

Task-3 Sales_Financial_Mobile_Sales dataset

Objective

Design an interactive business dashboard (Power BI / Tableau) that helps stakeholders make data-driven decisions.

Tools

- Power BI (preferred for interactivity and business use)
- Tableau (alternative option)

Steps to Do the Project

1. Dataset Selection

- Use a Sales/Financial dataset from Kaggle.

2. Choose Right KPIs

- **Sales** → Total Revenue, Region-wise Sales
- **Profit** → Net Profit, Profit Margin %
- **Growth** → YoY / MoM growth in Sales & Profit

3. Design Dashboard Elements

- **Cards:** Total Sales, Total Profit, No. of Customers
- **Charts:**
 - Line chart → Sales trend over time (trend analysis)
 - Bar/Column chart → Sales by category/region
 - Pie/Donut → Market share by segment
- **Filters/Slicers:** Year, Region, Category

4. Interactivity Features

- Add slicers for time, region, category.
- Use drill-through pages.
- Apply consistent color theme (corporate-friendly).

5. Deliverables

- **Power BI / Tableau dashboard file**
- **PPT Summary** with insights (like Top Products, High-Profit Regions, Seasonal Trends).

Sheet 1: Sales Transactions Data

This is the **main dataset** with **3,835 rows** (transactions) and multiple attributes. Each row represents a **single mobile phone purchase transaction**.

◆ Columns & Their Meaning:

1. **Transaction ID** → Unique number for each sale.
2. **Day, Month, Year, Day Name** → When the sale happened.
3. **Brand** → Mobile phone brand (e.g., Apple, Vivo, Xiaomi, OnePlus, Samsung).
4. **Units Sold** → Quantity sold in that transaction (usually 1–9).
5. **Price Per Unit** → Price of one unit in INR (₹10,000 – ₹70,000).
6. **Customer Name** → Buyer's name (988 unique customers).
7. **Customer Age** → Age of the buyer (18–59).
8. **City** → Location of the customer (19 cities like Delhi, Mumbai, Bangalore).
9. **Payment Method** → How the payment was made (UPI, Credit Card, Debit Card, Cash).
10. **Customer Ratings** → Rating (1–5 stars) given by the customer.
11. **Mobile Model** → Specific model purchased (e.g., Redmi Note 10, Vivo Y51, iPhone 12).



Quick Insights from Sheet 1

- **Top Brand by Transactions:** Apple (783 sales).
- **Most Common Model:** Vivo Y51 (283 sales).
- **Largest Customer Base City:** Delhi (1,008 sales).
- **Average Age of Customers:** 38 years.
- **Popular Payment Method:** UPI (1,011 sales).
- **Price Range:** ₹10,000 – ₹70,000.
- **Ratings Trend:** Avg = 3.7 (customers are fairly satisfied).



Sheet 2: City Reference List

- Contains a list of **29 cities** (Delhi, Bangalore, Hyderabad, Ahmedabad, Chennai, etc.).
- Appears to be a **lookup/reference sheet** for standardizing city names.

How This Dataset Can Be Used

You can analyze:

1. Sales Performance

- Total revenue = Units Sold × Price Per Unit.
- Compare across brands, models, and cities.

2. Customer Insights

- Which age group buys more expensive phones?
- Which city prefers which brand?
- Payment method preferences.

3. Trend Analysis

- Monthly/Yearly sales trend.
- Weekend vs weekday sales.

4. Satisfaction

- Customer ratings by brand/model.

 This dataset is **perfect for Power BI / Tableau dashboarding** — you can create KPIs like:

- Total Sales
- Total Units Sold
- Avg Price & Avg Rating
- Sales by Brand / City / Payment Method
- Monthly Sales Trend

