Mobile Sales Analysis | Power BI

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Executive Summary

Analyzing 40K+ transactions to optimize retail performance, revenue growth, and consumer behavior mapping.

Core Performance Metrics

769M
Total Revenue (INR)

19K
Units Sold

4K+
Transactions

Problem Statement & Vision

Business Challenge

Retailers face complex multi-brand inventories and shifting payment preferences. This analysis bridges the gap between raw transactional data and strategic decision-making.

- Optimize inventory velocity for top models.
- Analyze payment gateway efficiencies.
- Identify brand-wise revenue clusters.

Technical Methodology

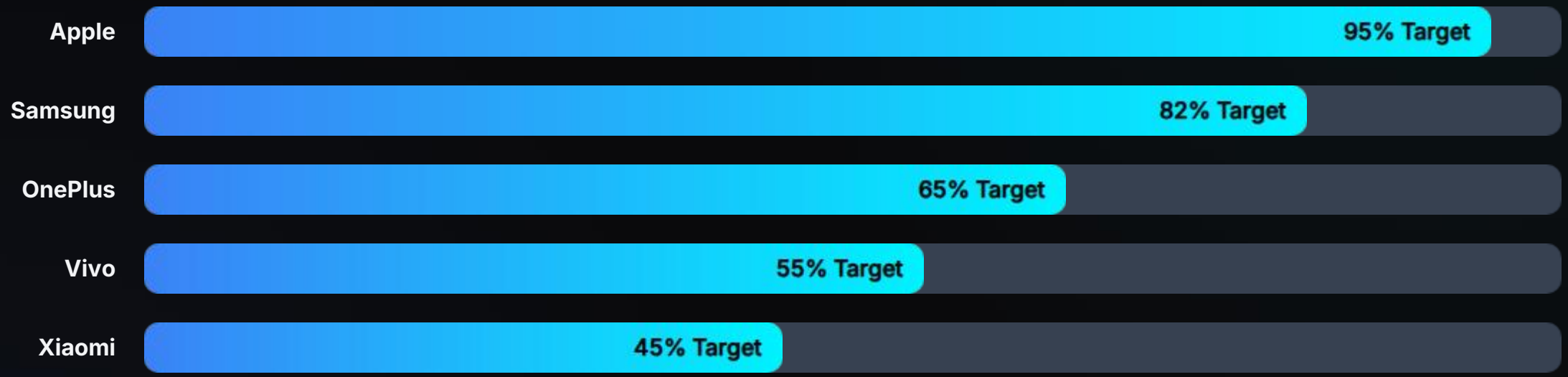
Data Modeling

Cleaned and transformed 40K sales rows. Implemented a robust data model with normalized relationships to ensure report scalability and high performance.

DAX Analytics

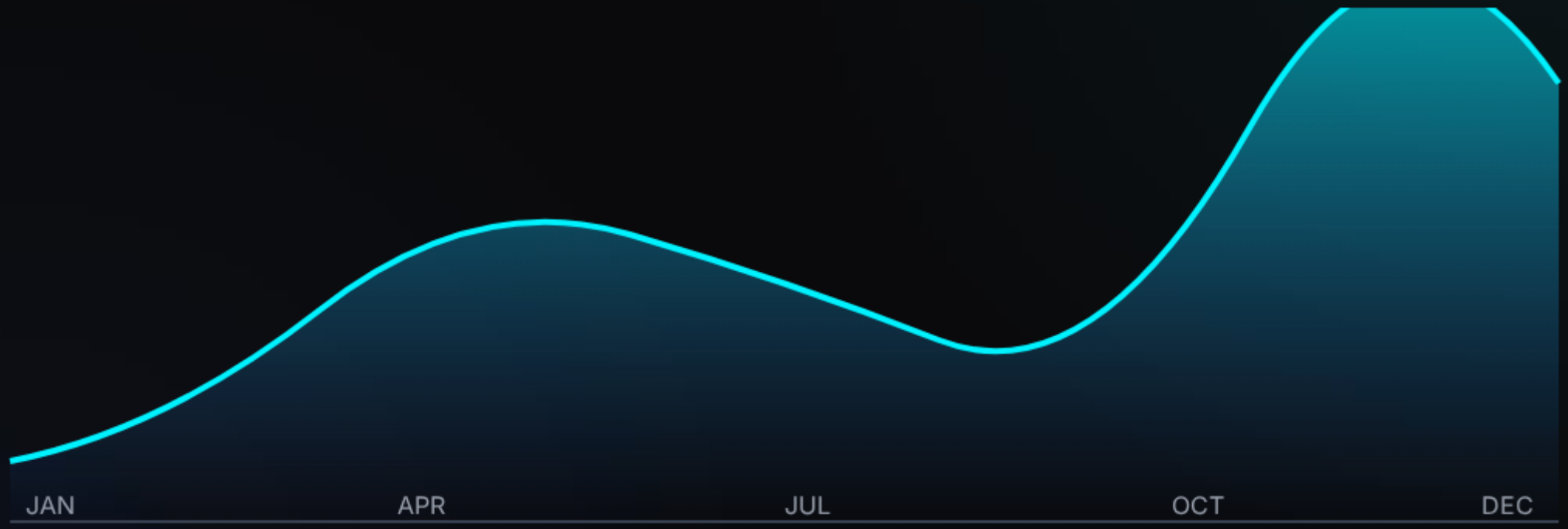
Authored advanced DAX measures for real-time KPI tracking. Developed time-intelligence functions for Year-over-Year and Month-over-Month trend comparisons.

Brand Performance Analysis



Apple and Samsung emerge as the dominant revenue anchors, driving 60%+ of total sales value.

Monthly Revenue Trends



Significant sales peaks identified during festive cycles and year-end inventory clearances.

Payment Method Contribution

- UPI Payments (45%)
- Credit Cards (30%)
- Debit Cards (15%)
- Cash (10%)

Strategic Insights

Weekend Peak

Volume analysis proves that weekends outperform weekdays by 25%, driven by consumer leisure shopping patterns.

Digital Dominance

Digital-first payment methods (UPI & Card) account for 90% of total transactions, reflecting modern consumer behavior.

Premium Shift

High sales concentration in Apple and Samsung suggests a maturing market leaning towards premium tier mobile devices.

Model-Wise Sales Comparison

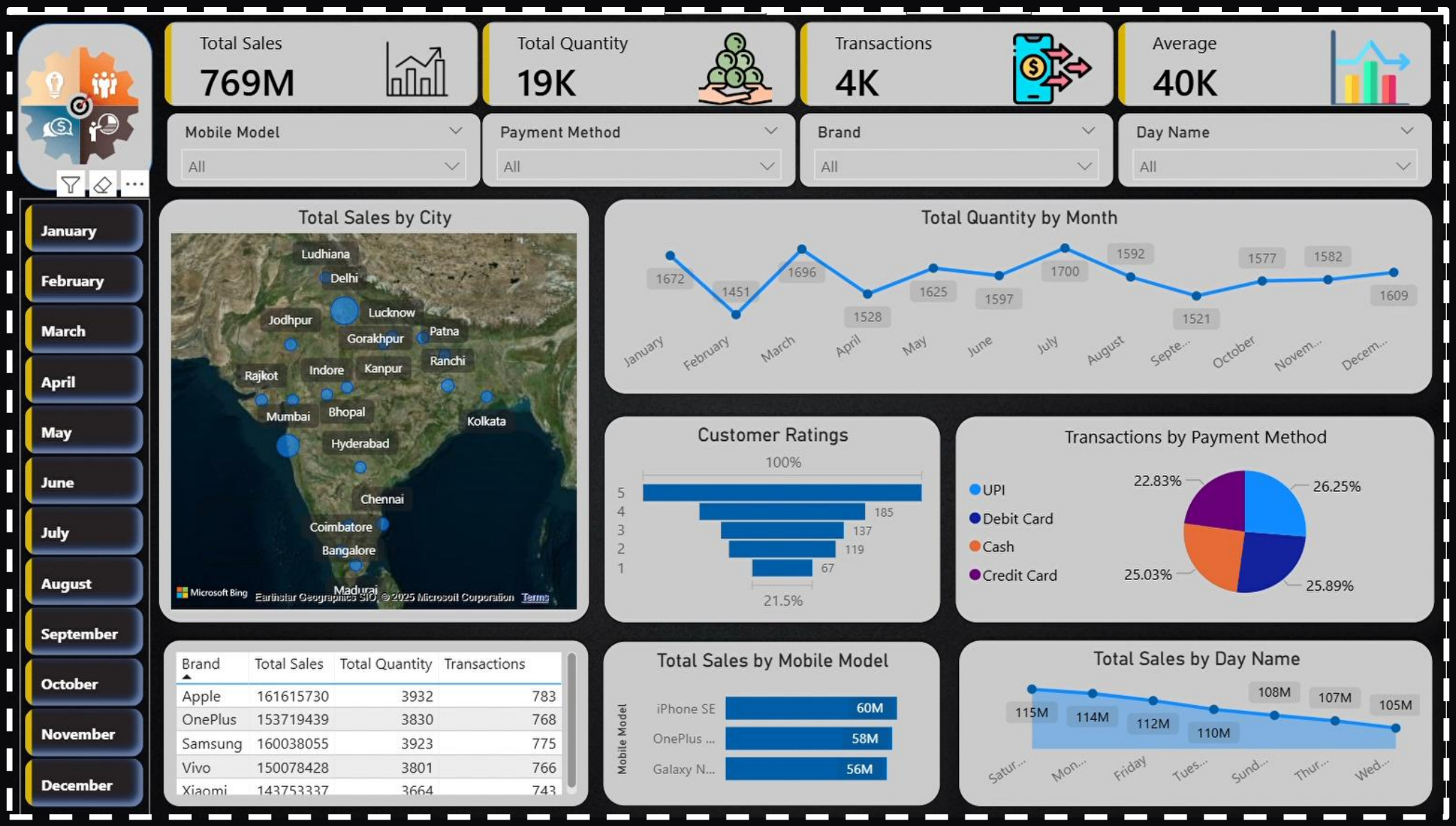
Mobile Model	Brand	Qty Sold	Avg Rating	Revenue Cont.
iPhone 15 Pro	Apple	4.2K	4.8	22%
Galaxy S24 Ultra	Samsung	3.8K	4.7	18%
OnePlus 12	OnePlus	2.9K	4.5	12%
Redmi Note 13	Xiaomi	3.1K	4.2	8%

Recommendations

Strategic Roadmap

1. **Optimize Inventory:** Increase stock levels for flagship models during weekends to capture maximum demand.
2. **Payment Efficiency:** Focus on UPI-specific promotions to further reduce transaction friction.
3. **Marketing Alignment:** Direct premium marketing efforts towards the identified 4K+ high-frequency customers.

Final Dashboard in Power BI



Thank You

For your time and attention

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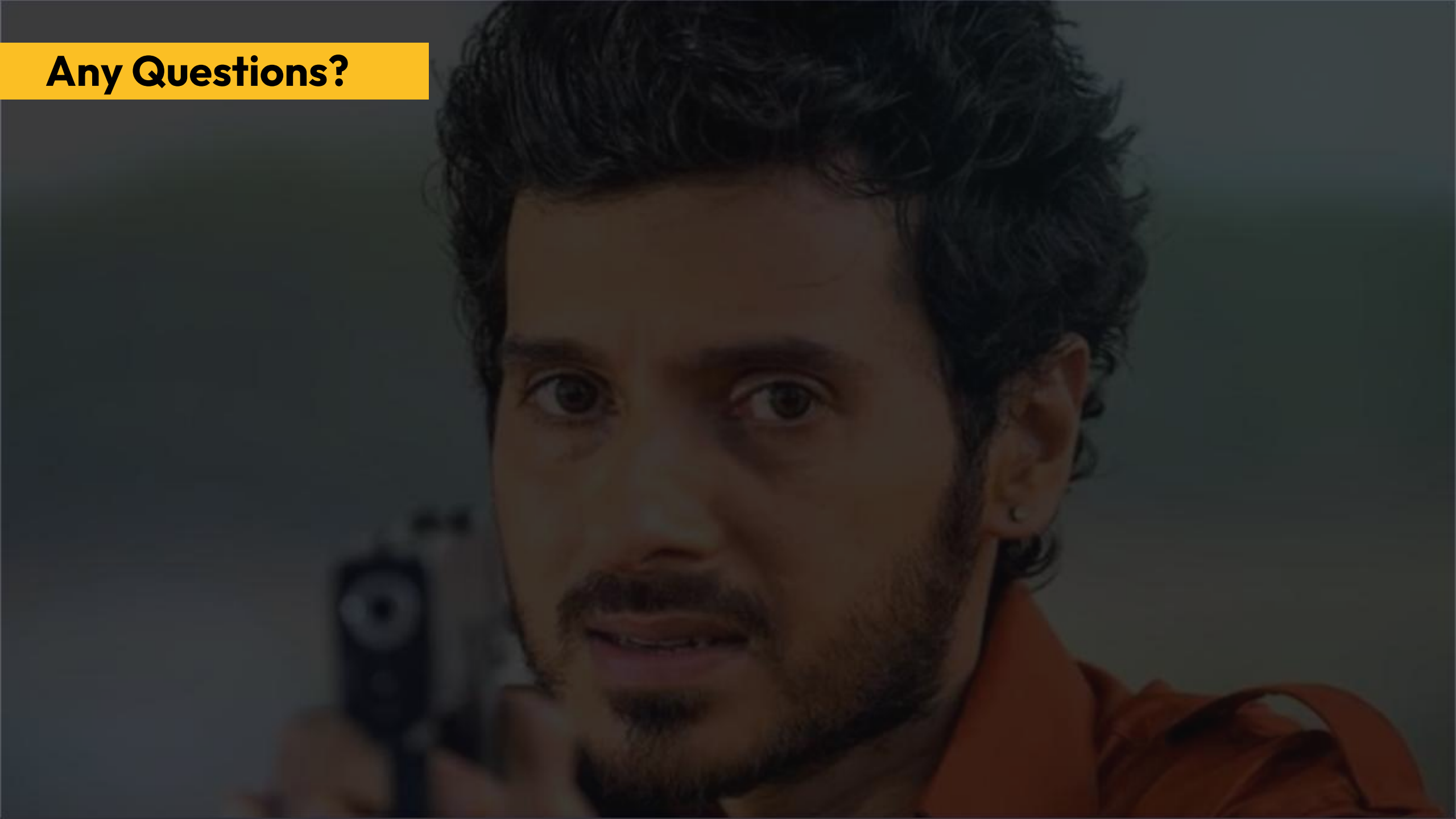
Any Questions?