

BRANDS

5

MODEL

19

TRANSACTIONS

366

▲ 3.33%

TOTAL REVENUE

\$14.53M

▲ 15.57%

AVG ORDER VALUE

\$784.7

▲ 7.43%

SALES VOLUME

19K

▲ 3.31%

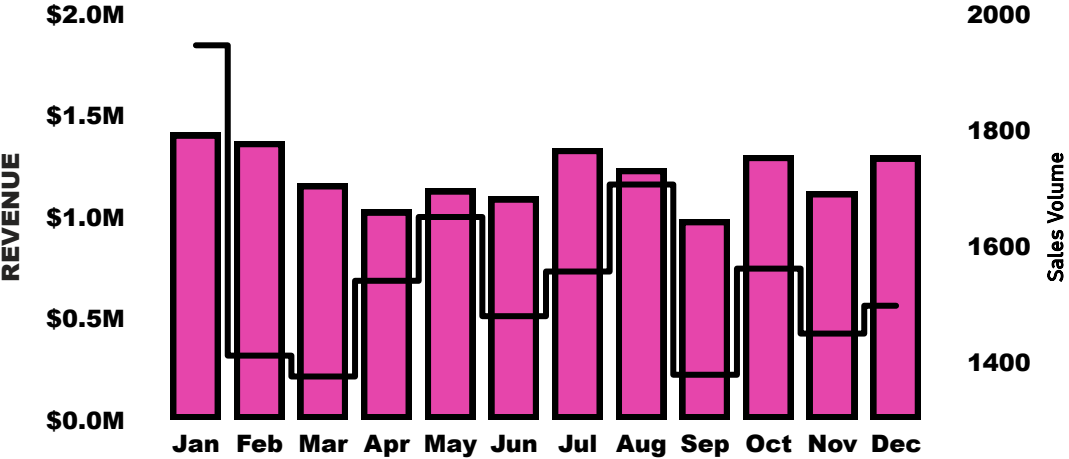
CUSTOMERS

303

▲ 10.71%

**MONTHLY & QUATERLY PERFORMANCE** | showing how the business performed in its revenue and sales volume by month & quarter

Q1	Q2	Q3	Q4
\$3.9528M	\$3.2743M	\$3.5674M	\$3.7310M



Apple												4226
Google												3152
OnePlus												4395
Samsung												3246
Xiaomi												3529

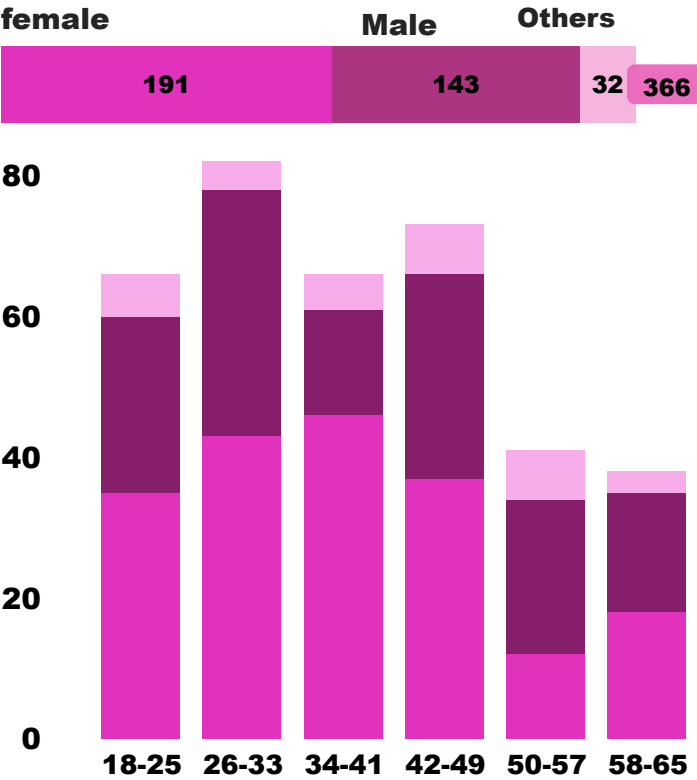
**BRAND PERFORMANCE** | showing revenue generated by brand,& equivalent top 5 generating products.

	Mobile_Model	TRANSACTION	%S of REVENUE	mom revenue %
Apple				
Samsung				
OnePlus				
Google				
Xiaomi				
	OnePlus 11R	24	6.5%	▼ -100.00%
	OnePlus 12 Pro	23	8.6%	▼ -25.89%
	Galaxy S25 Ultra	22	8.8%	▲ 877.45%
	Pixel 9 Pro	21	8.7%	▲ 4266.16%
	Z Fold 6	21	11.6%	▼ -100.00%

**COUNTRY PERFORMANCE** | showing revenue generated by country & top 5 revenue generating cities.

	City	TRANSACTION	%S of REVENUE	mom revenue %
India				
Turkey				
Bangladesh				
Pakistan				
	Istanbul	22	6.7%	▲ 23.97%
	Chennai	22	9.7%	▼ -100.00%
	Bursa	35	10.6%	▲ 235.74%
	Antalya	28	7.2%	▼ -72.09%
	Ankara	21	6.8%	

CUSTOMER INFORMATION | Showing transaction by customer gender and age groups



Xiaomi	9	15	22	14	4	6
Samsung	9	16	10	18	11	7
OnePlus	17	18	10	14	4	11
Google	13	11	14	12	10	8
Apple	18	22	10	15	12	6

CUSTOMER GROUPS | showing the distribution of customers by their buying behavior

customer group	TRANSACTION	CUSTOMERS	%S of REVENUE
one time buyer	286	236	75.8%
returning customer	70	57	20.8%
new customer	10	10	3.4%

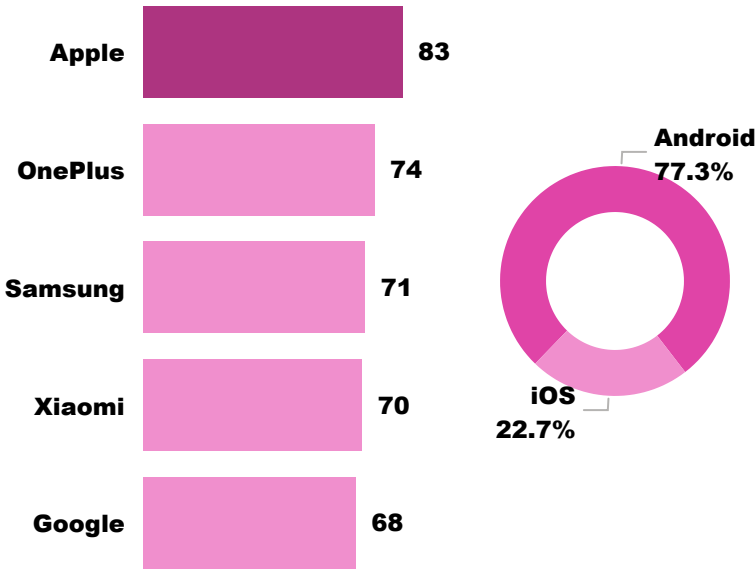
SALES CHANNEL | showing transaction by sales channel and their contribution to the revenue

Sales_Channel	TRANSACTION	CUSTOMERS	%S of REVENUE
Online	213	177	62.3%
Partner	53	42	12.0%
Retail Store	100	84	25.6%

PAYMENT TYPE | Showing transaction by payment type & their contribution to the revenue.

Payment_Type	TRANSACTION	CUSTOMERS	%S of REVENUE
EMI	98	79	26.8%
Cash	94	78	25.1%
Credit Card	94	77	26.4%
UPI	80	69	21.7%

PHONE SPECIFICATION | showing transaction by phone specification



Color	Apple	Google	OnePlus	Samsung	Xiaomi	Total
Black	9	16	14	19	22	80
Blue	20	10	15	13	18	76
Green	15	12	14	13	15	69
Red	17	12	13	16	7	65
White	22	18	18	10	8	76

COUNTRY PERFORMANCE | showing transaction by country across brands.

Country	Apple	Google	OnePlus	Samsung	Xiaomi	Total
India	39	27	33	45	25	169
Turkey	31	26	30	19	30	136
Bangladesh	11	12	11	6	11	51
Pakistan	2	3		1	4	10

TRANSACTION RECENCY | showing cities by transaction recency , and their contribution to the revenue

transaction recency helps identify cities with possible customer churns

1 month ago	2 months ago	6+ months ago	3-5 moths ago
\$2,038,861	\$1,515,077	\$140,467	\$78,980

City	CUSTOMERS	Contribution To Revenue	%S of REVENUE	city last purchase date
Bursa	29	key contribution	10.6%	30/12/2024
Antalya	24	key contribution	7.2%	16/12/2024
Izmir	23	key contribution	6.0%	31/12/2024
Chennai	19	key contribution	9.7%	23/11/2024
Jaipur	18	key contribution	6.6%	14/12/2024
Ankara	17	key contribution	6.8%	19/12/2024
Istanbul	17	key contribution	6.7%	05/12/2024
Pune	16	key contribution	5.0%	21/12/2024
Lucknow	14	minor contribution	4.7%	27/12/2024
Ahmedabad	13	minor contribution	2.7%	29/12/2024
Bangalore	13	minor contribution	3.5%	20/10/2024

CITY PERFORMANCE |showing transaction by cities, and their contribution to the revenue.

consistent buyers and cities with customers who have bought phones consistently for 10 to 12 months.

City	TRANSACTION	REVENUE	Sales Volume	Month Transacted	Consisted Buyer
Bursa	35	\$1,546,416	1799	12	★
Izmir	30	\$865,853	1230	12	★
Antalya	28	\$1,048,662	1376	11	★
Jaipur	24	\$962,815	1237	11	★
Chennai	22	\$1,410,880	1305	9	☆
Istanbul	22	\$969,225	1345	11	★
Ankara	21	\$991,696	1131	9	☆
Pune	20	\$728,023	912	10	★
Lucknow	16	\$676,096	839	8	☆
Mumbai	16	\$690,335	888	7	☆
Ahmedabad	15	\$396,337	572	8	☆
Bangalore	15	\$501,721	821	8	☆
Delhi	15	\$435,299	532	7	☆
Hyderabad	14	\$465,120	719	10	★
Rajshahi	13	\$431,273	548	7	☆
Chittagong	12	\$316,413	520	9	☆
Kolkata	12	\$702,708	787	9	☆
Khulna	11	\$409,586	490	8	☆
Dhaka	8	\$283,999	457	5	☆
Sylhet	7	\$310,648	486	4	☆
Islamabad	3	\$62,415	137	2	☆
Karachi	3	\$162,861	233	3	★
Lahore	2	\$16,565	31	2	☆
Multan	1	\$34,515	65	1	☆
Rawalpindi	1	\$105,952	88	1	☆

BRAND PERFORMANCE |showing transaction by brand , their contribution to the revenue &how the average selling price varies across brands.

Brand	TRANSACTION	REVENUE	%S of REVENUE	mom revenue %	AVG PRICE
Apple	83	\$3,642,888	25.1%	▼ -27.32%	\$876
Samsung	71	\$3,481,021	24.0%	▲ 67.31%	\$1,090
OnePlus	74	\$3,027,365	20.8%	▼ -12.83%	\$681
Google	68	\$2,554,132	17.6%	▲ 307.87%	\$771
Xiaomi	70	\$1,820,007	12.5%	▼ -42.20%	\$490

TRANSACTION REGENCY | showing products by transaction recency, & their contribution to the revenue.  
Transaction recency helps identify products with possible customer churns

1 month ago	2 months ago	current month
\$4,301,234	\$213,328	\$10,010,851

Mobile_Model	REVENUE	Contribution To Revenue	%S of REVENUE	Product Last Purchase
Z Fold 6	\$1,681,917	key contribution	11.6%	14/11/2024
Xiaomi 14 Ultra	\$745,729	key contribution	5.1%	25/12/2024
Redmi Note 13	\$292,366	minor contribution	2.0%	08/12/2024
Poco X6 Pro	\$322,367	minor contribution	2.2%	24/12/2024
Pixel 9 Pro	\$1,266,632	key contribution	8.7%	18/12/2024
Pixel 9	\$886,811	key contribution	6.1%	16/12/2024
Pixel 8a	\$400,689	minor contribution	2.8%	28/12/2024
OnePlus Nord 4	\$823,990	key contribution	5.7%	22/12/2024
OnePlus 12 Pro	\$1,255,362	key contribution	8.6%	27/12/2024
OnePlus 11R	\$948,013	key contribution	6.5%	22/11/2024
Mi 13T Pro	\$459,545	minor contribution	3.2%	27/11/2024
iPhone SE	\$352,590	minor contribution	2.4%	09/12/2024
iPhone 15 Pro	\$903,603	key contribution	6.2%	23/11/2024

PRODUCT PERFORMANCE |Showing transaction by products, &their contribution to the revenue.

Consistent sellers & phones customers have bought consistently for 10 to 12 months.

Mobile_Model	TRANSACTION	REVENUE	Sales Volume	month sold	consisted seller
Z Fold 6	21	\$1,681,917	912	9	
Galaxy S25 Ultra	22	\$1,277,620	1030	7	
Pixel 9 Pro	21	\$1,266,632	1203	10	
OnePlus 12 Pro	23	\$1,255,362	1480	12	
OnePlus 11R	24	\$948,013	1430	11	
iPhone 15 Pro	16	\$903,603	793	9	
Pixel 9	25	\$886,811	1191	12	
iPhone 14	20	\$831,688	989	11	
OnePlus Nord 4	27	\$823,990	1485	11	
iPhone 15	15	\$811,322	951	10	
Xiaomi 14 Ultra	13	\$745,729	892	8	
iPhone 14 Pro	17	\$743,685	710	9	
Mi 13T Pro	20	\$459,545	874	9	
Pixel 8a	22	\$400,689	758	11	
iPhone SE	15	\$352,590	783	8	
Poco X6 Pro	20	\$322,367	867	10	
Galaxy A55	15	\$308,156	689	8	
Redmi Note 13	17	\$292,366	896	10	
Galaxy M15	13	\$213,328	615	8	