

Mobile Sales Data Analysis

Overview:

- Conducted a comprehensive analysis of mobile sales data, encompassing transaction details, customer demographics, and payment methods.

Key Responsibilities:

- Data Collection and Cleaning: Gathered and cleaned data from various sources to ensure accuracy and consistency.
- Sales Analysis: Analyzed sales trends by brand, model, and transaction volume.
- Price Analysis: Conducted a detailed price analysis to identify high-end and mid-range models.
- Customer Demographics: Examined customer age distribution and geographic locations to understand purchasing behavior.
- Payment Methods: Analyzed the popularity of different payment methods, including UPI, credit card, and cash transactions.
- Customer Ratings: Evaluated customer satisfaction through ratings analysis.

Key Insights:

- Identified Xiaomi and Vivo as leading brands in terms of sales volume.
- Highlighted high-value transactions for Apple products.
- Recognized significant sales peaks during weekends and specific days in October and November 2021.
- Determined that mid-range models like Redmi Note 10 and Vivo Y51 are popular among customers.
- Found that UPI is a preferred payment method for mid-range purchases, while credit cards are used for high-value transactions.

Tools and Technologies:

- Excel: For data collection, cleaning, and initial analysis.
- PowerBi: For advanced data analysis and visualization.
- Kaggle:For datasets and dashboard background Images.

Outcome:

- Provided actionable insights to improve sales strategies and customer targeting.
- Enhanced understanding of customer preferences and purchasing behavior.

