**Observations from Mobile Sales Dashboard Project**

1. **Read the Data**
   * Loaded the dataset into Power BI.
2. **Clean the Data**
   * Removed inconsistencies and missing values.
3. **Creating Calendar Table**
   * Generated a calendar table to support time-based analysis.
4. **Fact Table & Dimension Tables**
   * Structured the dataset into fact and dimension tables for better organization.
5. **Data Modeling**
   * Designed proper data relationships.
   * Avoided automatic Power BI relationships to ensure accuracy.
6. **DAX Calculations**
   * Created calculated columns and measures using DAX.
7. **Implicit & Explicit Measures**
   * Used both implicit and explicit measures for better control over calculations.
8. **SUMX Function**
   * Utilized the SUMX function for advanced aggregations.
9. **DAX Formulas for Total Sales**
   * Implemented formulas to calculate total sales dynamically.
10. **Color Combinations**
    * Applied suitable color schemes for visual consistency.
11. **JPG vs PNG Images**
    * Compared image formats to optimize dashboard clarity.
12. **Eyedropper Tool in PowerPoint**
    * Used PowerPoint’s eyedropper tool for precise color selection.
13. **Month-to-Date (MTD) Analysis**
    * Implemented MTD calculations for performance tracking.
14. **Same Period Last Year (SPLY) Comparison**
    * Used DAX functions to compare sales from the same period in the previous year.
15. **DAX Queries**
    * Created queries for extracting insights efficiently.
16. **Double Click Feature**
    * Enabled double-clicking for quick chart interactions.
17. **Automatic Charts (Double Click Feature)**
    * Implemented automatic chart generation using Power BI’s built-in functionality.

These observations highlight the key learnings and best practices followed in the Mobile Sales Dashboard project.