

# **Mobile Sales Dashboard – Power BI**

## **Project Overview**

This **Mobile Sales Dashboard** is built using **Power BI** to visualize and analyze mobile sales data. The dashboard provides insights into total sales, transactions, customer ratings, payment methods, and sales trends over time.

## **Key Features**

- **Total Sales Overview** – Displays key metrics such as total quantity, transactions, and average price.
- **Sales by City** – A geographical heatmap of mobile sales across different cities.
- **Monthly & Daily Sales Trends** – Line charts showing sales patterns over time.
- **Sales by Mobile Model & Brand** – Breakdown of total sales by mobile model and brand.
- **Customer Ratings Analysis** – Insights into customer satisfaction levels.
- **Payment Method Distribution** – Pie chart representation of transactions via UPI, Debit Card, Credit Card, and Cash.

## **Dataset**

The dataset includes mobile sales transaction details such as:

- Mobile brand and model
- Sales quantity and total revenue
- Transaction count and payment method
- Customer ratings
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## **Tools & Technologies Used**

- **Power BI** – Data visualization & dashboard creation
- **Excel/CSV** – Data source for analysis
- **DAX (Data Analysis Expressions)** – Calculations and measures