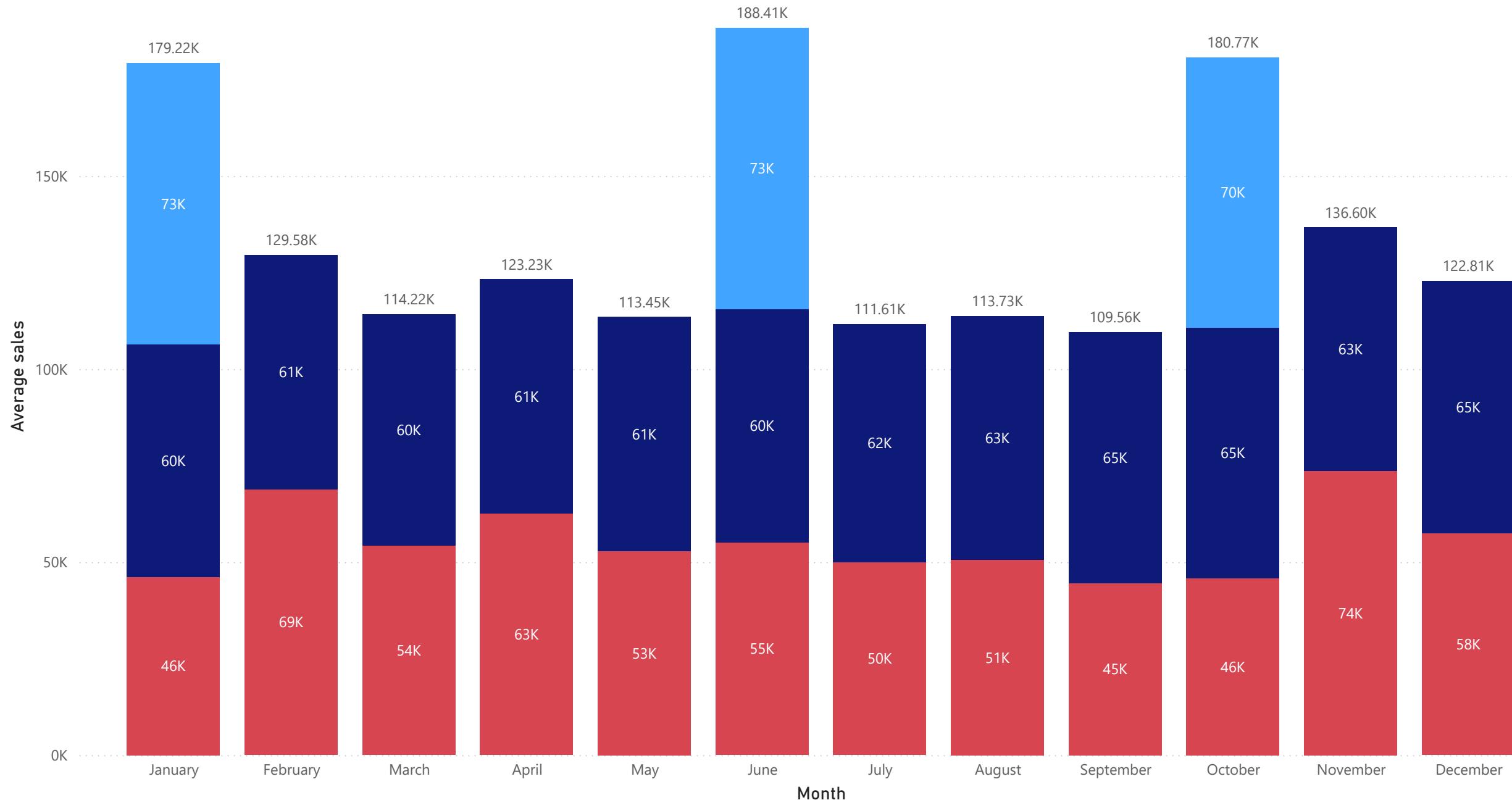
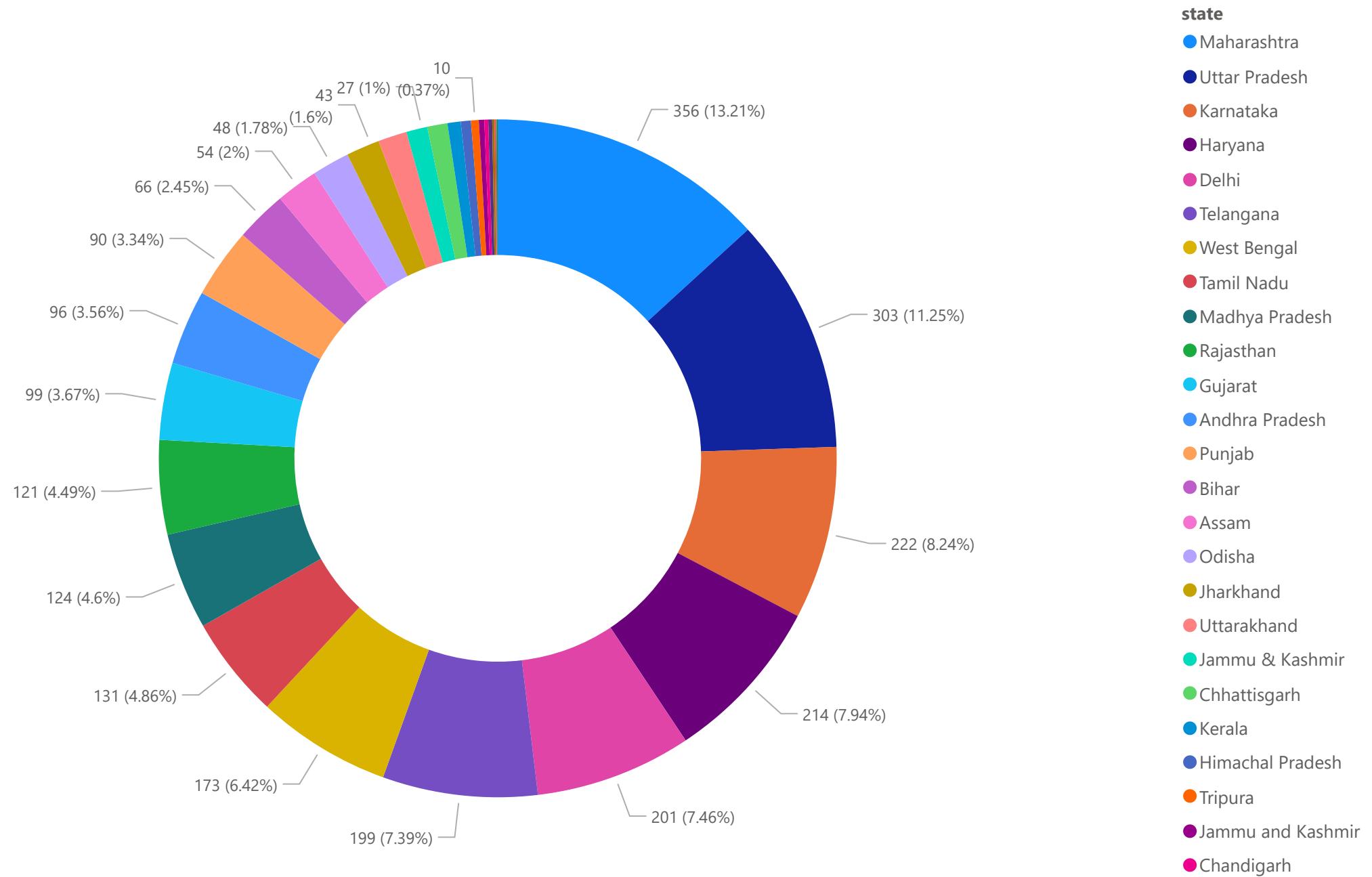


Average sales in Rupees

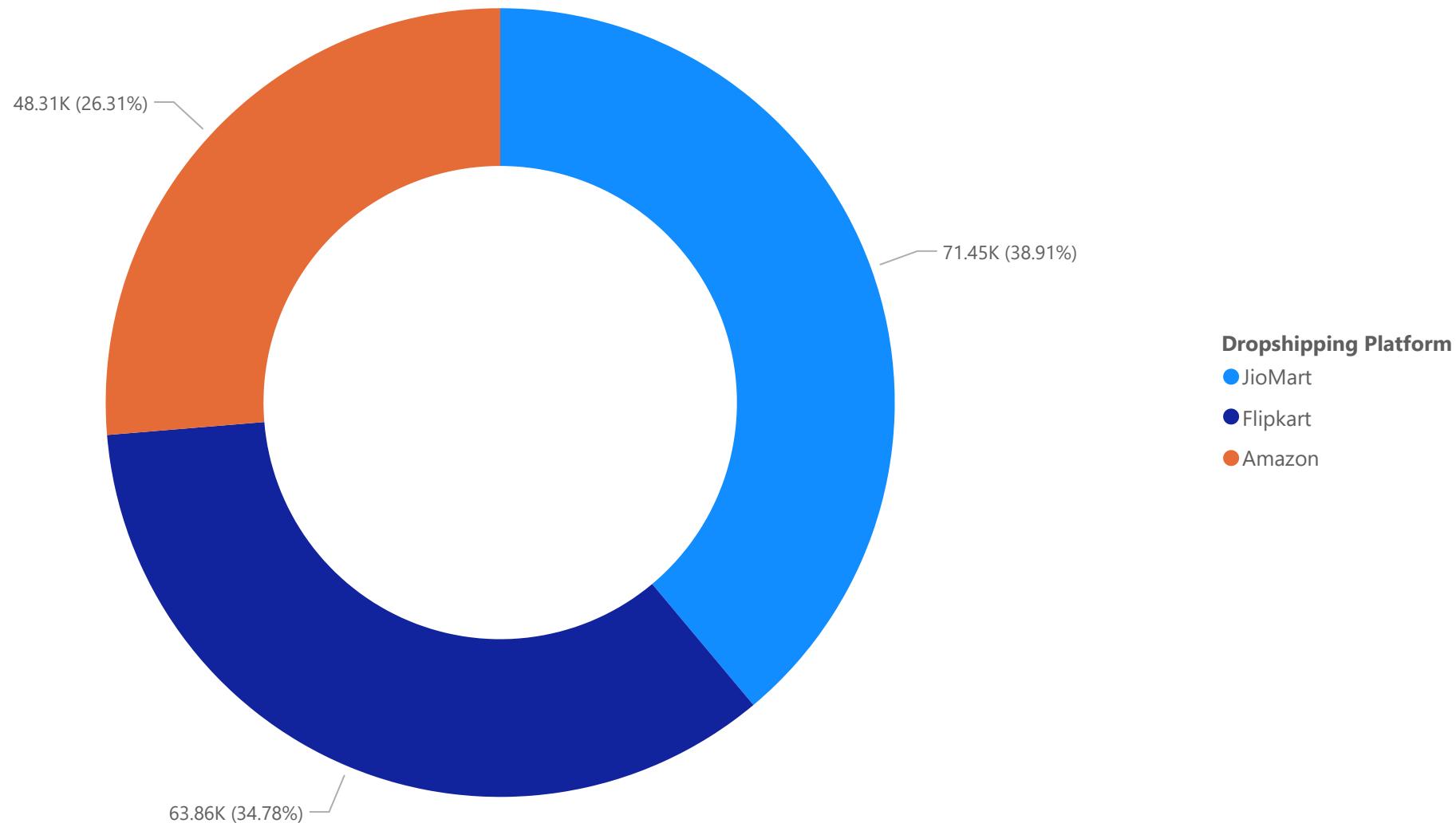
Dropshipping Platform ● Amazon ● Flipkart ● JioMart



Number of phones Sold by state

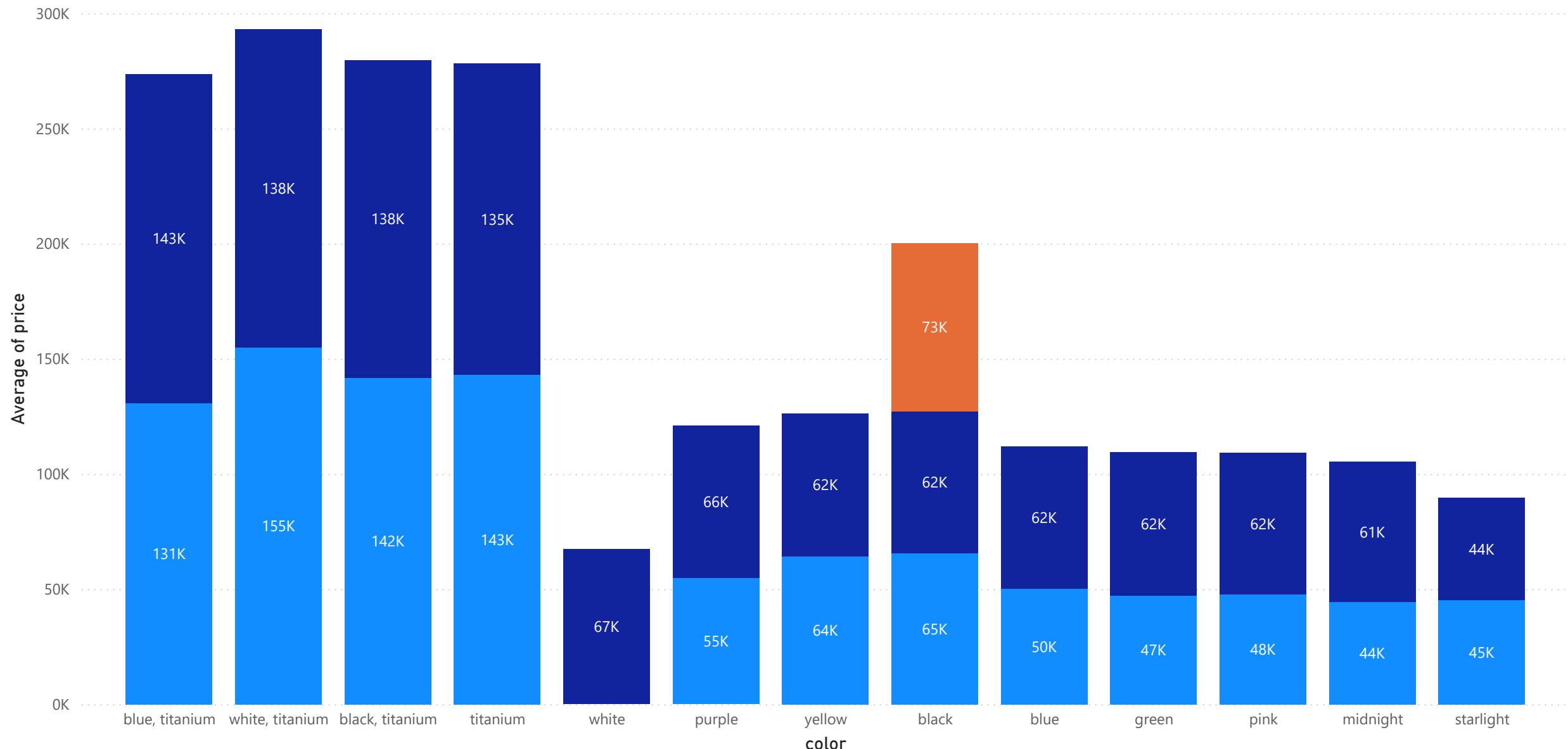


Average of price by Dropshipping Platform

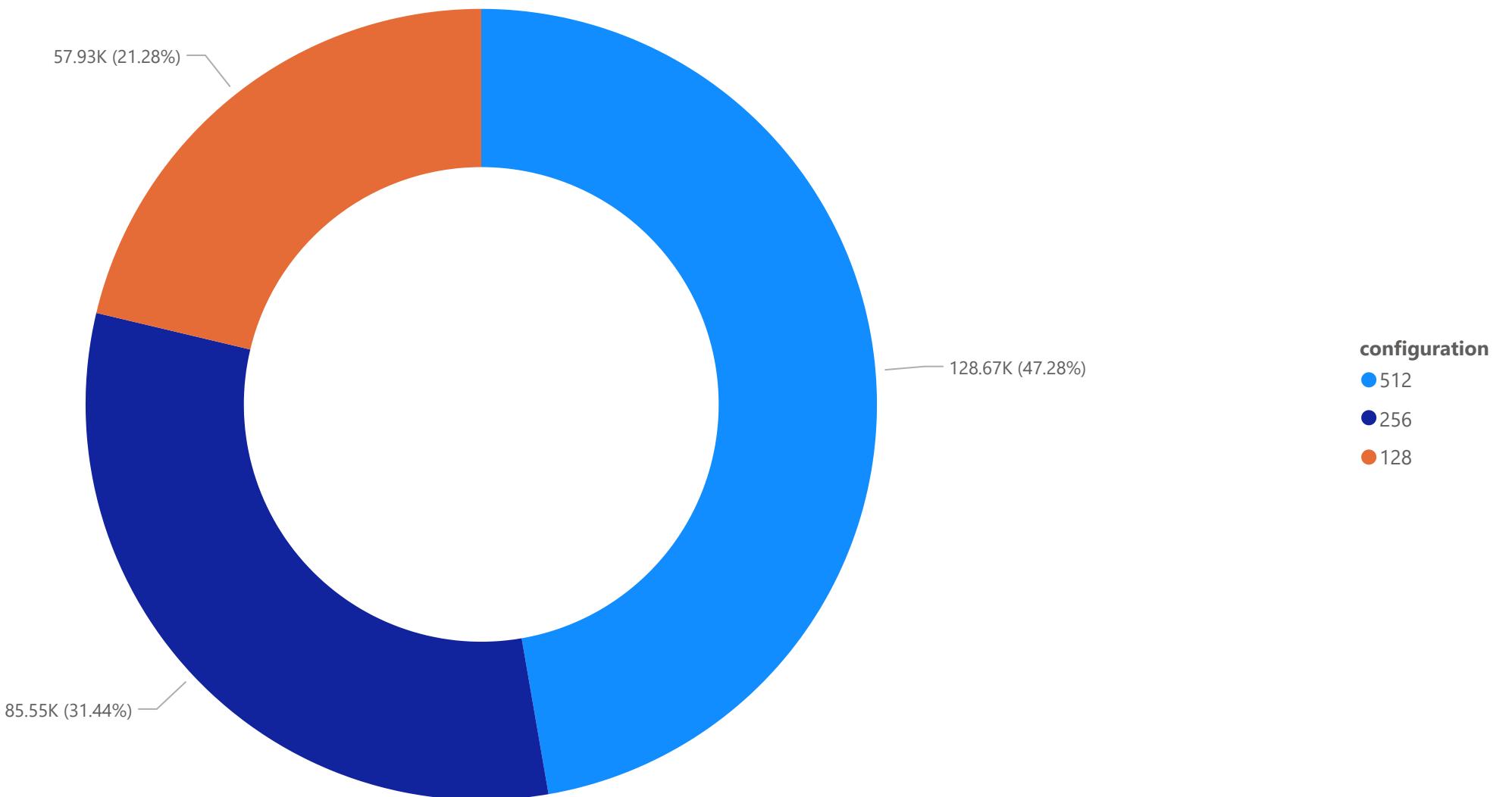


Average of price by color and platform name

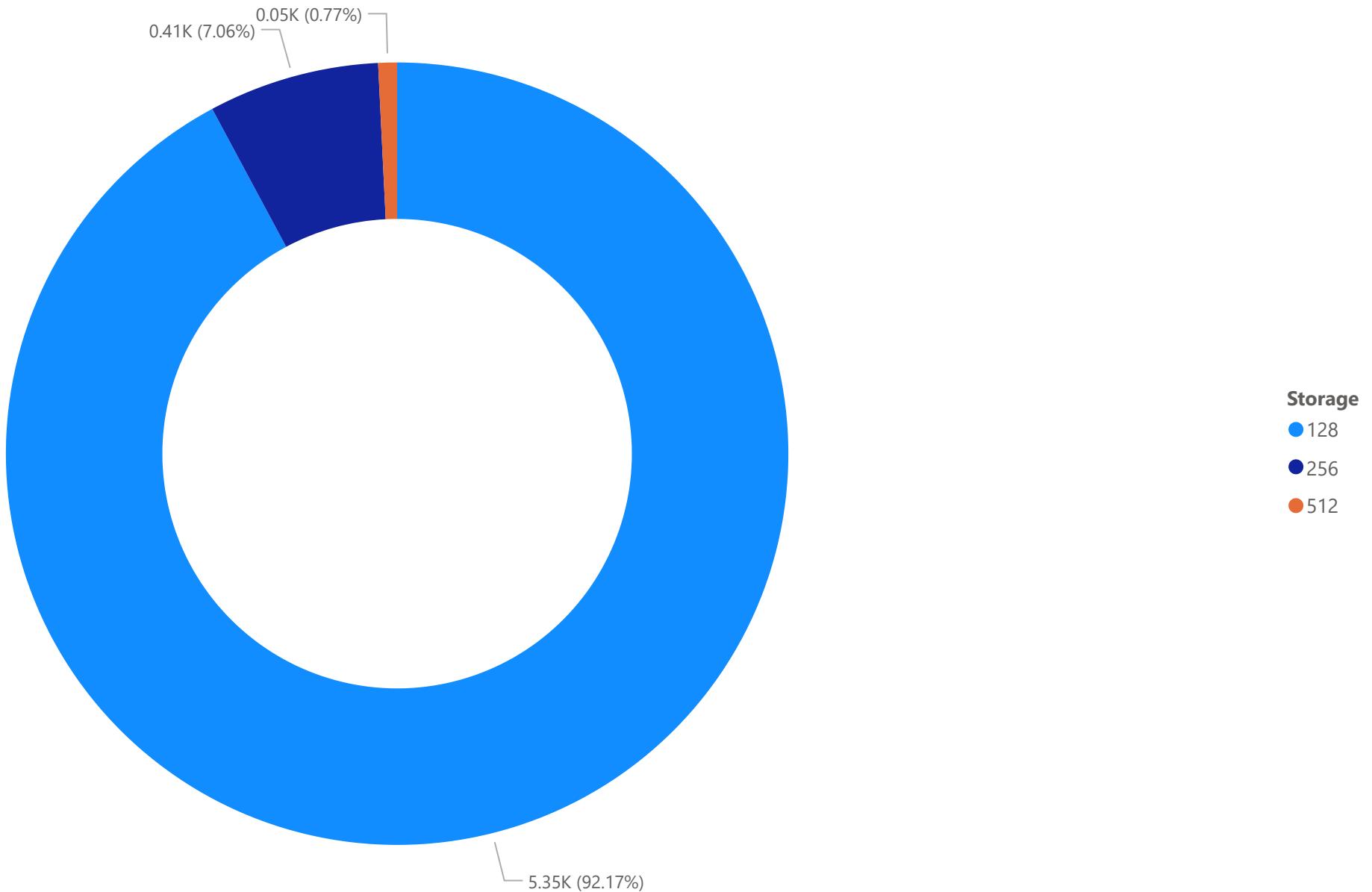
Dropshipping Platform name ● Amazon ● Flipkart ● JioMart



Average of price by Storage



Number of items Sold by Storage



Data Analysis Assignment

In this slide, we will discuss the complete story of EDA, covering each step and the intuition behind analyzing the data. We will also highlight the key business insights derived from this analysis.

1. First, we cleaned and organized the data. Data cleaning involves removing irrelevant attributes and handling missing or blank values to ensure the dataset is structured and ready for analysis.

Unnecessary attributes such as Pincode, Product ID, POS ID, Extension ID, Country, Gender Name, Level 1 Name, Level 2 Name, Level 3, Brand, and Generic Name were removed from the dataset to make it more concise and focused for analysis.

Now, we have a refined dataset that is ready for analysis.

2. After cleaning the data, we can compare sales across different months to identify patterns and trends.

Why this comparison is important:

- **Trend Analysis:** It helps us understand whether sales are increasing, decreasing, or stable over time.
- **Seasonality Detection:** We can identify seasonal peaks (e.g., festive seasons or year-end spikes).
- **Business Planning:** Insights from monthly sales trends support inventory planning, marketing strategies, and forecasting.
- **Performance Tracking:** Businesses can measure the impact of campaigns or events on monthly sales.

Now, go through the visuals PDF and check the graph of Month vs Sales.

Important Insights:

- JioMart spikes in Jan, Jun, and Dec: JioMart has significantly higher average sales in January (179.22K), June (188.41K), and December (180.77K) compared to other months.

- Amazon and Flipkart sales are relatively stable: Average sales on Amazon and Flipkart don't fluctuate as much as JioMart across the months.
- Flipkart contributes significantly to overall sales: Flipkart's average sales are consistently higher than Amazon's across all months.
- Lowest sales on Amazon in Sep: Amazon had its lowest average sales in September (45K).
- Highest combined sales in Jun: June had one of the highest average sales for JioMart and relatively stable sales for Amazon and Flipkart, making it a strong month overall.

3. After comparing sales across months, we then analyzed sales across different demographics.

Why this comparison is important:

- **Customer Segmentation:** Helps identify which demographic groups (age, gender, location, etc.) contribute most to sales.
- **Targeted Marketing:** Businesses can tailor promotions and campaigns for high-value demographics.

- **Product Strategy:** Reveals which products are popular among specific groups, guiding product positioning.
- **Growth Opportunities:** Highlights underperforming demographics that may need special focus.

Now, go through the visuals PDF and check the graph of demography vs sales

Important Insights:

- Top sales states: Maharashtra leads with 356 phones sold (13.21%), followed by Uttar Pradesh (232 phones, 8.24%), and Karnataka (214 phones, 7.94%). These states are key markets for phone sales.
- Sales distribution: The top 3 states (Maharashtra, Uttar Pradesh, Karnataka) account for around 29.39% of total sales. Other states like Tamil Nadu, West Bengal, and Telangana also show notable sales but are lower than the top 3.
-

- Market focus: Businesses could focus on optimizing sales strategies in high-performing states like Maharashtra and Uttar Pradesh. For lower sales states, understanding local preferences or challenges could help improve numbers.
4. After analyzing sales across demographics, we compared the average phone prices across different platforms.

Why this comparison is important:

- **Competitive Analysis:** Shows how pricing varies between platforms (e.g., Amazon vs. Flipkart vs. JioMart).
- **Customer Behavior Insight:** Helps understand whether customers prefer lower prices or value-added services.
- **Market Positioning:** Businesses can adjust pricing strategies to stay competitive.
- **Profitability Check:** Identifies platforms where margins may be higher or lower.

Now, go through the visuals PDF and check the graph of Dropshipping platform vs Price

Important Insights:

- JioMart leads in average price: JioMart has the highest average price of ₹71.45K, accounting for 38.91% of the distribution.
- Flipkart follows closely in share but not price: Flipkart has an average price of ₹63.84K, making up 34.78% of the distribution, slightly lower than JioMart's average price but close in terms of share.
- Amazon has the lowest average price and share: Amazon's average price is ₹48.31K, the lowest among the three, representing 26.31% of the distribution.
- Price variation across platforms: There's a noticeable difference in average prices across platforms, with JioMart being the priciest and Amazon the most budget-friendly.
- Market strategy implications: Businesses might consider focusing on JioMart for higher-end or premium products, Flipkart for a balance, and Amazon for more budget-friendly options based on average prices.

5. After analyzing the average prices across different platforms, we compared phone prices with respect to color and also analyzed the dropshipping platforms.

Why this comparison is important:

- **Price vs. Color Preference:** Helps identify if certain colors influence pricing or demand.
- **Consumer Insights:** Reveals which color variants are more popular, guiding inventory and marketing.
- **Dropshipping Analysis:** Shows how pricing and product availability vary across dropshipping platforms, helping assess profitability and supply chain efficiency.

Now, go through the visuals PDF and check the graph of Average of price by color and platform name.

Important Insights:

- Price Comparison Across Platforms for Titanium Colors:
 - Titanium colors (blue, white, black) are priced highest on average across Amazon and Flipkart compared to other colors.

- Average prices for titanium colors on Amazon + Flipkart are around 135K-143K.
- JioMart's Presence:
 - JioMart is only represented for the "black" color with an average price of 72K, which is higher than Flipkart's price for black (62K) but doesn't give much insight into overall pricing strategy without more data.
- Color-Based Pricing Trends:
 - Non-titanium colors like purple, yellow, black, blue, green, pink, midnight, and starlight have significantly lower average prices (mostly around 62K or lower on Flipkart and Amazon).
 - The cheapest colors seem to be midnight and starlight with averages around 44K on Amazon + Flipkart.
- Platform Pricing Strategy:
 - Amazon generally has higher or comparable average prices to Flipkart for most colors.
 - Flipkart's prices are lower for many colors compared to Amazon.

Businesses could consider:

- Focusing on non-titanium colors for potentially higher volume sales due to lower pricing.
- Analyzing consumer preference between platforms like Amazon and Flipkart for dropshipping strategies.

6. After analyzing color and price across platforms, we compared device storage options and their corresponding prices.

Why this comparison is important:

- **Value Perception:** Shows how storage capacity impacts pricing.
- **Customer Preference:** Helps identify which storage variants (e.g., 64GB, 128GB, 256GB) are most popular.
- **Pricing Strategy:** Businesses can see if the price gaps between storage options align with customer demand.
- **Profit Maximization:** Guides which storage models to promote for better margins.

Now, go through the visuals PDF and check the graph of Average of price by storage.

Important Insights:

- Storage with the highest average price: 512GB storage has the highest average price at ₹120.67K, making up 47.28% of the distribution.
- Mid-range storage average price: 256GB storage has an average price of ₹85.55K, accounting for 31.44% of the distribution.
- Lowest storage average price: 128GB storage has the lowest average price at ₹57.93K, making up 21.28% of the distribution.

7. After analyzing the price corresponding to storage, we compared the sales for different storage variants.

Why this comparison is important:

- **Demand Analysis:** Reveals which storage options sell the most.
- **Customer Willingness to Pay:** Shows if buyers prefer lower-priced models or are willing to pay more for higher storage.
- **Inventory Planning:** Helps decide how much stock to keep for each storage variant.

- **Strategic Insights:** Guides product bundling, promotions, and pricing strategies.

Now, go through the visuals PDF and check the graph of count of sales by storage.

Important Insights:

- Storage 128 is a clear winner: It accounts for a whopping 92.17% of sales, indicating customers mostly prefer this storage option.
- Higher storage options aren't super popular: Storage 256 and 512 together make up less than 8% of sales, suggesting customers might not need or want higher storage capacities.
- Maybe budget or use case drives choice: The preference for lower storage (128) could be due to cost considerations or typical user needs in India.

