

## Motorola Sales Dashboard Analysis

# Power BI Sales Intelligence Tool





## □ Project Overview

- ✓ Interactive dashboard for Motorola's sales analysis
- ✓ Tracks KPIs: sales, quantity, transactions, ratings
- ✓ Enables data-driven decisions using real-time visuals



## □ Business Context

- ✓ Competitive smartphone market
- ✓ Lack of real-time insights  
▶▶▶▶
- ✓ Need for location, model & payment-wise performance tracking

SALE-SALE-SALE-SALE



## □ □ Project Objectives

- ✓ Visualize key sales metrics
- ✓ Identify trends by city, model, time
- ✓ Analyze customer satisfaction
- ✓ Compare payment method performance
- ✓ Enable dynamic filtering & drilldowns



# Target Users



**Sales Managers –  
Performance tracking**

Marketing Teams – Regional  
trends

**Inventory Planners – Stock &  
demand forecasting**

Executives – Strategic decision  
support



# ! Problems Solved

## Objectives

No centralized sales dashboard

Poor visibility into city/model-wise performance

No customer feedback insights

Missed opportunities around peak sales periods

Unclear payment preferences



## Key Dashboard Features

### KPI Cards

Total Sales

Total Quantity Sold

Total Transactions

Avg. Sales per Transaction

### Sales Analysis

By City – Regional performance

By Month & Day – Seasonal trends

By Day Name – Weekly sales pattern

### Product & Payment View

Sales by Mobile Model

Sales by Payment Method

### Customer Insight

Customer Ratings – Product satisfaction

### Interactive Filters

Month-wise & Category-wise drilldowns

### Brand-Wise Table

Quantity & transactions by Motorola sub-brands

## □ Data Snapshot



- 5,000+ records (CSV)
- Fields: Date, City, Model, Rating, Payment, Brand, etc.
- Cleaned, structured, and anonymized





# 🔧 Tools & Tech Used

01

Power BI – Dashboarding

Power Query – Data cleaning



02

DAX – Custom metrics

Excel/CSV – Data source



# Solution Approach

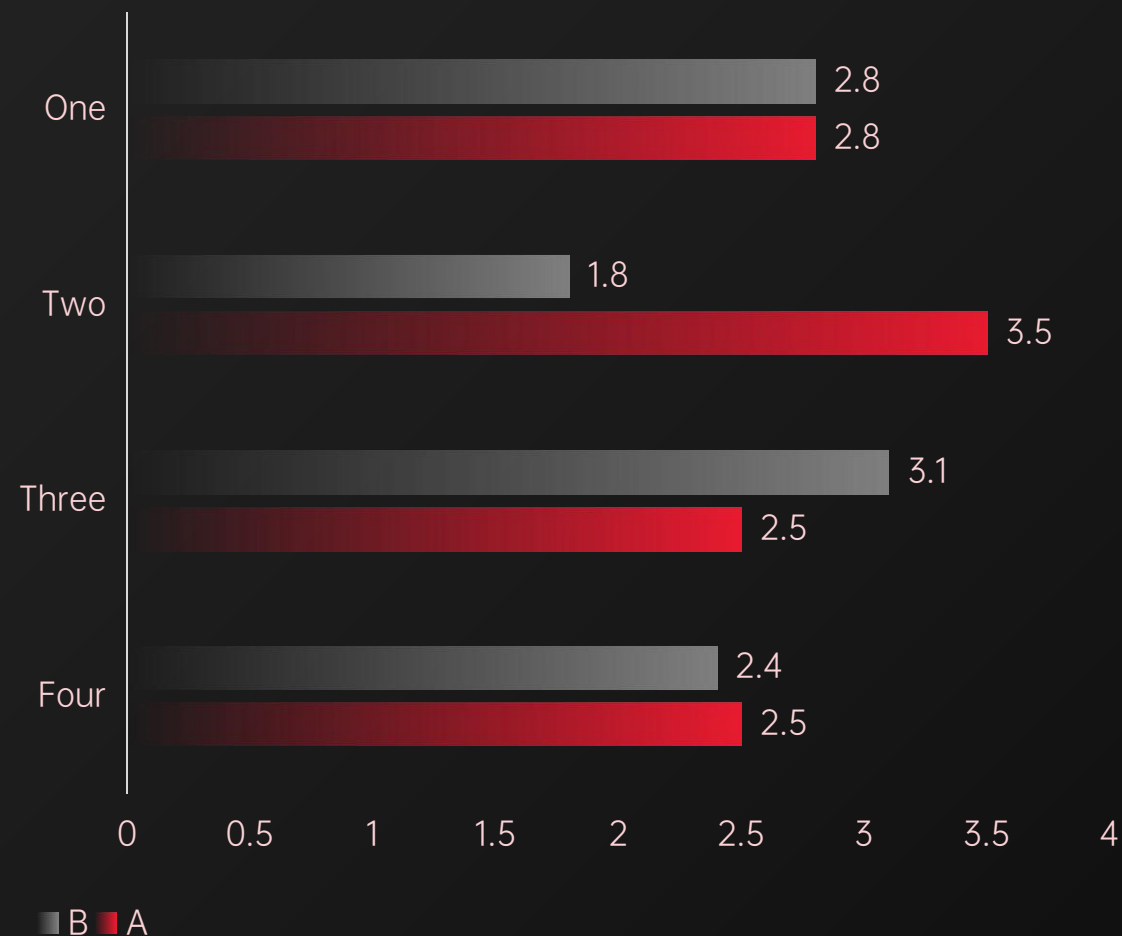
Cleaned data & standardized values

Star schema modeling

DAX measures for KPIs

Time intelligence for trends

Multiple visualization types for clarity



# □ Business Impact

- Real-time insights for decision-makers
- Better sales targeting by location/time
- Product & service quality feedback
- Improved campaign & inventory planning





# Skills & Learnings

Data Modeling  
& Power Query

DAX Measures  
& Time  
Intelligence

Power BI UX/UI  
Design

Business  
Intelligence  
Storytelling



# Conclusion



# ✓ Future Scope



1

AI/ML Sales Forecasting

2

Inventory-Level Dashboard

3

Customer Segmentation

4

Campaign Performance Metrics

5

Geo-Mapping for Regional Insights



# Final Dashbaord



total sales

68M



total quantity

2K



total transaction

325



average

42K



January

February

March

April

May

June

July

August

Septemb...

October

Novemb...

December

## totalsales by City

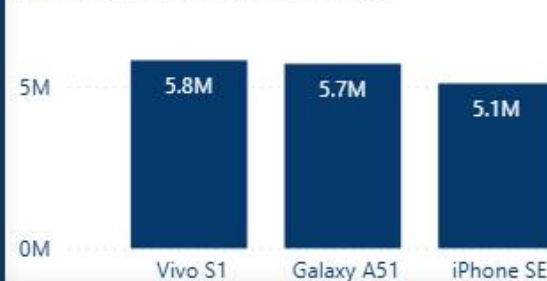
● Increase ● Decrease ● Total



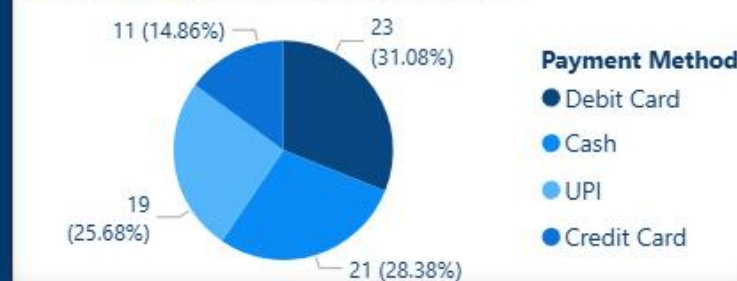
## Sum of Units Sold by Month and Day



## totalsales by Mobile Model



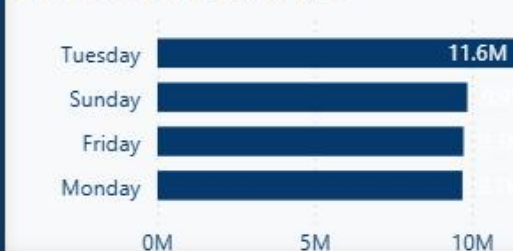
## totaltransaction by Payment Method



## Customer Ratings



## totalsales by Day Name



Brand	totalquantity	totaltransaction	totalsales
Samsung	370	65	15295563
Apple	345	62	14016935
Vivo	341	71	14233059
OnePlus	316	69	14113927
Xiaomi	253	58	10460004
Total	1625	325	68119488

# THANKS FOR WATCHING»»

SALE-SALE-SALE-SALE

SALE  
SALE  
SALE  
SALE