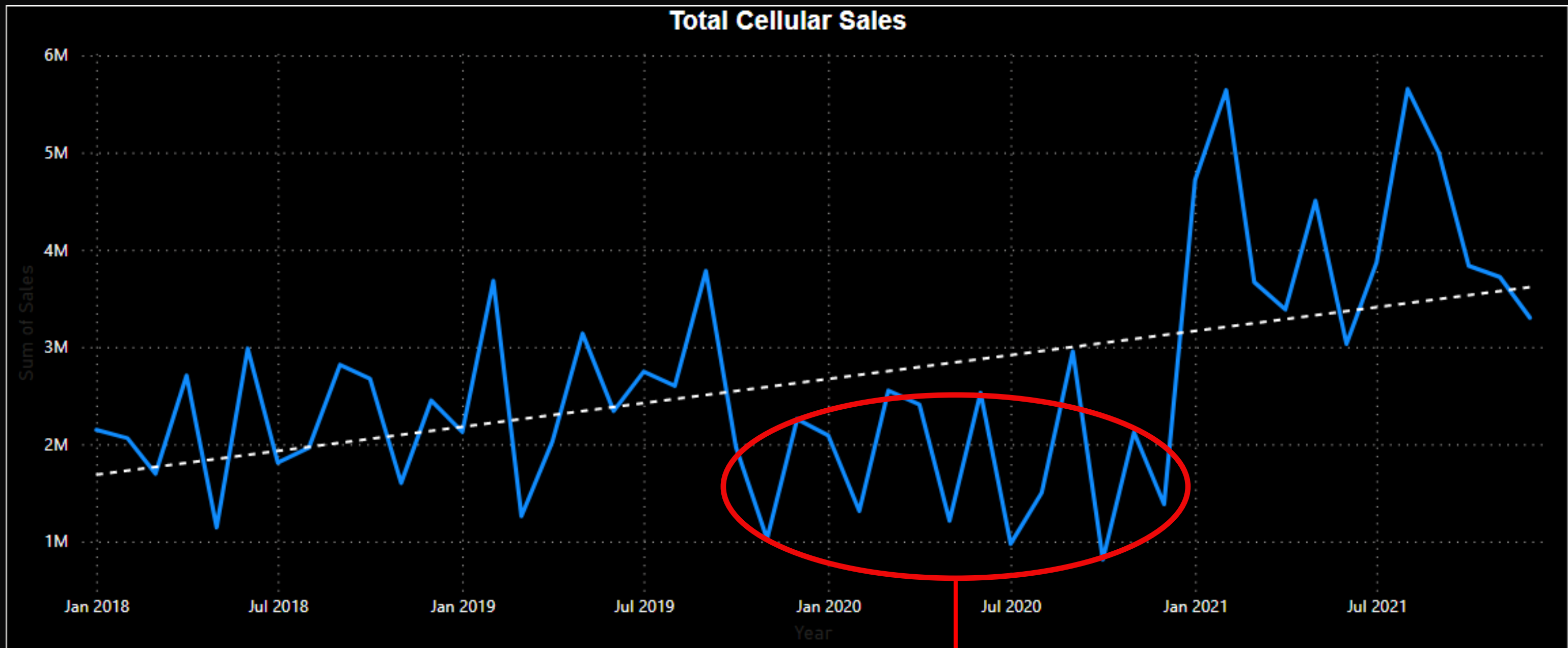


Cellular Sales Report 2018-2021

Overview:

This project is about mobile phone sales analysis by conducting Exploratory Data Analysis using **Power BI & Microsoft Excel**. Dataset is provided by FP20 Data Analytics Challenge “Mobile Phone Sales Analysis”.

Sales Trend



COVID-19 starts in 2020, resulting in drop of 25% mobile phone sales compared to previous year

Overall, mobile phone sales has positive trend from 2018-2021

Year Date	Sum of Sales
2018	26057420
2019	28962600
2020	21861060
2021	50323720

2021 is very huge for mobile phone sales, **reaching 50.000.000 sales total**. Almost more than double most of the previous year's total sales.

Top Sales

Country		
Year Date	Country	Sum of Sales
2018	United Kingdom	1931340
2019	Denmark	2129200
2020	Canada	1669680
2021	Colombia	3332040

Distributor		
Year Date	Distributor	Sum of Sales
2018	Tottus	6454500
2019	Tottus	9766360
2020	Tottus	7026280
2021	Tottus	13357860

Top sales by Country is different each year, while top sales by Distributor Tottus remain consistent as the Top in 2018-2021

Top Brand Sales

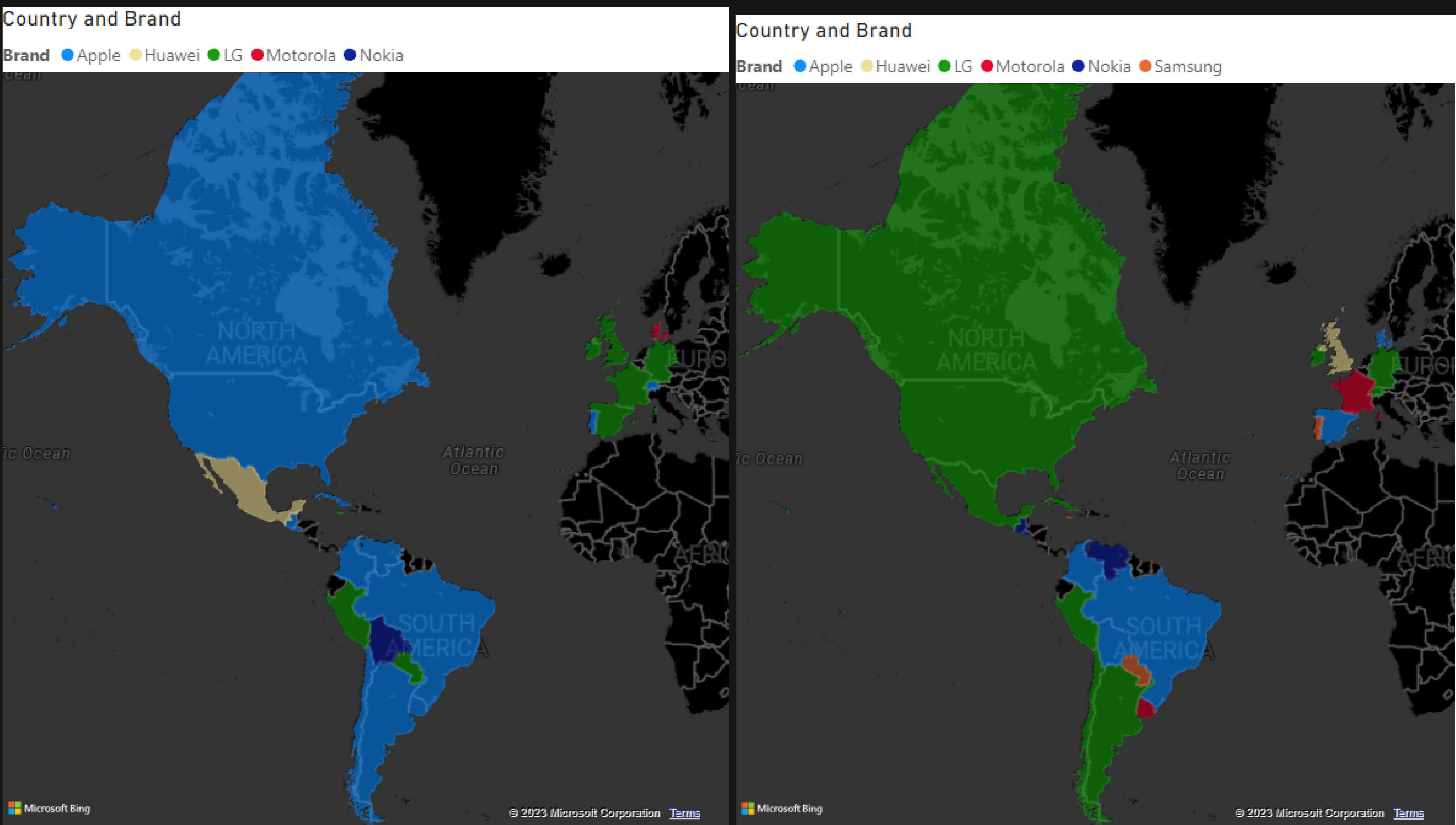
Year Date	Brand	Sum of Sales
2018	Apple	8812800
2018	LG	6619200
2018	Samsung	3973720
2019	Apple	7838400
2019	LG	7020800
2019	Samsung	5075800
2020	Samsung	5926960
2020	Apple	4773600
2020	LG	4424000
2021	LG	13761600
2021	Apple	10711200
2021	Samsung	10090920



SAMSUNG

Apple, LG, and Samsung is the Top Brand for Mobile Phone in 2018-2021

The preference of mobile brand in every country mostly differs each year

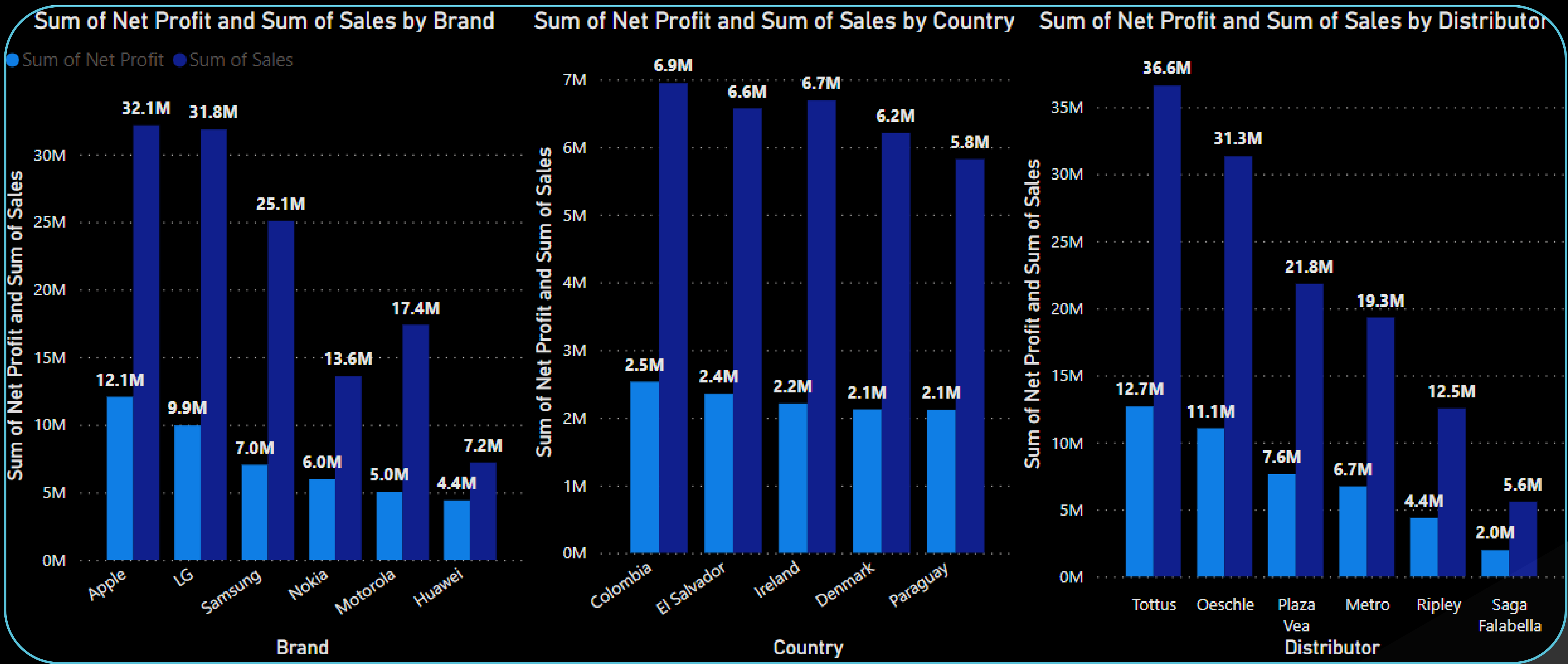


2018

2019

Cellular Sales Report 2018-2021

Net Profit

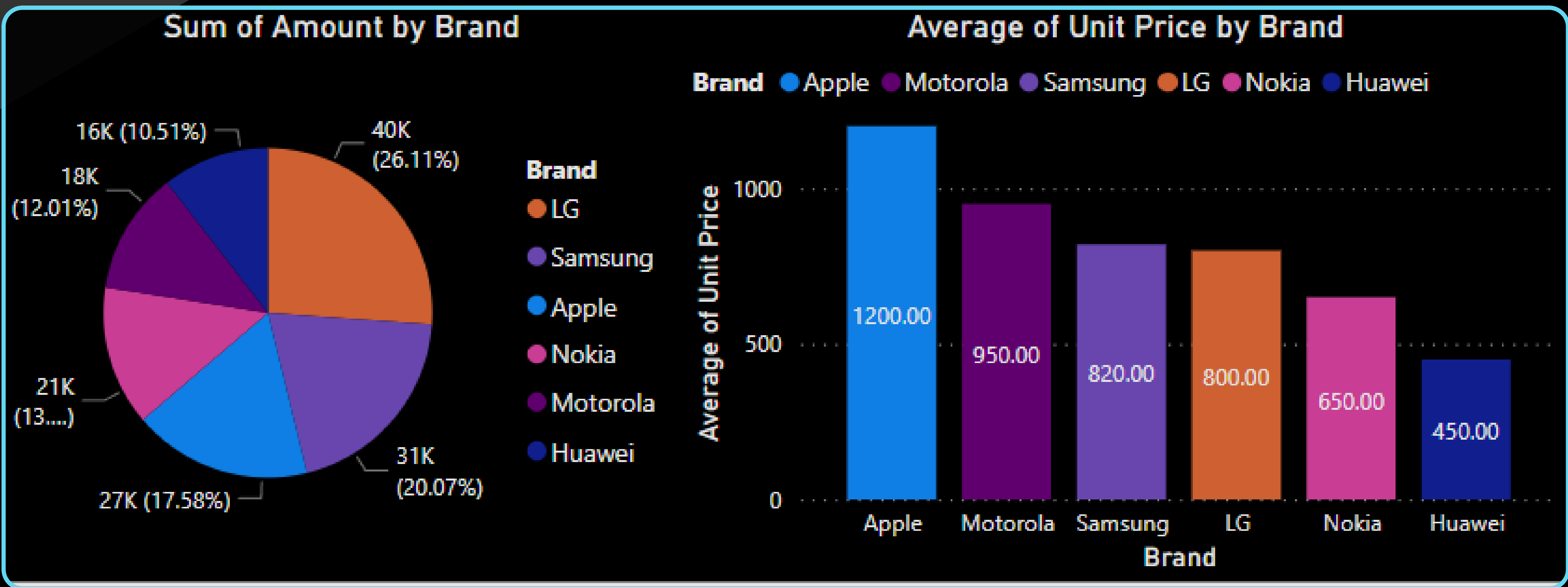


Most of Net Profit and Sales performance is similar in each brand, country, and distributor

Profit Margin Ratio

Brand	Sum of Net Profit	Rank Brand Net Profit	Sum of Sales	Rank Brand Sales	Average of Profit Margin Ratio
Huawei	4402750	6	7204500	6	0.61
Nokia	5957070	4	13586300	5	0.44
Apple	12051000	1	32136000	1	0.38
LG	9945500	2	31825600	2	0.31
Motorola	5032500	5	17385000	4	0.29
Samsung	7031100	3	25067400	3	0.28

Despite having the lowest sales and net profit, **Huawei has the best profit margin ratio indicating the best financial health in its company and enormous potential in its product.**



It turns out Huawei has the least amount sold and has the cheapest price in its product. By looking at the profit margin ratio, **Huawei need to strengthen its brand by marketing to increase the sales to reach its enormous potential.** At the other side, Samsung is the second highest amount sold yet has the worst profit margin ratio. **To increase the net profit, Samsung need to reduce the inventory cost** since the brand is already popular by looking at the the sold amounts.