Mobile Sales Dashboard Report - Business Insights & Strategic Summary

1. Executive Summary

- **Total Sales:** ₹769M
- **Total Quantity Sold:** 19K units
- **Total Transactions:** 4K
- **Average Selling Price:** ₹40.11K
- **Top Brands by Sales:** Apple, OnePlus, Samsung, Vivo
- **Top City:** Delhi
- **Customer Ratings:** Mostly positive, but includes 652 average and 852 poor ratings
- **Preferred Payment Methods:** UPI (26.36%), Debit Card (24.72%), Credit Card (24.69%), and Cash (24.22%)

2. Year-over-Year (YoY) Sales Analysis

▪ **Sales Performance:**

- **2023 Sales:** ₹253M
- **2022 Sales (Same Period):** ₹261.9M
- **YoY Change:** ⬇️₹8.8M (~3.4% decline)

▪ **Quarterly Breakdown:**

Quarter	2023 Sales	2022 Sales	YoY Impact
Q1	₹62.9M	₹66.9M	⬇️Decline
Q2	₹64.3M	₹63.9M	⬆️Slight Rise
Q3	₹62.9M	₹66.5M	⬇️Decline
Q4	₹63.0M	₹64.5M	⬇️Decline

- **Insight:** 3 out of 4 quarters saw a drop in revenue, indicating seasonal weaknesses or reduced demand.

3. City-Wise Performance

- **Top Cities by Revenue:** Delhi > Mumbai > Ranchi > Chennai > Rajkot
- **Insight:** Strong revenue in Tier-2 cities (Ranchi, Rajkot) highlights new market opportunities.

4. Brand & Model Analysis

- **Top Brands by Sales:**
- Apple: ₹161.6M
- OnePlus: ₹153.7M
- Samsung: ₹160.0M
- Vivo: ₹150.0M
- **Top Performing Models:** iPhone SE, OnePlus Nord, Galaxy Note 20 (each ~₹56M+)
- **Insight:** Mid-to-premium phones (₹35K–45K range) dominate sales.

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5. Payment Preferences

- **UPI:** 26.36%
- **Credit Card:** 24.69%
- **Debit Card:** 24.72%
- **Cash:** 24.22%
- **Insight:** High digital payment usage—campaigns can focus on UPI/cashback offers.

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6. Customer Satisfaction

- **Good Ratings:** Mostly positive
- **Poor Ratings:** 852
- **Average Ratings:** 652
- **Insight:** High satisfaction rate, but poor/average feedback shows improvement areas.

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7. Weekly Sales Trends

- **Top Performing Days:** Tuesday & Wednesday (each ₹26.4M)
- **Least Performing:** Saturday & Sunday (around ₹23M)
- **Insight:** Weekday sales strong—consider boosting weekend traffic via targeted offers.

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8. Strategic Business Impacts

Area	Impact
Sales Growth	Q1, Q3, Q4 need focused campaigns to reverse decline
Market Expansion	New market opportunities in Tier-2 cities and weekends
Digital Push	Leverage UPI & card rewards to influence buying behavior
Customer Loyalty	High satisfaction – maintain service levels, increase reviews collection

Area	Impact
Product Planning	Focus on popular mid-range phones that give good value for money

✅Final Recommendations

- Run strong promotions in Q1, Q3, and Q4 to boost sales
- Increase presence and stock in Tier-2 cities
- Offer easy EMI and exchange options for Apple and Samsung phones
- Use special weekend offers or flash sales to improve weekend sales
- Start loyalty and feedback programs to keep customer satisfaction high