

# ANALYSIS OF MOBILE DEVICE SALES

Subodh Bhargav Lakhinana

Advisor: Dr. Nathan Eloë

Applied Computer Science | Northwest Missouri State University

## Objective

The main objective of the project is to represent the brand that took the highest market share in the smartphone sales over the year of 2018 in USA

## Abstract

- Mobiles are the most commonly used electronic devices in the last decade . There are many brands and companies that came up. Analyzing the sales of these companies is useful in estimating the competition.
- Representing:
  - the market shares of mobile devices over different quarters in the year if 2018
  - Overall market shares of different brands in 2018

## Procedure

- Retrieve the data using web scraping
- Traversing through the data to gather the relevant information
- Cleaning the data by segregating the relevant data into different lists
- Analysis of the cleansed data to find the overall market share of the brands
- Visualization of the results

## Data

- The data that is retrieved through web scrapping provides us with the information of market shares of different mobile devices brands in different quarters of 2018.
- Market share is the percentage of sales off smart phones devices

## Tools/Methodology

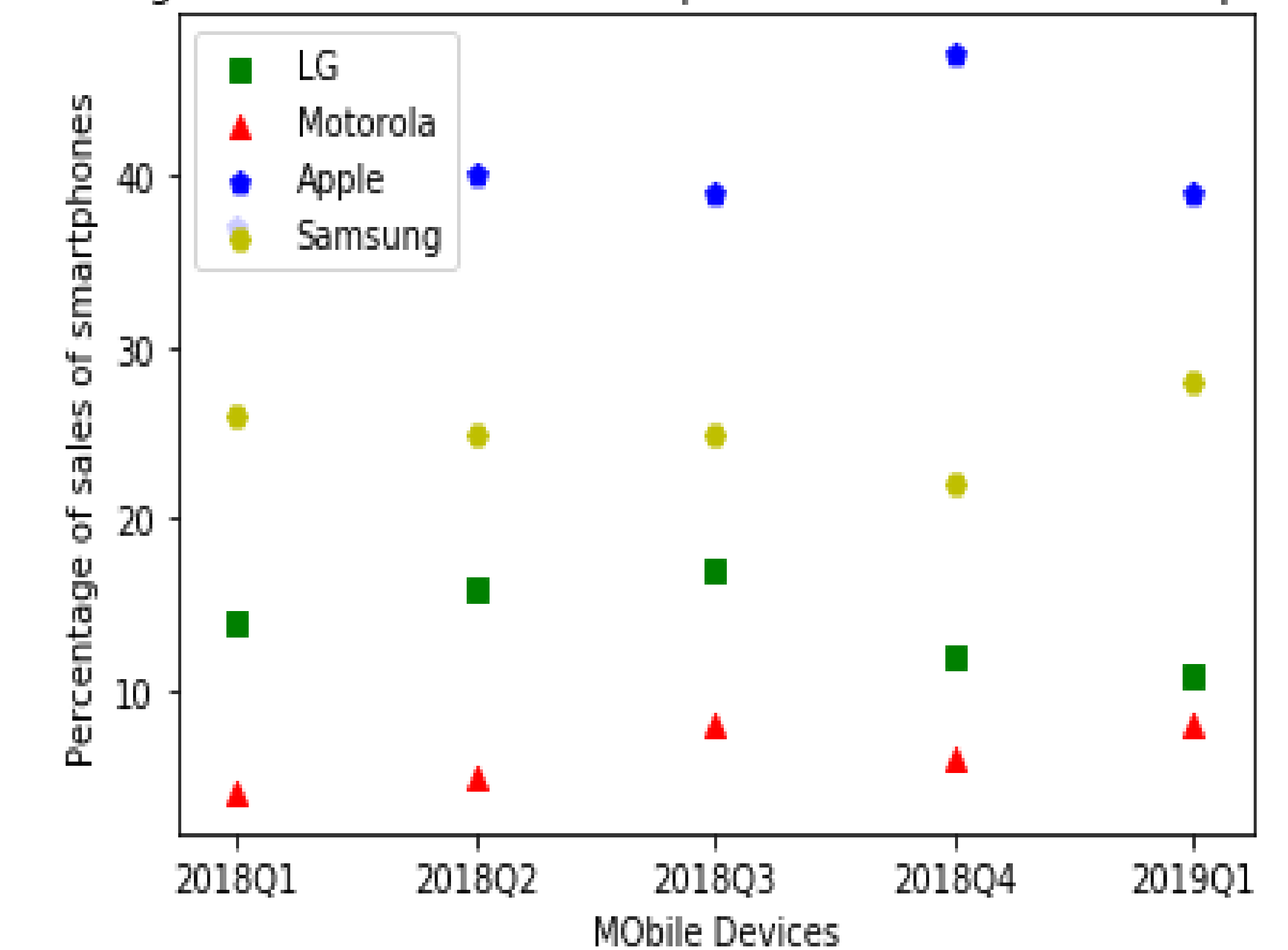
- Jupyter Notebook as online editor to execute the code
- Python as scripting language
- Web scraping methodology is used to get the data from internet.
- BeautifulSoup and requests to read the data
- Matplotlib for visualizing the data

## Results

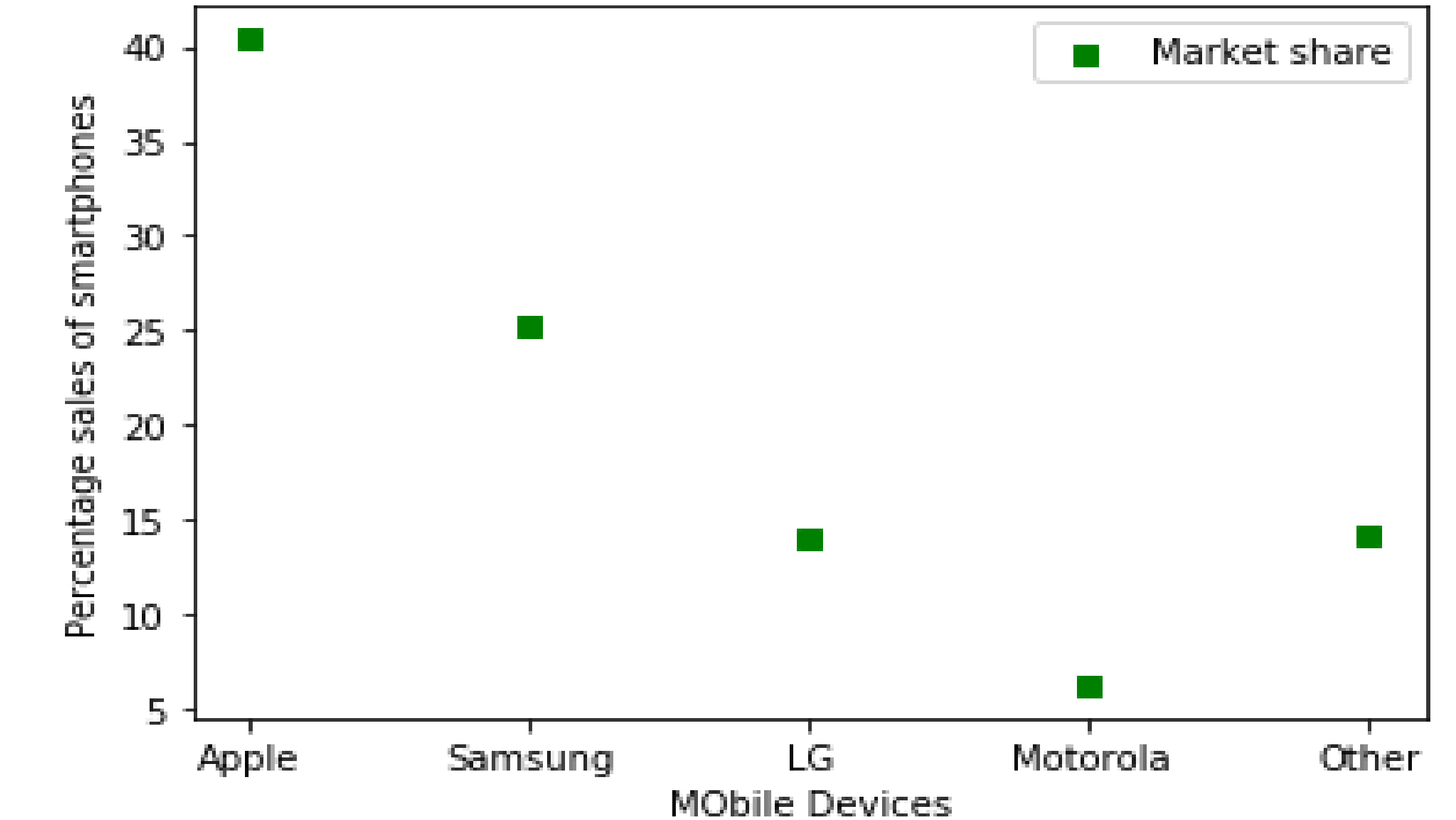
- The first graph represents the market share of mobile device brands in different quarters. As the graph represents sales of different brands like Apple, Samsung, LG , Motorola and other devices.
- The second graph represents the overall market share of each brand in 2018. Apple holding the highest shares of 40.4%, Samsung being the second with 25.2 % of sales and other brands apart from LG and Motorola holds the third position with 14.2%

## Results

Representing the Marketshare of smartphones brands in different quaters of 2018



Representing the Marketshare of smartphones brands of year 2018



## Conclusions

- Mobile device sales in USA are mainly operator-driven, analyzing these details will provide more insight on the market
- Data is analyzed to see which smart phone brand has the highest market share and which leads the competition of mobile sales in 2018.
- Data represents the percentage of sales of different mobile device brands
- This data can be used to analyze our objective
- According to the sales of 2018., Apple company holds the highest market share in USA
- Where as Motorola has the lowest share of 6.2