

BUYING A SMARTPHONE

Laxmidhar Sahoo



INTRODUCTION

There are a lot of companies selling smartphones, so selecting a right smartphone smart phone for our need is difficult. With proper planning we understand the real life use of *DATA ANALYTICS*.



PROBLEMS:

Customers need

There are various user who use smartphones for various purpose like gaming, photography, social media etc..

Cost/Budget

It is the most relevant problem for smartphone user most don't like to pay huge amount for it

Smartphone specification

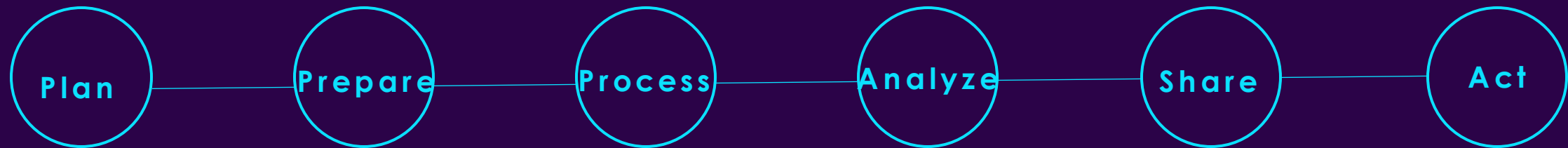
For selecting a perfect smartphone we need to focus on processor, storage, battery etc..

Brands and Market

Two types of markets - Online and Offline. All the smartphone companies sell their products on both markets.



SOLUTION



PLAN

1. Product

We want to buy a smartphone and android based software. Which we use in our daily basis for multi-tasking. Like performance-centric smartphone

2. Market

We buy smart phone from Online market because we can view the customer and review and ratings about the product also online markets give card discount on products.

PREPARE

Basically there are 3 types of smartphones on basis of price -

- Low-range Smart phone(under 20,000 rupees)
- Mid-range Smart phone(from 20,000 to 40,000 rupees)
- High-range smart phone(above 40,000 rupees)

As a basic user we decide to buy mid-range smartphone.

PROCESS



For buying a performance centric smartphone we define specification



snapdragon 700 series and MediaTek dimensity 700 & 800 series processors are efficient mid-range processors.

As a standard, almost all low and mid-range mobiles come with 64GB to 128GB. The newest and fastest version, UFS 3.1, will increase the speed of your mobile device.

Choose a battery with a higher capacity of 4000-5000 mAh if you're doing multi-tasking

sensor size, software algorithms, and image processing. So all the time, don't go for a higher MP camera.

ANALYZE 🔍

After analyzing our need we decided to buy MOTOROLA Edge 40 because we found it is a value for money with rupees 30000.

Here are specifications of product :

- 8 GB RAM | 256 GB ROM
- 16.64 cm (6.55 inch) Full HD+ Display
- 50MP + 13MP | 32MP Front Camera
- 4400 mAh Battery | 68W turbo power charger
- Dimensity 8020 Processor with Android 13
- PMMA Acrylic Glass
- Super Slim IP68 Rated 5G Phone

SHARE

There are various websites to buy smartphone -

FLIPKART

There are approx. 9000 customers
bought this phone with an
average rating of 4.2.

RELIANCE DIGITAL

No reviews and rating

JIOMART - ELECTRONICS

No reviews and rating

Comparing all three sites we decided to buy from flipkart because it has a very good customer support, fast & secure delivery and card offers also.

ACT

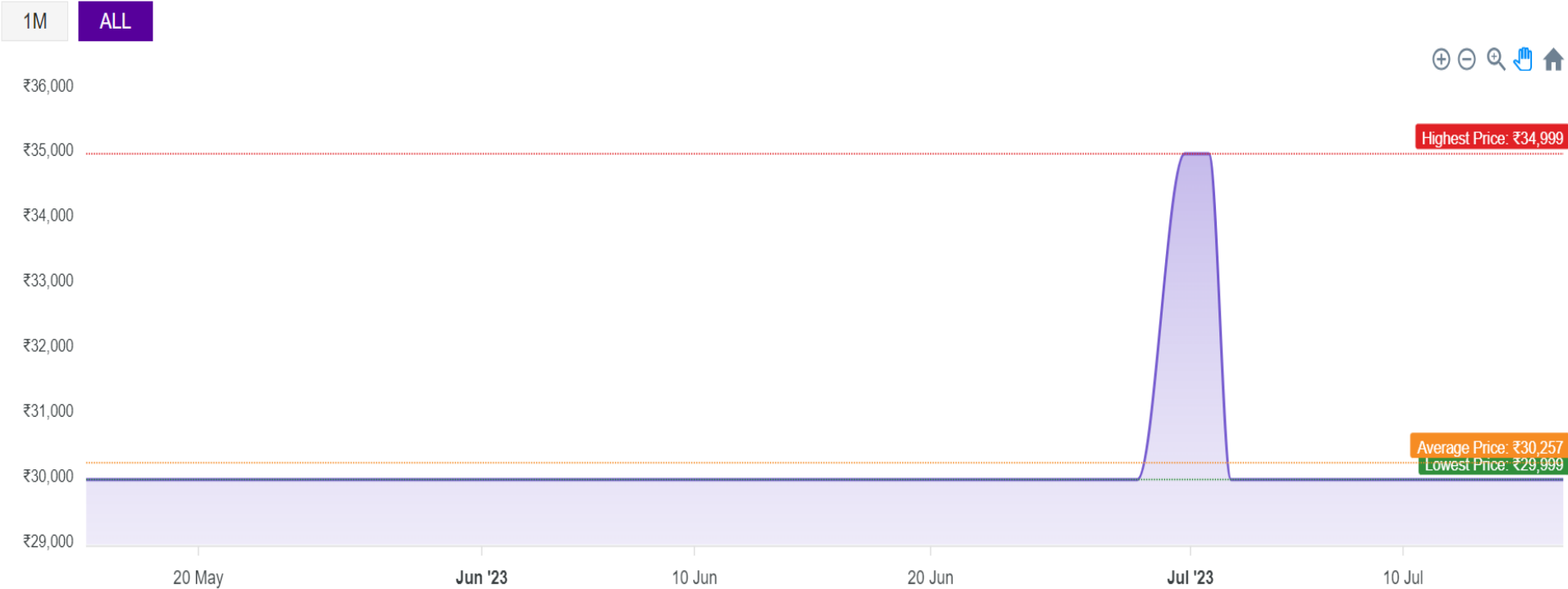
We buy this product sometimes later because currently there is no such productive offer and it is also out of stock for now.

We can wait some more time because flipkart announce to drop price in its Big Billion Days offer and Diwali offer .

Also there is price history graph which indicates the price is now low . And it's a good time to buy.

PRICE HISTORY

Price History of MOTOROLA Edge 40 (Reseda Green, 256 GB)





SUMMARY

By using some Data Analytics technique we buy a value for money phone within our budget .There are many people who cannot decide better phone for them by data analytics tool we can solve their problem .

THANK YOU

Laxmidhar Sahoo

+91 7894793587

Laxmidhars149@gmail.com