Project Report: Mobile Sales Analysis

1. Introduction The Mobile Sales Analysis project aims to provide valuable insights into mobile phone sales, transactions, and customer ratings across various cities in India. This interactive dashboard, developed using Power BI, enables data-driven decision-making by visualizing key sales metrics, payment methods, and customer feedback.

2. Objectives

- Analyze total sales, total quantity sold, and transactions.

- Identify top-performing brands and mobile models.

- Understand sales trends based on months, days, and cities.

- Examine customer ratings and payment method preferences.

3. Data Source and Cleaning Process

- The dataset includes transaction details, sales figures, payment methods, customer ratings, and geographical data.

- Data was cleaned using Power Query in Power BI:

    o Removed duplicate records and null values.

    o Standardized column names and formatted data types.

    o Applied necessary transformations to ensure accuracy.

    o Merged relevant tables for a comprehensive view.

4. Key Features of the Dashboard

- **Sales Overview:** Displays total sales, total quantity, and transactions with dynamic filtering options.

- **Geographical Sales Distribution:** A map visualizing sales across different cities.

- **Monthly Sales Trends:** A line chart depicting fluctuations in sales quantity over months.

- **Customer Ratings Analysis:** A bar chart showing customer feedback based on rating scores.

- **Payment Method Preferences:** A pie chart illustrating transactions by different payment methods.

- **Top Brands and Models:** Highlights the best-selling brands and mobile models.

- **Sales by Day Name:** Identifies which day of the week records the highest sales.

5. Insights and Findings

- The highest sales revenue was observed in **Apple and OnePlus** brands.

- **Saturday** recorded the highest total sales among weekdays.

- **Debit Card and UPI** were the most preferred payment methods.

- **Delhi, Mumbai, and Chennai** were the top cities for mobile sales.

- Customer ratings show a significant number of positive feedback with a majority giving **5-star ratings**.

6. Conclusion and Recommendations

- Companies should focus marketing efforts on high-selling cities and popular brands.

- Offering discounts on weekends can boost sales since Saturdays showed peak transactions.

- Encourage customer feedback to enhance service quality and build trust.

- Optimize payment processes to ensure a seamless transaction experience.

7. Future Scope

- Integrate predictive analytics to forecast future sales trends.

- Expand analysis by incorporating online sales data.

- Implement AI-driven customer sentiment analysis for deeper insights.

This project provides a data-driven approach to understanding mobile sales trends, enabling better decision-making and strategy formulation.