**Flipkart Mobile Analysis Project**

**Problem Statements :**

Understanding customer behavior is key to delivering personalized experiences and driving sales growth. By analyzing Flipkart's mobile phone sales data, we can uncover trends in brand preferences, identify peak purchasing times, and explore the relationship between product ratings and sales volume, enabling targeted marketing campaigns and enhanced customer engagement strategies.

Below are the problem statements that are useful for the analysis customer behavior on various brands using Flipkart sales data

1. Find out how many brands are there having most of the sales.
2. How many models are sold by each brand?
3. What is the average discount given by brands on their models?
4. What size of display did customers like the most?
5. Which are the favorite colors of mobile phone customers?
6. Which processors are the most favorable for customers?
7. Find out mobile phones at various price ranges. which budget range do customers choose mostly?
8. Which are the top 10 models by avg sales
9. What is Battery capacity by brand
10. How may sales created by each brand ?