**Mobile Sales Dashboard**

**🧩 Overview**

This **Mobile Sales Dashboard** is built using **Microsoft Power BI** to provide an analytical view of mobile sales performance across multiple cities and brands. It helps identify sales trends, preferred payment methods, customer ratings, and top-performing models.

**🎯 Key Insights**

* **Total Sales:** ₹769 Million
* **Total Quantity Sold:** 19K Units
* **Total Transactions:** 4K
* **Average Price:** ₹40.11K

**📍 Total Sales by City**

Sales are distributed across major Indian cities such as Mumbai, Delhi, Chennai, Hyderabad, Bangalore, Kolkata, and others — providing a clear geographical view of performance.

**📆 Total Quantity by Month**

* Highest sales recorded in **March (1696 units)** and **July (1700 units)**.
* Lowest sales in **February (1451 units)**.

**⭐ Ratings by Status**

* **Good:** Majority of customer feedback
* **Poor:** 852 responses
* **Average:** 652 responses

**💳 Transactions by Payment Method**

* **UPI:** 26.36%
* **Debit Card:** 24.22%
* **Credit Card:** 24.69%
* **Cash:** 24.72%  
  (Indicates nearly equal distribution among payment options)

**🏷️ Total Sales by Brand**

| **Brand** | **Total Sales** | **Transactions** |
| --- | --- | --- |
| Apple | ₹161.6M | 783 |
| OnePlus | ₹153.7M | 768 |
| Samsung | ₹160.0M | 775 |
| Vivo | ₹150.0M | 783 |
| **Total** | **₹769M** | **3835** |

**📱 Total Sales by Mobile Model**

* iPhone SE – ₹60M
* OnePlus Nord – ₹58M
* Galaxy Note 20 – ₹56M

**📅 Total Sales by Day**

* Highest on **Monday, Friday, and Tuesday (≈₹26M each)**
* Lowest on **Thursday (₹23.2M)**

**🧠 Insights & Business Impact**

* **Consistent sales** across brands show strong customer demand in the premium and mid-range mobile segment.
* **UPI payments** slightly dominate, reflecting growing digital adoption.
* **Customer satisfaction** remains high with most ratings marked as “Good.”
* **Monthly sales variations** indicate peak performance in March and July — ideal periods for marketing campaigns.

**🛠️ Tools & Technologies Used**

* **Power BI Desktop**
* **Data Source:** Excel / CSV (Sales Dataset)
* **Data Cleaning:** Power Query
* **Visualization:** Bar charts, Line charts, Maps, and KPI Cards

**📁 Project Files**

* Mobile\_Sales\_Dashboard.pbix – Power BI report file
* Mobile\_sales\_data.csv – Dataset used
* Dashboard.png – Dashboard preview (attached image)

**🚀 How to Use**

1. Download the .pbix file.
2. Open it in **Power BI Desktop**.
3. Load the provided dataset if required.
4. Explore the visuals using filters for **Month**, **Brand**, **Mobile Model**, and **Payment Method**.

**👩‍💻 Author**

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