# Real-Time Mobile Sales Dashboard

## ❓ Problem Statement

Businesses struggle with fragmented data, delayed insights, and suboptimal decision-making due to a lack of a centralized, real-time mobile sales dashboard. This project aims to provide actionable intelligence for improved efficiency and growth.

## 🎯 Project Goal

Create a comprehensive, interactive dashboard offering real-time insights into:  
- Overall sales performance and trends.  
- Performance by mobile model, payment, city, and brand.  
- Customer behavior and satisfaction.  
- Month-to-Date (MTD) tracking.

## 🔑 Key Insights

- Strong Sales & Quantity: Total Sales of 308M and Quantity of 8K.  
- Key Sales Transitions: 2K transitions highlight engagement.  
- Sales Performance Over Time: 2023 was a peak year; 2024 shows a decline. Q1 and Q4 are generally stronger.  
- Top Performers: OnePlus, Vivo, Apple are leading brands; iPhone SE and Galaxy S21 are top models.  
- Diverse Payment Methods: Multiple payment options are preferred by customers.  
- Geographic Focus: Delhi, Mumbai, and Chennai are key sales hubs.  
- Customer Satisfaction: Majority of customer ratings are 'Good' (922).

## 🛠️ Tools & Technologies

- Power BI: Data visualization and interactive dashboard creation.  
- DAX: Calculated columns and measures (KPIs).  
- Data Sources: Customer and transaction data from Excel workbook.

## 📈 Dashboard Features

- Weekly, real-time sales performance tracking.  
- Dynamic filters for various dimensions (year, model, city, etc.).  
- Clean, modern, and intuitive visual layout.  
- Executive-ready reports and detailed drill-downs.  
- Customer satisfaction and brand/model performance analysis.

## 📖 How to Use

1. Open Power BI Desktop: Launch the dashboard file.  
2. Connect to Data Source: Ensure connection to the Excel workbook.  
3. Refresh Data Weekly: Update for current sales figures.  
4. Utilize Filters and Visuals: Explore trends and insights.  
5. Share via Power BI Service: Distribute for broader access.

## 🤝 Who Benefits?

- Executives: Track overall sales and revenue trends.  
- Operations Teams: Monitor inventory, sales transitions, and efficiency.  
- Marketing Teams: Analyze customer behavior and target campaigns.  
- Product Development Teams: Inform product enhancements from performance and satisfaction data.