

Smartphone Sales Dashboard Report



Here is a detailed report based on the provided dashboard:

Overview

This report presents a comprehensive analysis of smartphone sales data, including key metrics, sales trends, and customer payment behavior. The data provides insights into total revenue, sales quantity, profit, and product performance over specific time periods and categories.

➤ Key Metrics

- Total Revenue:** \$119.85 million
This represents the total revenue generated from smartphone sales across all fiscal years.
- Total Quantity Sold:** 6,795 units
The total number of products sold, including mobiles, accessories, and tablets.
- Total Amount:** \$123.64 million
The overall transaction amount across all products and categories.
- Total Profit:** \$3.79 million
Net profit achieved after deducting expenses from the total revenue.

➤ **Revenue Analysis**

1. **Revenue by Fiscal Year:**

- **2021–2022:** ~\$46 million (highest)
- **2018–2019:** ~\$30 million
- Other fiscal years contributed lesser amounts, indicating fluctuating sales trends.

2. **Revenue by Quarter:**

- **Quarter 2:** \$46.94 million (39.17% of total revenue)
- **Quarter 4:** \$30.23 million (25.22%)
- **Quarter 1:** \$25.72 million (21.4%)
- **Quarter 3:** \$16.95 million (14.1%)
Quarter 2 was the most profitable period, accounting for the largest revenue share.

3. **Revenue by Product Type:**

- **Mobile:** Dominates revenue generation with ~\$100 million.
- **Accessory:** Minimal contribution.
- **Tablet:** Negligible revenue share.

➤ **Top Selling Products**

1. **Top 5 Best-Selling Categories:**

- **Mid Range Phone:** ~\$40 million (highest revenue generator).
- **Flagship Phone:** ~\$35 million.
- **Budget Phone, Premium Mid Range Phone, and Luxury Phone** contributed less significantly.

1. **Total Count by Payment Type:**

- **Mobile Payments:** Most preferred (close to 2,000 transactions).
- **Debit:** Second most common method.
- **Credit:** Moderate use.
- **Cash:** Least preferred.

➤ **Insights and Recommendations**

1. **Performance Highlights:**

- The 2021–2022 fiscal year and Quarter 2 were the best-performing periods.
- Midrange and flagship phones are the top revenue drivers, indicating strong demand for quality products at competitive prices.

2. **Opportunities:**

- Focus on expanding accessory sales, as they currently contribute minimally.

- Explore strategies to increase revenue during lower-performing fiscal years and quarters.

3. Payment Preferences:

- Encourage mobile payments further, as they are the preferred choice.
- Provide incentives for cash and credit payment users to increase engagement.

This analysis offers a clear picture of sales performance and potential areas for growth. Implementing targeted strategies can help capitalize on opportunities and improve profitability further.