MOTOROLA

Project Overview

Sales Performance & Customer Insights Dashboard

Project Objective

To analyze Motorola's sales transactions, customer behavior, regional performance, and product-level data using an interactive Power BI dashboard — enabling stakeholders to identify revenue drivers, optimize operations, and make data-backed strategic decisions.

Key Analytical Areas

Sales Performance

- Total Sales: 769M | Total Quantity: 19K | Transactions: 4K
- Monthly quantity trend (Jan–Dec) to detect seasonality
- Day-of-week sales pattern (Monday peaks)

Regional Analysis

- City-level sales mapped across Delhi, Mumbai, Kolkata, Chennai, Bangalore, and more
- Identify high-performing vs low-penetration markets
- Support regional inventory and marketing decisions

Brand Performance

- Apple: 59.57M sales | 1,430 units | 280 transactions
- OnePlus: 57.88M sales | 1,409 units | 273 transactions
- Samsung: 56.00M sales | 1,382 units | 266 transactions

Mobile Model Insights

- iPhone SE (~60M), OnePlus Nord (~58M), Galaxy Note 20 (~56M)
- Identify best-sellers for stock planning
- Plan product-focused campaigns around top models

Customer Satisfaction

- 5-star: 311 | 4-star: 185 | 3-star: 137 | 2-star: 119 | 1-star: 67
- Monitor service quality and retention risk
- Reduce low-rating drivers to improve brand loyalty

Payment Method Analysis

- UPI: 26.25% | Debit Card: 25.89% | Cash: 25.03% | Credit Card: 22.83%
- Promote dominant digital payment modes
- Negotiate fintech partnerships and offer payment incentives

Key Insights

- ■ July records peak quantity sales; February shows the sharpest dip.
- ■ Delhi and Mumbai contribute disproportionately to total revenue.
- ■ UPI leads as the preferred payment mode across all cities.
- ■ 5-star ratings dominate, indicating strong overall product satisfaction.
- ■ Monday consistently outperforms all other days in sales volume.
- ■ iPhone SE holds a marginal lead over OnePlus Nord and Galaxy Note 20.

Recommended Next Steps

1. Implement predictive monthly sales forecasting to pre-empt demand swings.
2. Launch targeted campaigns in low-penetration cities to grow market share.
3. Introduce loyalty programs for 4–5 star customers to improve retention.
4. Provide digital payment incentives to further shift volume toward UPI/Debit.
5. Focus marketing budget on top-selling models during identified peak months.

Tools & Technologies

Tool	Purpose
Microsoft Power BI Desktop	Dashboard development and visualization
Power Query (M Language)	Data transformation and cleaning
DAX (Data Analysis Expressions)	KPI calculations and measures
Bing Maps / OpenStreetMap	Geographic sales visualization
CSV / Excel	Source data format