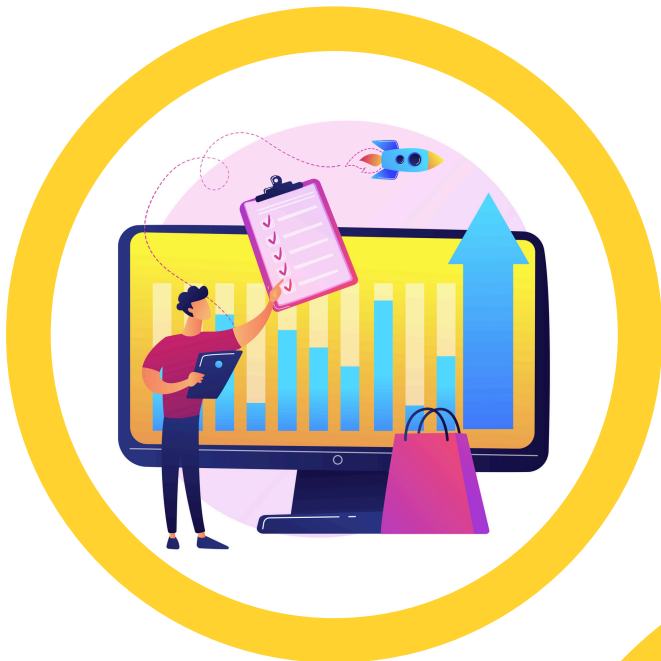


MOBILE PHONE SALES ANALYSIS



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Overview: The **Mobile Phone Sales Analysis Dashboard** provides a comprehensive and visual representation of key metrics to help the company make data-driven decisions. It is designed to offer deep insights into sales performance, highlight top-performing products, detect seasonality trends, and pinpoint areas requiring improvement.

Key Insights:

- **Total Sales Performance:**
 - The company achieved **\$127M** in total sales across **24 countries**.
 - **Top Performers:**
 - **LG** and **Apple** emerged as the top-performing brands in terms of total sales.
 - High-margin products were identified, which are crucial for the company to focus on for better profitability.
 - **Seasonality Trends:**
 - The dashboard successfully identified peak sales months, providing guidance for future promotional campaigns and inventory management.
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Technical Highlights:

1. **Data Cleaning:**
 - The data was meticulously cleaned to ensure accuracy. Missing and null values were handled, duplicates were removed, and necessary data fields were enriched to ensure that the analysis was based on reliable and complete data.
 2. **DAX Measures:**
 - Custom **DAX (Data Analysis Expressions)** calculations were developed for key metrics, including:
 - **Profit Margins:** Calculated margins for each product, distributor, and country.
 - **Total Expenses:** Factored in the cost of goods sold (COGS) and operational expenses to calculate profitability.
 - **Key Performance Metrics (KPIs):** Evaluated sales performance across different regions and distributors.
 3. **Data Modeling:**
 - A **Calendar Table** was created for advanced time intelligence, allowing the analysis of trends over time.
 - The Calendar Table was linked to the sales data to enable deeper insights into seasonality and time-based trends.
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Impact:

This interactive dashboard equips the mobile retailer with actionable insights, empowering them to:

- **Optimize Pricing Strategies:** By identifying high-margin products and analyzing their sales performance across regions, the company can adjust pricing to maximize profitability.
 - **Boost Sales in Underperforming Regions:** The analysis of sales by region helps identify underperforming areas, allowing the company to tailor marketing and sales efforts to these regions.
 - **Focus on High-Margin Products:** The company can prioritize high-margin products, ensuring that the product portfolio aligns with profitability goals and market demands.
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Conclusion: The Mobile Phone Sales Analysis Dashboard developed in Power BI provides the mobile retailer with a robust tool for optimizing their sales strategies, boosting profitability, and making informed decisions. With insights into sales trends, profit margins, and performance across countries and distributors, the company can drive better marketing and pricing strategies moving forward.