...	56.01M

Insight: Close competition between top 3 models.

8. Revenue by Day of the Week

- **Highest Revenue:** Saturday (₹ 115M)
- **Trend:** Declines gradually over the week to ₹ 105M on Thursday.

Insight: Weekends yield higher sales compared to weekdays.

9. Month-to-Date (MTD) Revenue Trend

Month	MTD Revenue (₹)
March	23.9M

Month	MTD Revenue (₹)
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October	6.3M
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Insight: Gradual decline post-March; sharp fall in October indicates potential sales drop issues.

10. Recommendations

1. **Market Expansion:** Target cities beyond Delhi and Mumbai for growth.
2. **Customer Experience:** Address issues causing lower ratings.
3. **Sales Strategy:** Analyze reasons for declining MTD, especially for October.
4. **Promotional Focus:** Push top-performing mobile models with weekend campaigns.

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For detailed analysis and raw data, refer to the corresponding Excel file available in this repository.
