**KEY INSIGHTS**

Please find below the key insights corresponding to the smartphone market dashboard effectively highlighting the relationship between pricing, market share, customer satisfaction, and discounting strategies across smartphone brands:

**Market Overview**

* The dataset includes approximately 3,000 phones with an average rating of 4.24/5
* The average selling price is 26,000 (likely in rupees or similar currency)
* The average discount across brands is 6%

**Brand Performance**

* Samsung dominates market share with 719 units, followed by Apple (387) and RealMe (327)
* Apple has the highest average rating (4.57) and commands the highest average selling price (82K)
* Google Pixel follows with a 4.51 rating and 61K average price
* IQOO, RealMe, and POCO all have similar ratings around 4.4

**Pricing and Discounts**

* POCO offers the highest average discount at 14.35%, followed by Motorola (12.75%)
* Premium brands like Apple offer lower discounts compared to budget/mid-range brands

**Color Preferences**

* Black is the most popular color (168 units, 15.43% of sales)
* Blue, White, and Gold also show strong consumer preference
* The pie chart shows at least 15 different color options across brands

**Customer Ratings**

* Most customers give high ratings: 690 products rated 4.3/5
* 512 products rated 4.4/5
* Overall rating distribution is skewed toward the higher end (3.7-4.7)
* Top 5 brands by average rating are Apple, Google Pixel, IQOO, realme, and POCO

**Strategic Implications**

* Premium brands (Apple, Google) command higher prices with strong ratings
* Mid-range brands compete through higher discounts
* Samsung's strategy focuses on volume rather than premium pricing
* Black phones have clear market dominance across all segments