

MOBILE SALES INSIGHTS DASHBOARD

PROBLEM STATEMENT

The organization requires a comprehensive dashboard to analyze mobile sales performance across cities, mobile models, payment methods, and customer behavior to identify sales trends, optimize inventory, and improve decision-making for business strategies.

PURPOSE

- To monitor overall sales performance and KPIs at a glance.
- Analyze sales distribution across cities and time periods.
- Identify top-selling mobile models and preferred payment methods.
- Understand customer preferences through ratings and buying patterns.
- Provide an interactive tool for filtering data by model, brand, payment method, and date.

KPI REQUIREMENTS

1. Total Sales (₹)
2. Total Quantity Sold (Units)
3. Total Transactions (Count)
4. Average Price per Unit (₹)
5. Sales by City
6. Sales by Mobile Model (Top 3)
7. Sales by Day Name
8. Units Sold vs Price by Brand
9. Transactions by Payment Method
10. Customer Ratings Distribution

CHARTS TO CREATE

1. **Cards** — Total Sales, Total Quantity, Total Transactions, Average Price.
2. **Map Chart** — Total Sales by City (Bubble size by Sales value).
3. **Line Chart** — Total Quantity by Month.
4. **Column Chart** — Total Sales by Mobile Model (Top 3).
5. **Pie Chart** — Transactions by Payment Method.
6. **Funnel Chart** — Customer Ratings Distribution.
7. **Area Chart** — Total Sales by Day Name.
8. **Scatter Chart** — Units Sold vs Price by Brand.

GUIDED STEPS TO CREATE DASHBOARD

Step 1: Import Data

- Import the **Mobile Sales Data** table into Power BI.
 - Validate fields like: Date, Brand, City, Mobile Model, Units Sold, Total Sales, Total Transactions, Customer Ratings, Payment Method, etc.
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Step 2: Transform Data (Power Query Editor)

- Ensure correct data types:
 - Date → Date
 - Total Sales, Price Per Unit → Currency/Decimal
 - Units Sold, Total Quantity, Total Transactions → Whole Number
 - Payment Method, Mobile Model, Brand → Text
 - Extract Month Name and Day Name from Date if not present.
 - Remove unnecessary columns if any.
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Step 3: Select Logo

- Import the **mobile icon image/logo** to represent the dashboard theme.
 - Position it at the **Top-Left Corner**.
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Step 4: Set Background Color

- Use a **light cyan/teal theme** for the background.
 - Maintain a **consistent UI** with soft edges and clean layouts.
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Step 5: Create Layout (Rectangles & Charts)

- Use **rectangles/shapes** to define sections (KPIs, Filters, Charts).
 - Maintain proper alignment and spacing.
 - Divide layout into:
 - Left Sidebar (Filters/Slicers)
 - Top Cards (KPIs)
 - Main Chart Area (Middle and Bottom Visuals)
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Step 6: Add Logo in Top Left Corner

- Insert the selected **mobile logo image** in the top-left.
 - Resize to fit the sidebar aesthetically.
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Step 7: Month Slicer

- Add a **Vertical Slicer** for **Month Name** on the left sidebar.
 - Enable **Single Select** option for better visual context.
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Step 8: KPI Cards (DAX Measures + Formatting)

Create DAX Measures:

- Total Sales = SUMX('Mobile Sales Data', 'Mobile Sales Data'[Units Sold]* 'Mobile Sales Data'[Price Per Unit])
 - Total Quantity = SUM('Mobile Sales Data'[Units Sold])
 - Total Transactions = COUNTROW('Mobile Sales Data')
 - Average Price = AVERAGE('Mobile Sales Data'[Price Per Unit])
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- Format as Cards.
 - Add relevant icons (Sales, Quantity, Transactions, Price).
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Step 9: Map Chart — Total Sales by City

- Fields → City
 - Bubbles Size → Total Sales
 - Map Style → TomTom (as shown)
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Step 10: Line Chart — Total Quantity by Month

- X-axis → Month (from Date)
 - Y-axis → Total Quantity
 - Show Data Labels on Points
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Step 11: Column Chart — Total Sales by Mobile Model (Top 3)

- X-axis → Mobile Model
 - Y-axis → Total Sales
 - Apply Top N Filter (Top 3 by Total Sales)
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Step 12: Pie Chart — Total Transactions by Payment Method

- Legend → Payment Method
 - Values → Total Transactions (Count)
 - Add Percentage Data Labels
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Step 13: Funnel Chart — Customer Ratings Distribution

- Category → Customer Ratings (1-5)
 - Values → Count of Customer Ratings
 - Sort Descending by Ratings Count
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Step 14: Area Chart — Total Sales by Day Name

- X-axis → Day Name
 - Y-axis → Total Sales
 - Sort Day Name in correct sequence (Mon-Sun)
 - Enable Data Labels
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Step 15: Scatter Chart — Units Sold vs Price by Brand

- X-axis → Sum of Price Per Unit
 - Y-axis → Count of Units Sold
 - Size → Total Sales
 - Legend → Brand
 - Details → Mobile Model
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Step 16: Dropdown Slicers

Create dropdown slicers for:

- Mobile Model
- Payment Method
- Brand
- Day Name