



Mobile Sales Analytics Dashboard | Built in Power BI

Project Overview:

I developed this **Mobile Sales Dashboard** using **Microsoft Power BI** to visualize and track key performance metrics for a mobile phone sales business.

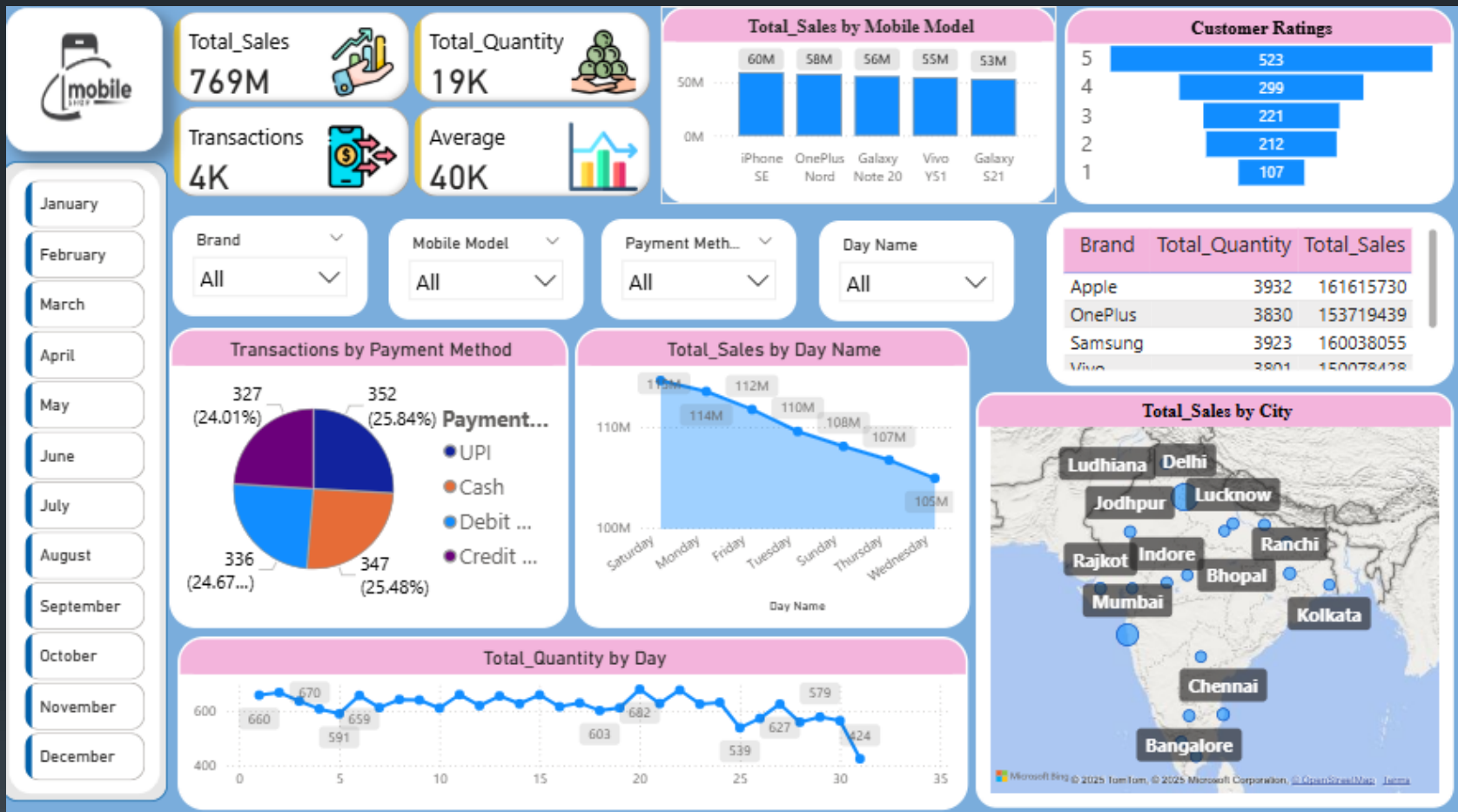


Figure: Mobile Sales Analytics Dashboard

Key Features:

- 1) **Total Sales Overview:** Real-time metrics on total sales, transactions, and quantity sold.
- 2) **Sales by Mobile Model & Brand:** Comparative analysis of top-selling models and brands.
- 3) **Transactions by Payment Method:** Insightful pie chart breakdown (UPI, Cash, Debit, Credit).
- 4) **Daily Sales & Quantity Trends:** Line charts showing sales volume and product movement over days.
- 5) **City-wise Sales Mapping:** Geo-visualization of sales distribution across India.
- 6) **Customer Ratings Analysis:** Top rated mobile models visualized with horizontal bar chart.

Tools Used:

Power BI (DAX, Power Query)

Custom Visuals

Interactive Filters (Brand, Model, Payment Method, Day Name)