

Mobile Data Sales Dashboard - Key Insights

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Overall Performance

- **Total Sales:** 769M
- **Total Quantity Sold:** 19K units
- **Total Transactions:** 4K
- **Average Price per Unit:** 40.11K

Sales by City

- **Top City:** Mumbai, generating the highest sales, followed by Delhi.
- **Other Significant Cities:** Hyderabad, Bangalore, and Chennai also contribute substantially to the total sales.

Sales by Month

- Sales volume varies significantly month-to-month.
- **Peaks:** Observed in May and August, showcasing seasonal or promotional impacts.
- **Trends:** Steady sales growth over the months, with a sharp rise in key months.

Customer Ratings

- Majority of customer ratings are **Good (11K)**, reflecting high customer satisfaction.
- **Average Ratings:** 2K
- **Poor Ratings:** Only 1K, showing a strong focus on quality.

Payment Methods

- Diverse payment options utilized:
 - **UPI:** 1,011 transactions (highest preference).
 - **Debit Card & Credit Card:** 947 and 948 transactions, respectively.
 - **Cash:** 929 transactions.

Mobile Models

- Popular models include:
 - **iPhone SE:** Leading in sales volume.

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- **OnePlus Nord** and **Galaxy Note 20** follow closely.
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Performance Over Time

➤ Quarterly and Yearly Trends

- Significant growth in total sales over the years.
 - **Year-to-Date Trends (2024):** Sales reaching 195M, showcasing consistent performance.
 - Monthly and quarterly breakdowns highlight strategic growth patterns.

➤ Comparison with Last Year

- Sales comparisons indicate a steady or improved performance compared to the same period last year, confirming effective business strategies.

➤ Daily Sales Trends

- Weekdays see a gradual decline in sales, with the highest transactions during weekends, indicating consumer purchasing behavior patterns.
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Actionable Insights

1. **Focus on High-Performing Cities:** Allocate more resources and promotions in Mumbai and Delhi to capitalize on high revenue areas.
2. **Target Peak Months:** Plan campaigns around May and August for maximizing seasonal sales opportunities.
3. **Customer Satisfaction:** Continue maintaining high service quality, addressing feedback to minimize poor ratings.
4. **Payment Preference:** Optimize UPI and card payment systems for a smoother customer experience.