

YouTube Sales Dashboard: Summary

Overall Performance:

The YouTube sales dashboard reflects a robust year-to-date performance with **Total Sales reaching \$769.2M** and **Total Quantity sold at 19K units**. A significant **3,835 transactions** have been recorded. The **Average Price stands at \$40K**.

Key Sales Metrics:

- **Total Sales:** \$769.2M
- **Total Quantity:** 19K
- **Transactions:** 3,835
- **Average Price:** \$40K

Sales Trends & Distribution:

- **Monthly Quantity Trend:** Sales quantity shows fluctuations throughout the year, with peaks in March (1.70K units) and August (1.70K units), and a notable dip in May (1.33K units). November recorded 1.61K units.
- **Revenue by City:** The map indicates significant sales concentrations in India, particularly around major metropolitan areas like Delhi and Mumbai, and also in Bangladesh.
- **Transaction by Payment Method:** Payment methods are fairly evenly distributed, with the top three methods each accounting for around 24-26% of transactions, suggesting a diversified payment acceptance strategy.

Customer & Product Insights:

- **Customer Ratings:** Customer satisfaction appears strong, with the majority of ratings (23.81%) being 5-star, followed by 4-star ratings (13.81%). Only a small percentage of customers gave 1-star ratings (2.18%).
- **Top Performing Brands:** Vivo V51 is the leading brand with sales of \$5,483,767.18, followed closely by iPhone SE with \$5,957,720.03 (Note: There appears to be a slight inconsistency in the order/values, but both are clearly top performers in the detailed table).
- **Top Performing Mobile Models (Total Sales):**
 - iPhone SE: \$68M
 - OnePlus N.: \$58M
 - Galaxy Note: \$56M
- **Total Sales by Day:** The "Total Sales by Day" graph indicates a general downward trend in daily sales over time, from around \$110M to just above \$100M, suggesting a need to analyze daily fluctuations more closely.

Summary:

The YouTube sales dashboard paints a picture of a large and active sales operation.