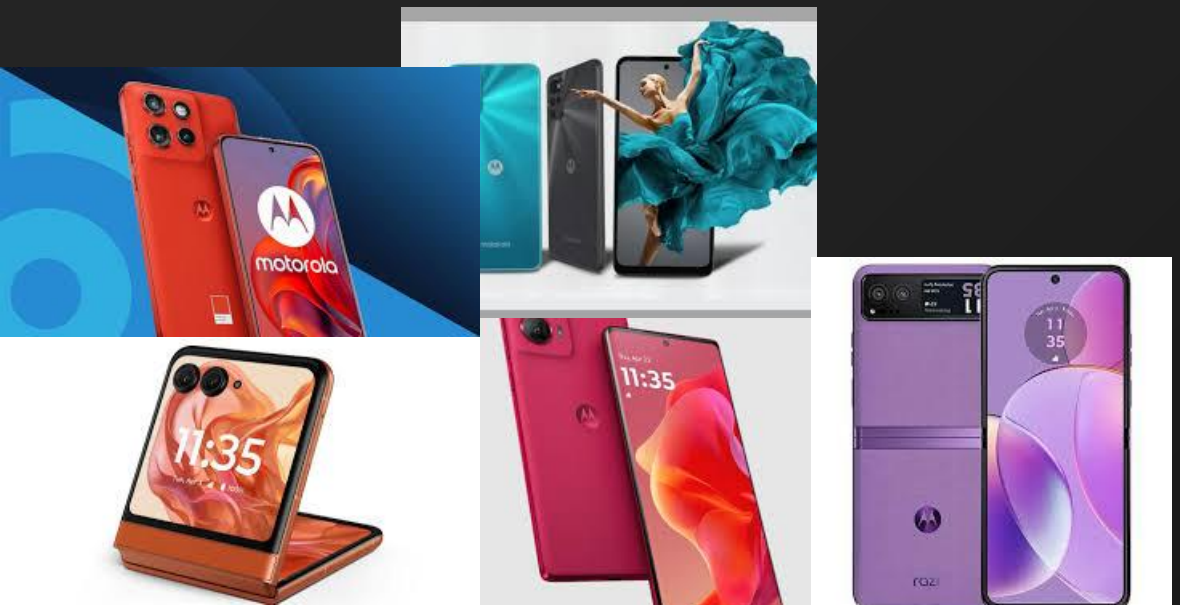
Motorola Sales Dashboard Analysis

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

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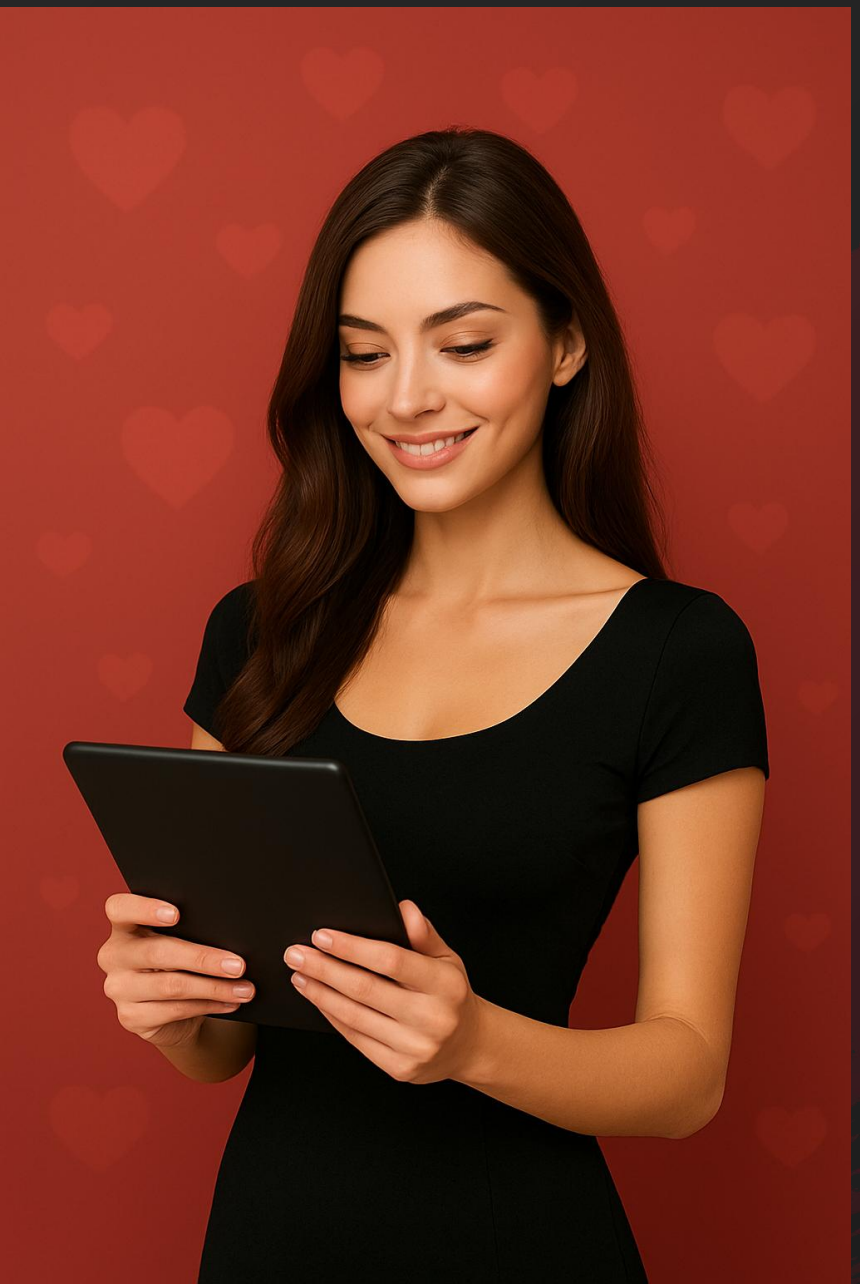
□ □Project Objectives

- ✓ 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

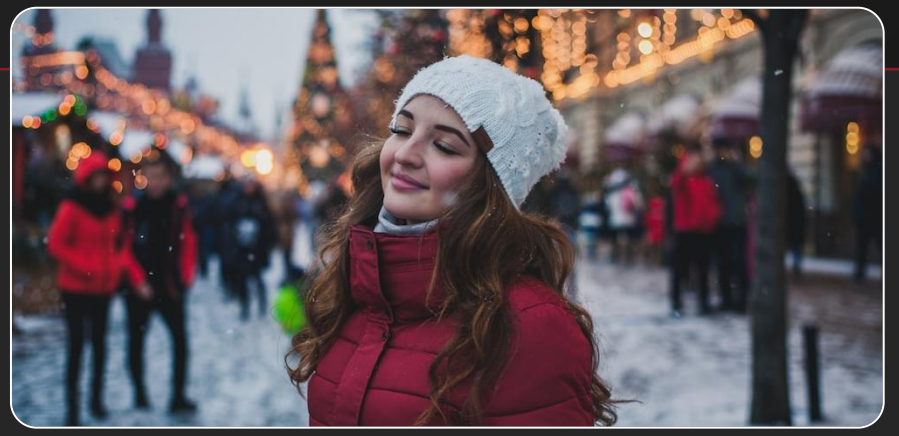
No centralized sales dashboard

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

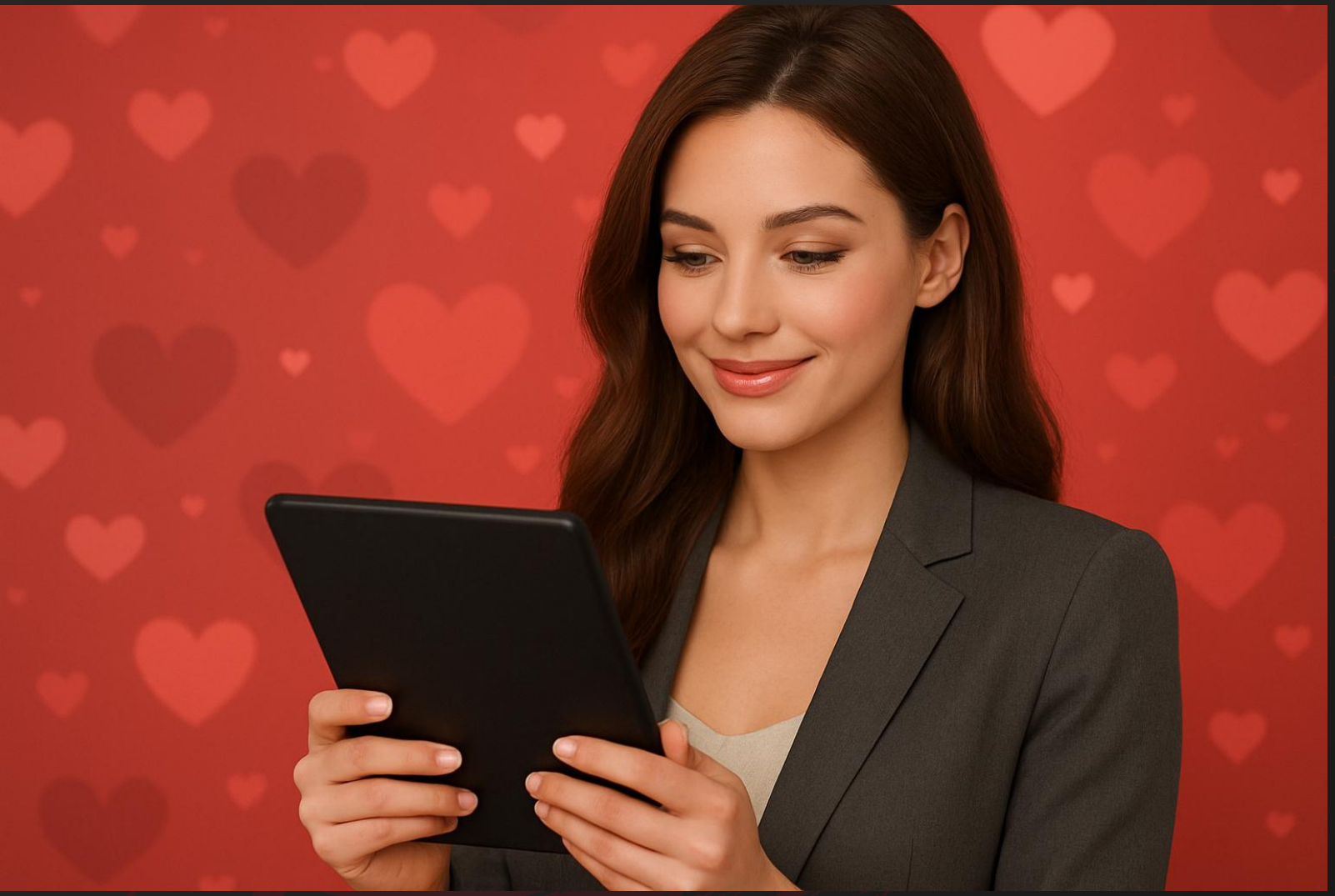
Interactive Filters

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

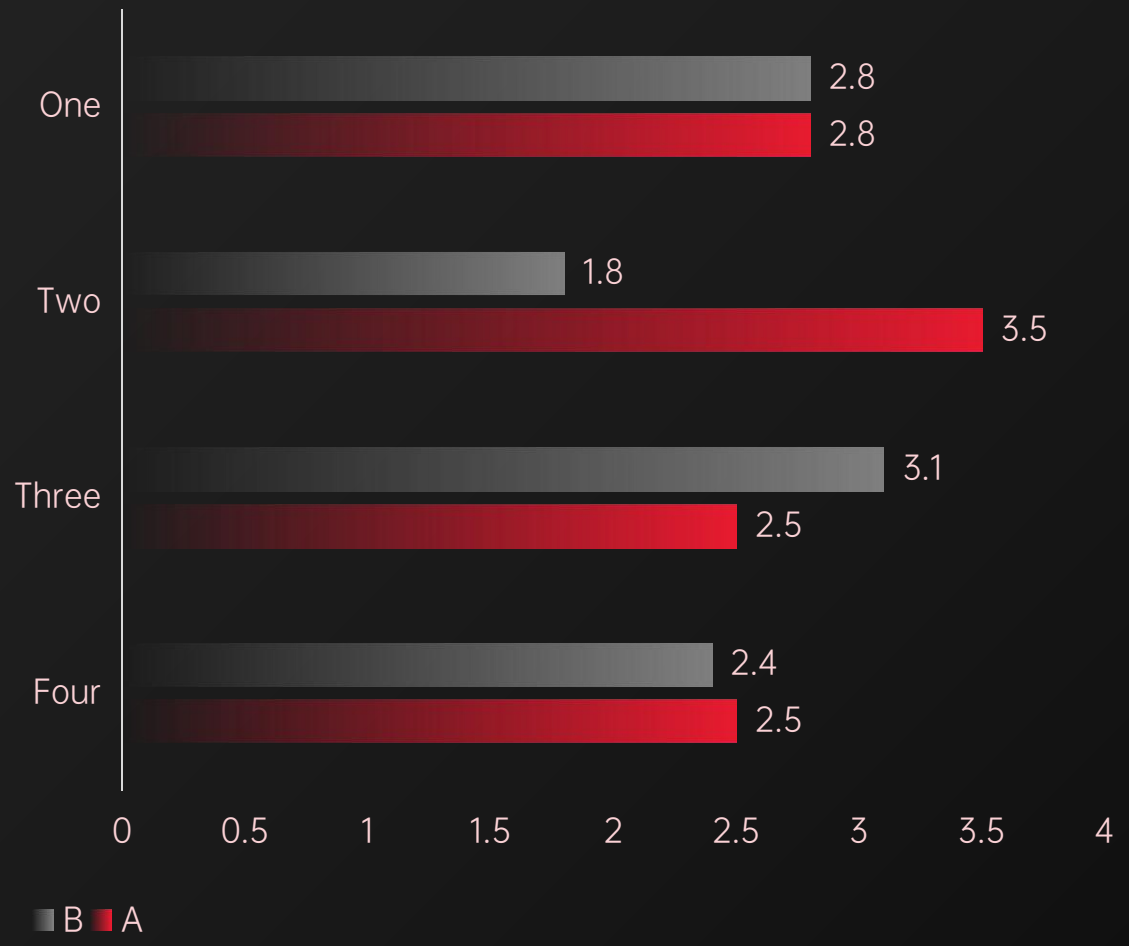
Cleaned data & standardized values

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

END

Holistic sales visibility

01

Informed strategies via real-time visuals

02

Enhances planning, performance & customer focus

03

✓ Future Scope

1. AI/ML Sales Forecasting
2. Inventory-Level Dashboard
3. Customer Segmentation
4. Campaign Performance Metrics
5. Geo-Mapping for Regional Insights

Project Overview

Motorola-Sales-BI Dashboard-Analysis

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WPS Office
make it simple

THANKS FOR WATCHING

Thank you for your attention!
For feedback, improvements, or project collaboration:

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