



Mobile Sales Dashboard

Year, Quarter, Month, Day

All

Mobile Model

All

Payment Method

All

MTD Report

Same Period
Last Year

Key Insights

January

February

March

April

May

June

July

August

September

October

November

December

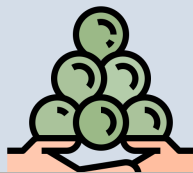
Total_Sales

308M



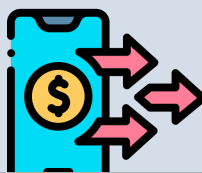
Total_Quantity

8K



Transitions

2K



Average_Price

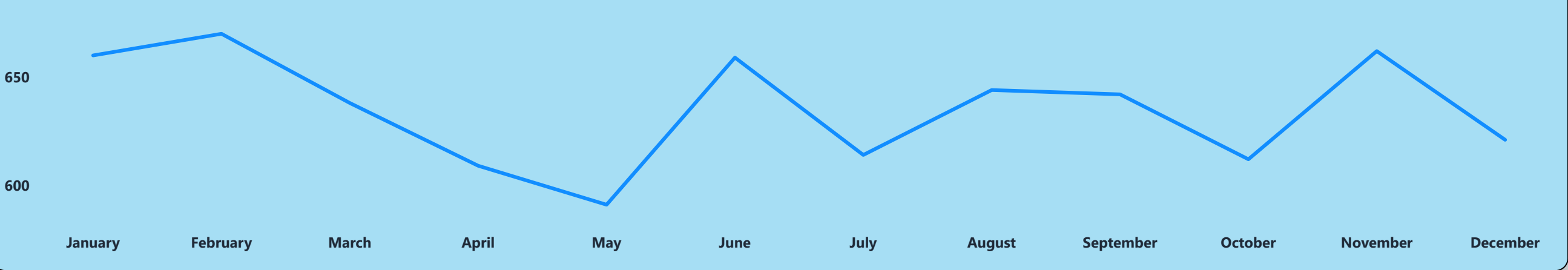
41K



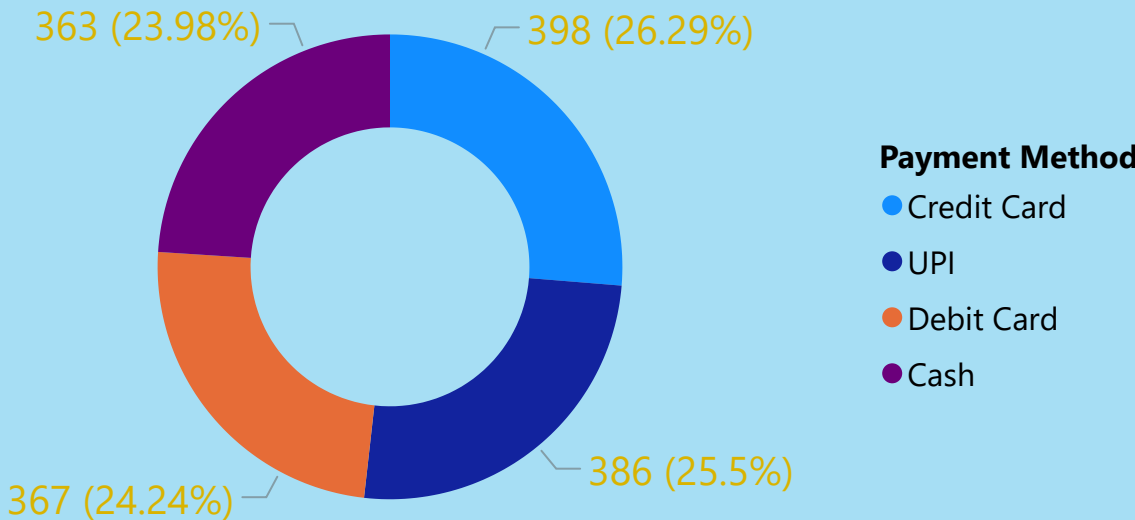
Total_Sales by City



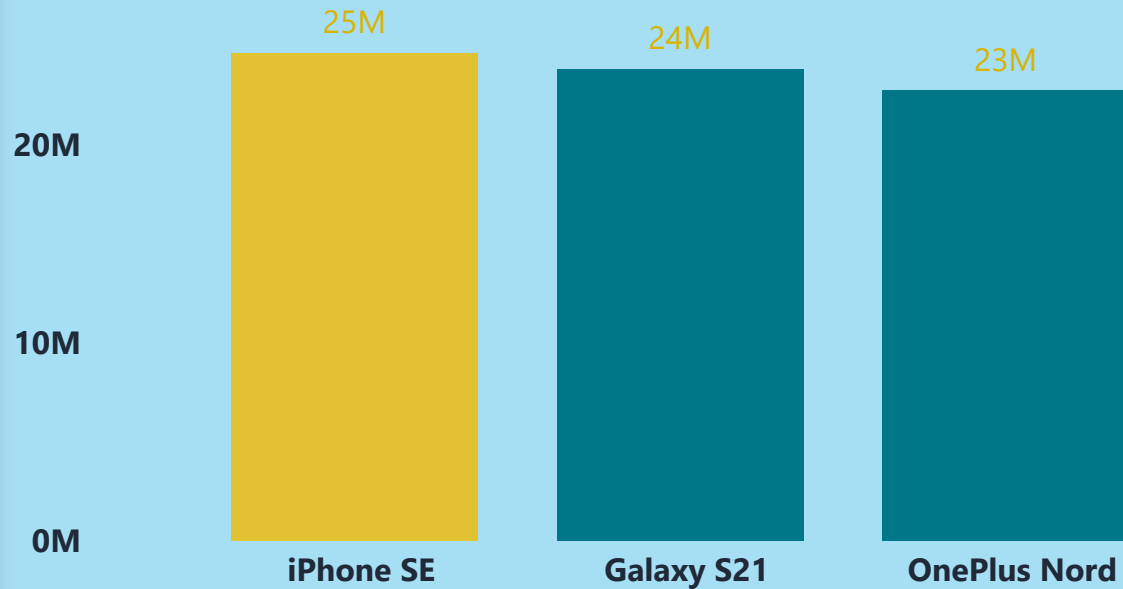
Total_Quantity by Month



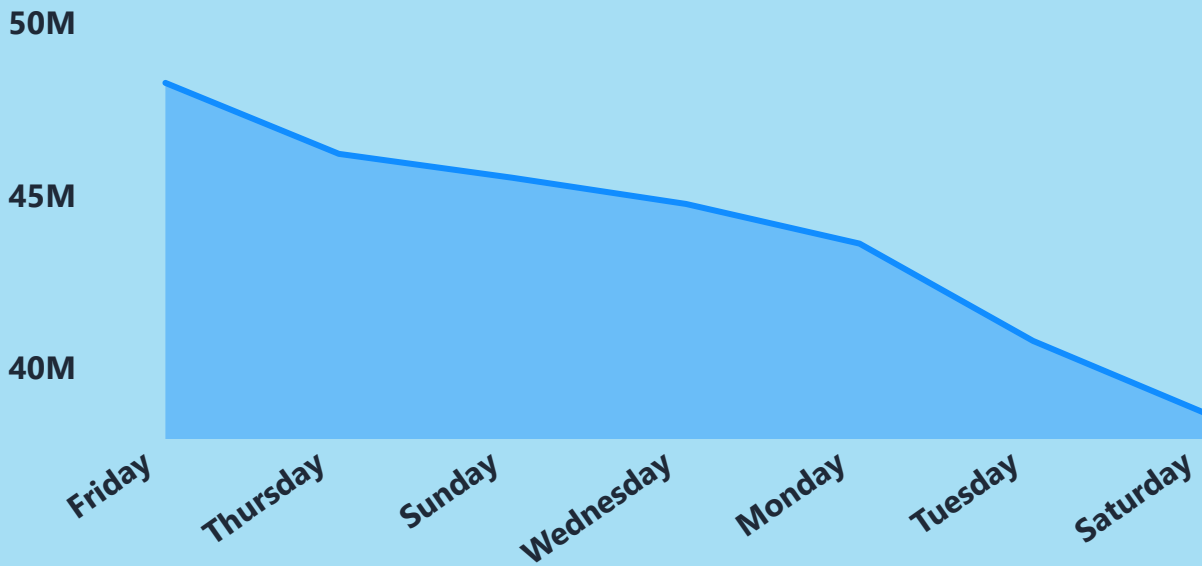
Transitions by Payment Method



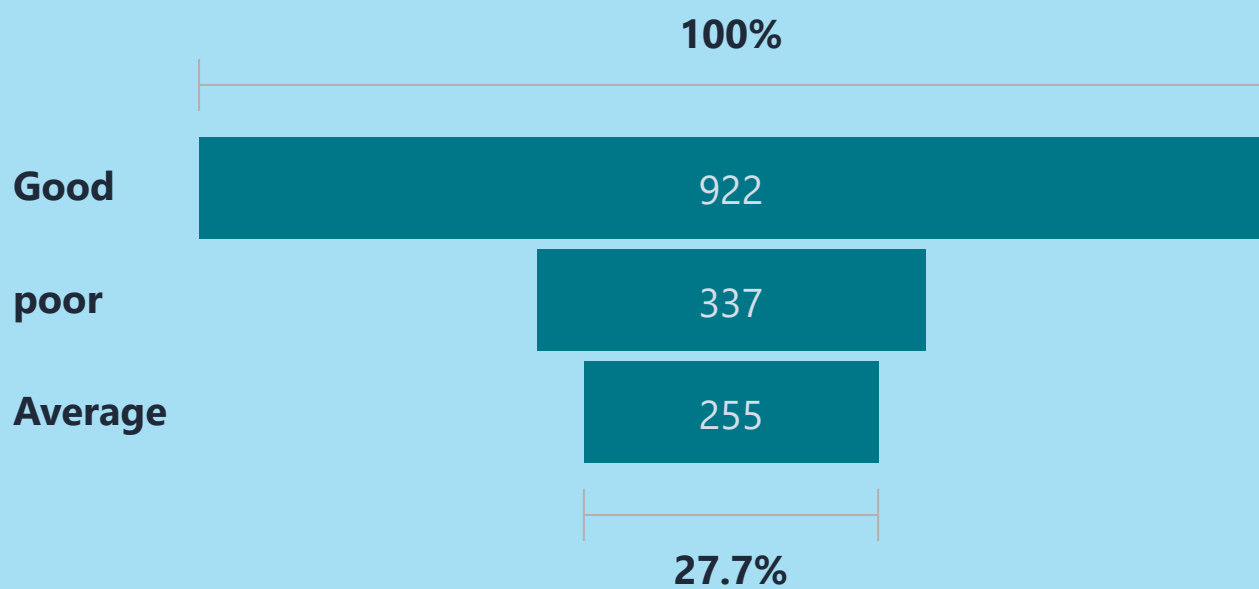
Total_Sales by Mobile Model



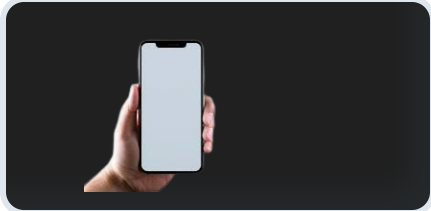
Total_Sales by Day Name



Count of Customer Age by Rating Status



Brand	Total_Sales	Transitions
OnePlus	63593801	31
Vivo	60943596	31
Apple	66962508	30
Samsung	60721036	30
Xiaomi	55570506	28
Total	307791448	151



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Average_Price

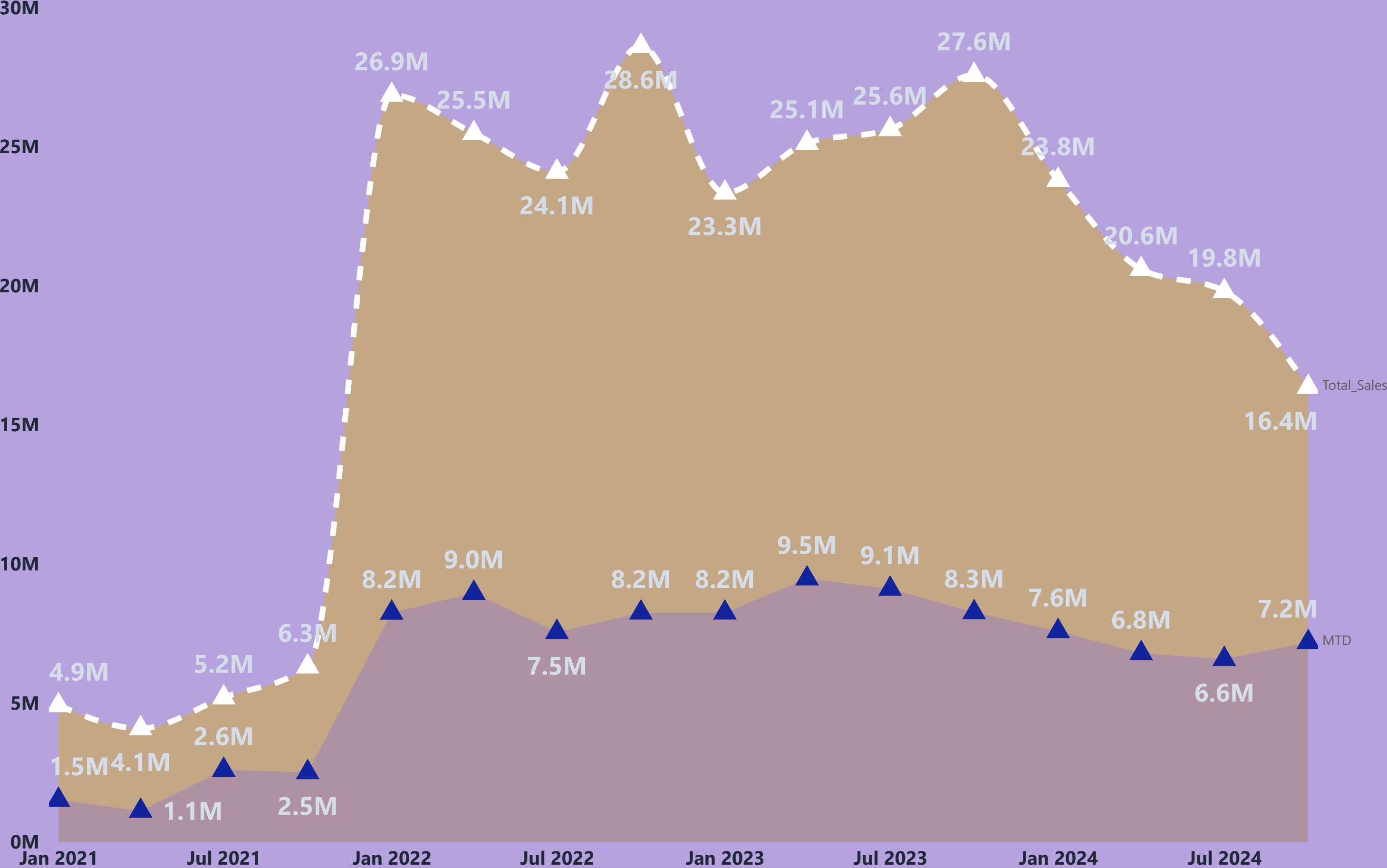
41K

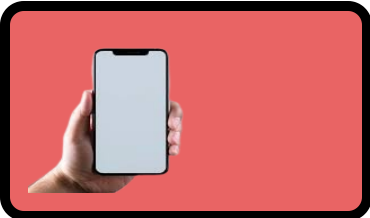


Total_Sales and MTD by Year and Quarter

▲ Total_Sales

▲ MTD





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Average_Price

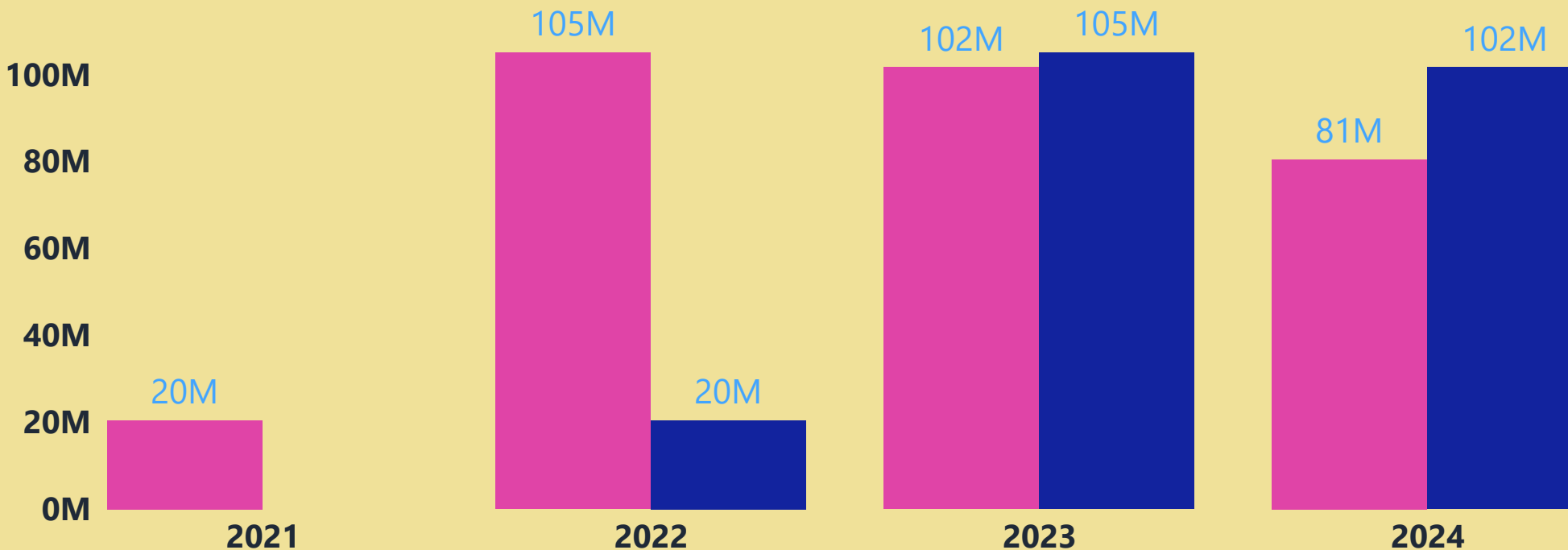
41K



Year	Quarter	Month	Total_Sales	SAME PERIOD LAST YEAR
2021	Qtr 1	January	1704760	
2022	Qtr 1	January	9229267	1,704,759
2023	Qtr 1	January	7270951	9,229,266
2024	Qtr 1	January	7577144	7,270,951
2021	Qtr 1	February	1698044	
2022	Qtr 1	February	9387657	1,698,044
2023	Qtr 1	February	7833275	9,387,656
Total			307791448	227,235,503

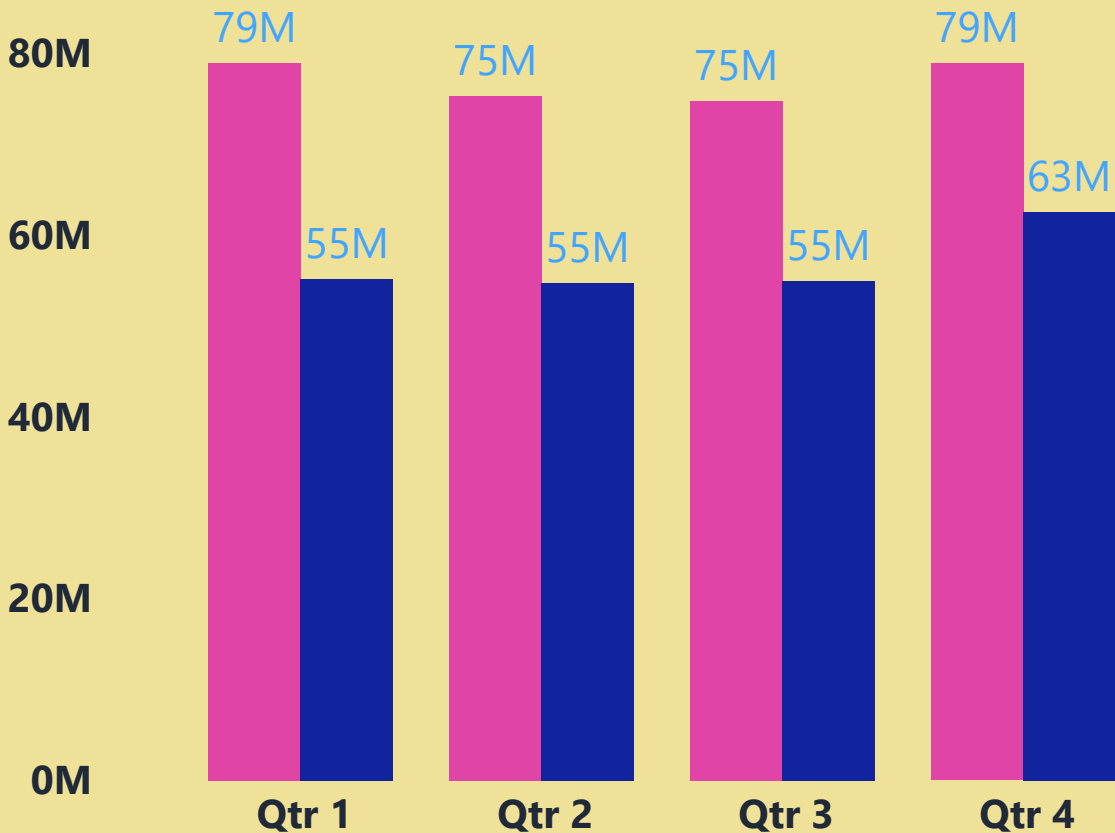
Total_Sales and SAME PERIOD LAST YEAR by Year

Total_Sales SAME PERIOD LAST YEAR



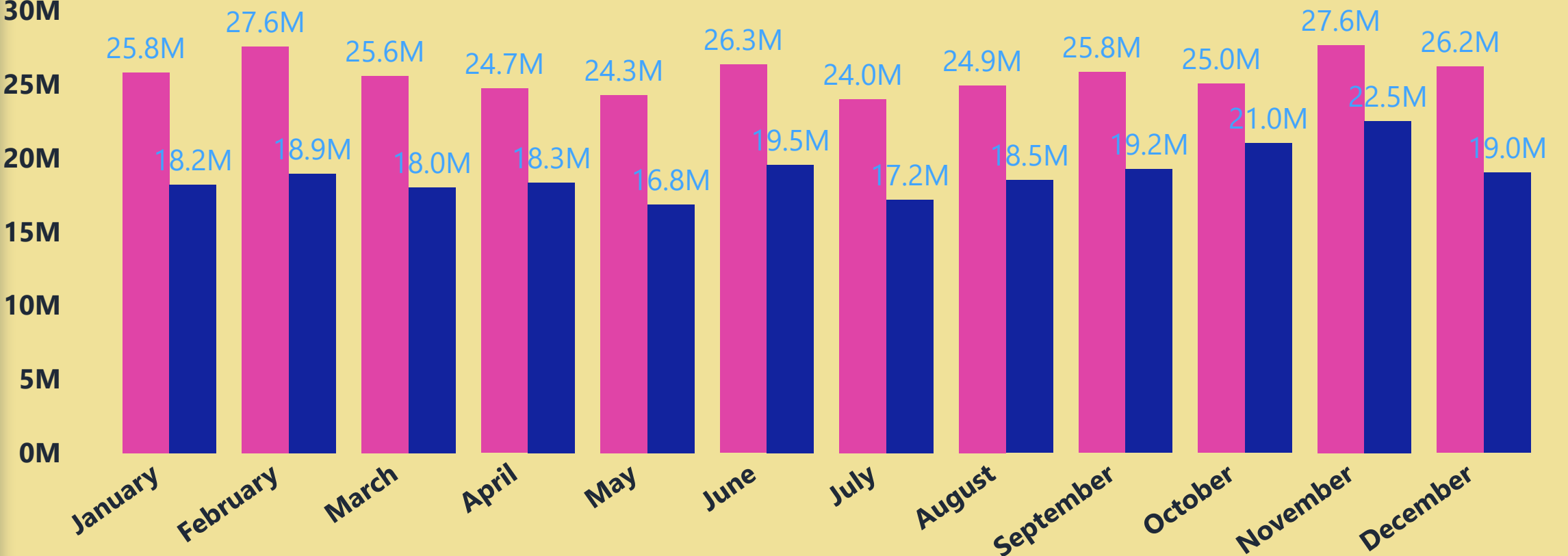
Total_Sales and SAME PERIOD LAST YEAR by Quarter

Total_Sales SAME PERIOD LAST YEAR



Total_Sales and SAME PERIOD LAST YEAR by Month

Total_Sales SAME PERIOD LAST YEAR



Interactive BI Dashboard for Real-Time Mobile Sales Performance Analysis

Problem Statement

In today's competitive mobile market, businesses often struggle to gain timely and actionable insights into their sales performance across different cities, mobile models, time periods, and payment methods. Traditional reporting systems fail to deliver dynamic, real-time monitoring, limiting management's ability to make informed decisions and respond quickly to changing trends.

Key Insights from the Mobile Sales Dashboard

- 1) Total sales reached **308 million**, with an **average price of 41K** and approximately **8K units sold**.
- 2) **Apple, OnePlus, Vivo, and Samsung** led in total brand sales, with Apple at the top.
- 3) Sales remained consistent across the year, peaking in **January, February, and July**.
- 4) **2023** recorded the highest sales, showing strong year-over-year growth from 2021 to 2024.
- 4) Major cities like **Delhi, Mumbai, and Bangalore** contributed the most to overall revenue.
- 5) Top-selling mobile models included the **iPhone SE, Galaxy S21, and OnePlus Nord**.
- 6) Most customers used **Credit Card** and **UPI** as their preferred payment methods.