Mobile Devices Sales Overview Report

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01. Executive Summary

The "Mobile Devices Sales Overview" dashboard offers valuable insights into mobile device sales performance. Key findings include:

- **Total Sales**: $148.90 million

- **Total Quantity Sold**: 4,000 units

- **Average Price per Unit**: $41,360

- **Total Transactions**: 722

Sales are concentrated in key states such as California, Texas, and New York. Customer satisfaction ratings reveal opportunities for improvement, with only 25.3% of customers rating their experience as "Good." Digital payment methods, particularly **Credit Card** and **Online** payments, dominate transactions at 29% each. **OnePlus** and **Apple** lead in sales revenue, while **Vivo** excels in unit volume. Top-selling models include the **iPhone SE**, **OnePlus Nord**, and **Galaxy Note 20**. Sales peak on **Wednesdays**, suggesting potential for targeted promotions to boost performance.

02. Key Metrics

The following metrics provide a high-level overview of sales performance:

- **Total Sales**: $148,900,000

- **Total Quantity Sold**: 4,000 units

- **Average Price per Unit**: $41,360

- **Total Transactions**: 722

These figures reflect strong revenue and a significant volume of units sold, indicating robust demand in the mobile device market.

03. Geographical Distribution

Sales data highlights the following states as top performers:

- **California**

- **Texas**

- **New York**

- **Washington**

- **Illinois**

- **North Carolina**

- **Pennsylvania**

These regions show higher sales volumes, suggesting they are critical markets. Businesses can leverage this insight for targeted marketing campaigns and optimized inventory distribution.

04. Sales Trends

Daily unit sales data for February reveals notable trends:
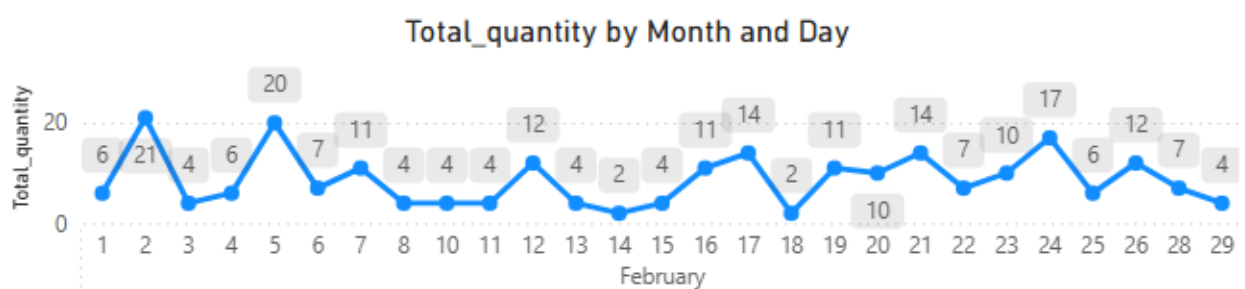
- **Peaks**:

  - ✓ February 2nd: 21 units

  - ✓ February 5th: 20 units

  - ✓ February 24th: 17 units

- **Lows**:

  - ✓ February 14th: 2 units

  - ✓ February 18th: 2 units

These fluctuations may correlate with promotional events or consumer buying habits, offering opportunities to refine sales strategies.

05. Customer Ratings

Customer satisfaction ratings are distributed as follows:

Count of Customer Ratings by Rating status
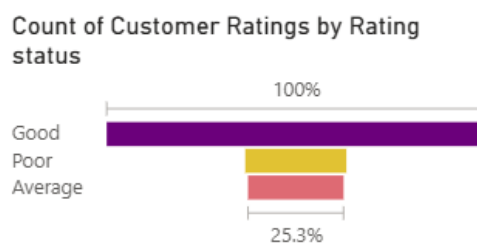
- **Good**: 165 customers (25.3%)

- **Average**: Majority of customers

- **Poor**: Smallest segment

The high proportion of "Average" ratings signals a need to enhance customer experience, potentially through improved service or product quality, to increase the percentage of "Good" ratings.

06. Payment Methods

Transactions by payment method break down as follows:

Transactions by Payment Method
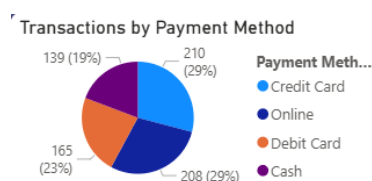
- **Credit Card**: 210 transactions (29%)

- **Online**: 208 transactions (29%)

- **Debit Card**: 165 transactions (23%)

- **Cash**: 139 transactions (19%)

The preference for digital payments emphasizes the importance of maintaining secure and efficient online transaction systems.

07. Brand Performance

Sales performance across brands is summarized below:

Brand	Sales Revenue	Units Sold	Transactions
Apple	$31.97M	738	148
OnePlus	$31.97M	780	157
Samsung	$29.04M	666	136
Vivo	$30.69M	786	147
Xiaomi	$25.23M	647	134

OnePlus and **Apple** lead in revenue, while **Vivo** tops unit sales, possibly due to competitive pricing. This diversity suggests varied customer preferences across price points and brand loyalty.

08. Top Models

The top three selling models are:
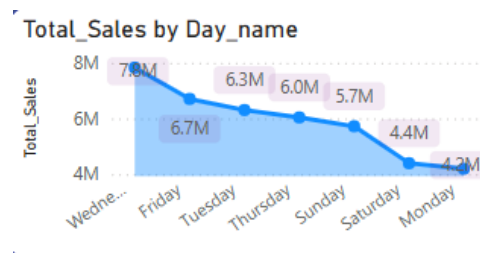

Top 3 Total_Sales by Mobile Model
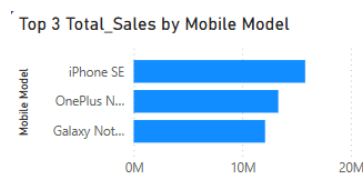
1. **iPhone SE**

2. **OnePlus Nord**

3. **Galaxy Note 20**

These models drive significant revenue and reflect strong customer demand, making them priorities for inventory and marketing efforts.

09. Weekly Sales Patterns

Sales by day of the week show the following trends:

Total_Sales by Day_name

- **Wednesday**: $7.8M (highest)

- **Friday**: $6.7M

- **Tuesday**: $6.3M

- **Sunday**: $5.7M

- **Monday**: $4.2M (lowest)

Higher sales on Wednesdays and Sundays indicate potential for midweek and weekend promotions to maximize revenue.

10. Conclusion

The "Mobile Devices Sales Overview" dashboard provides actionable insights into sales performance and customer behavior. Key takeaways include:

- **Regional Focus**: Prioritize high-performing states like California, Texas, and New York for marketing and inventory efforts.

- **Customer Experience**: Address the prevalence of "Average" ratings to improve satisfaction and loyalty.

- **Payment Systems**: Maintain robust digital payment options to align with customer preferences.

- **Brand and Model Strategy**: Capitalize on top-performing brands and models to drive sales.

- **Timing**: Leverage peak sales days (Wednesdays and Sundays) for promotions.

By implementing these insights, the business can enhance operational efficiency, improve customer satisfaction, and boost overall sales growth.