

Mobile Competitor Benchmarking Report

Brand

All

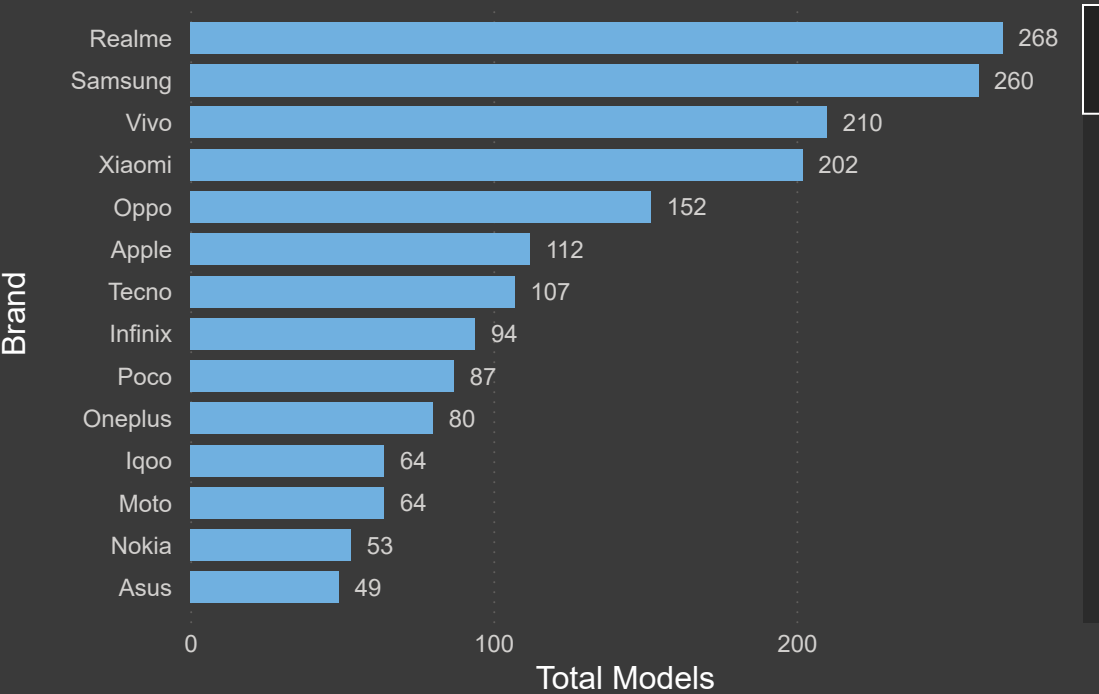
Total Models
2407

Average Price
₹ 22.74K

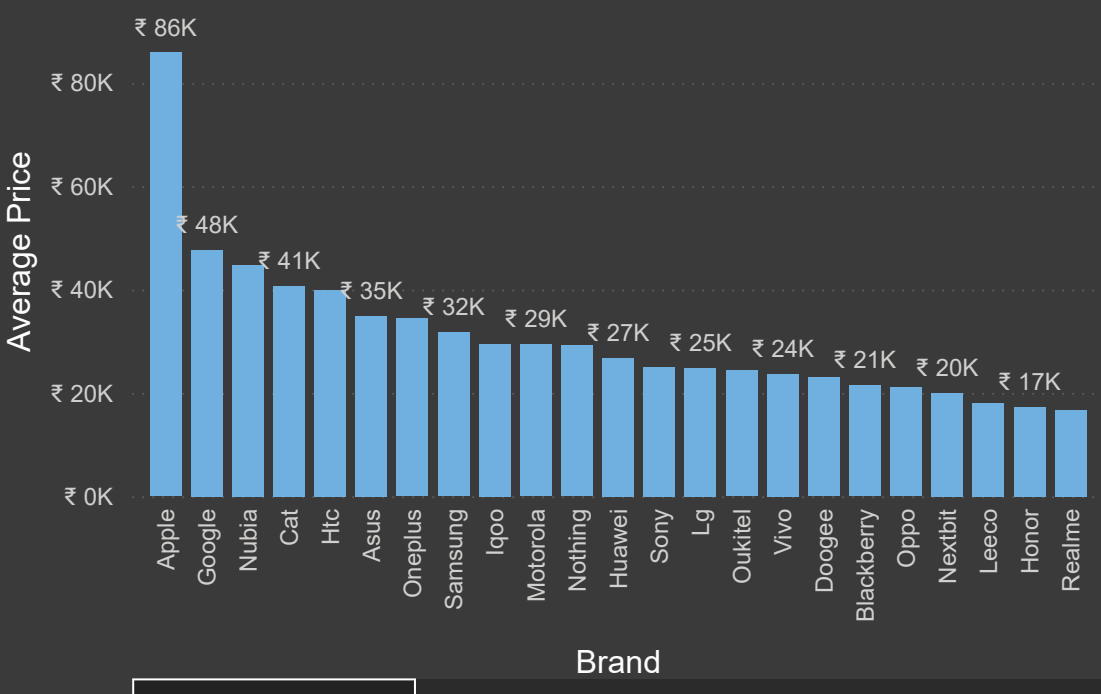
Average User Rating
4.17

Average Total Ratings
40K

Total Models by Brand

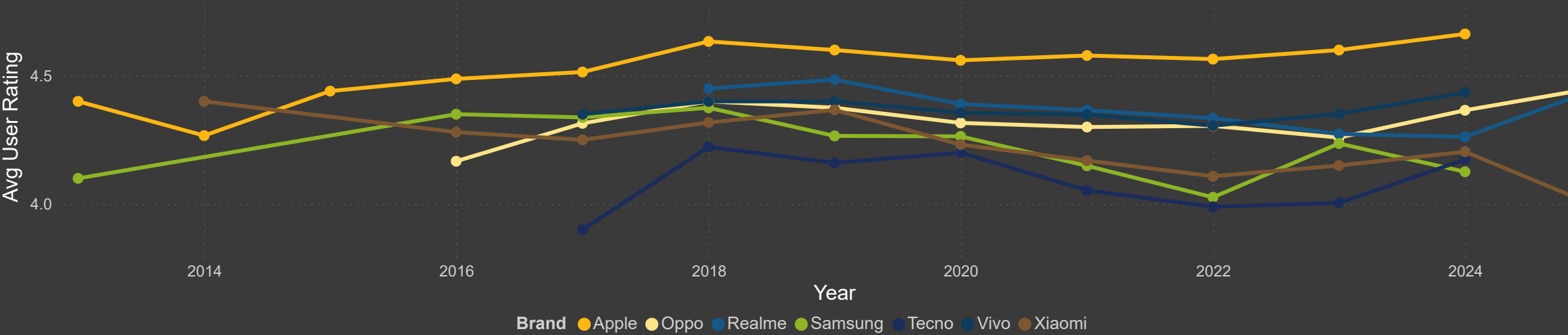


Average Price by Brand

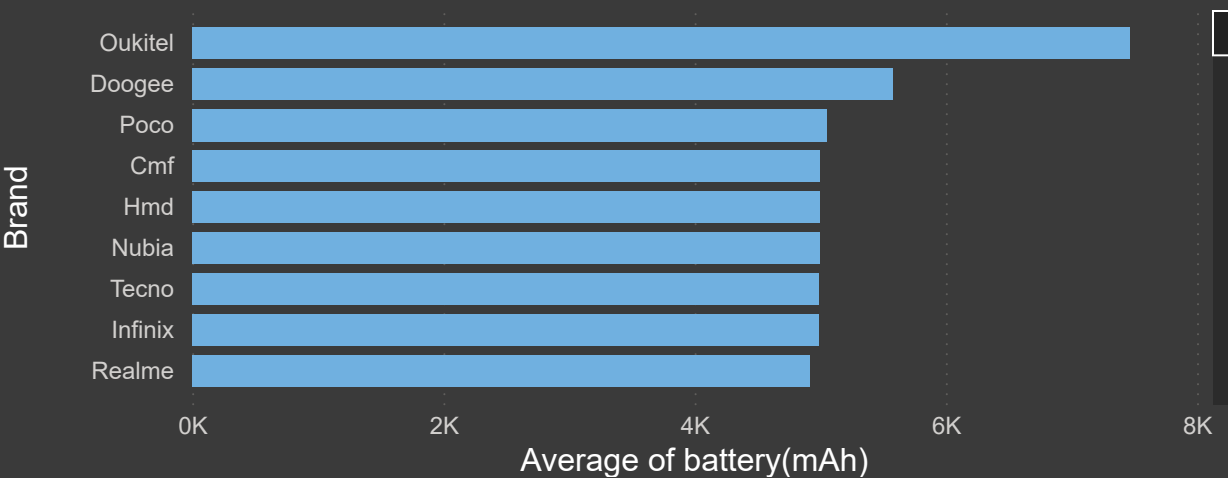


Key Feature & Rating Comparison

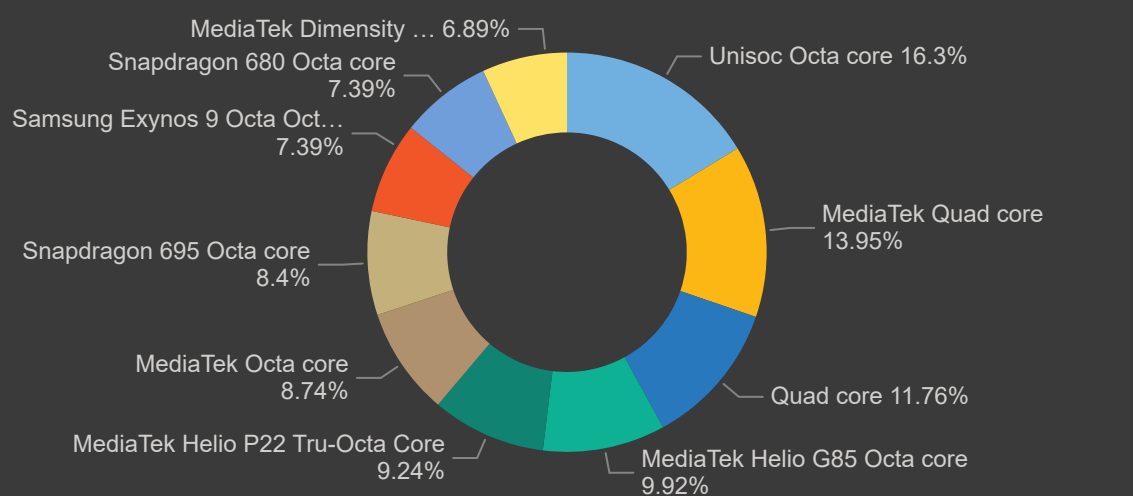
User Satisfaction Trend: Top 7 Competitors



Avg Battery Life by Brand



CPU Distribution



Market Overview

Feature Benchmarking

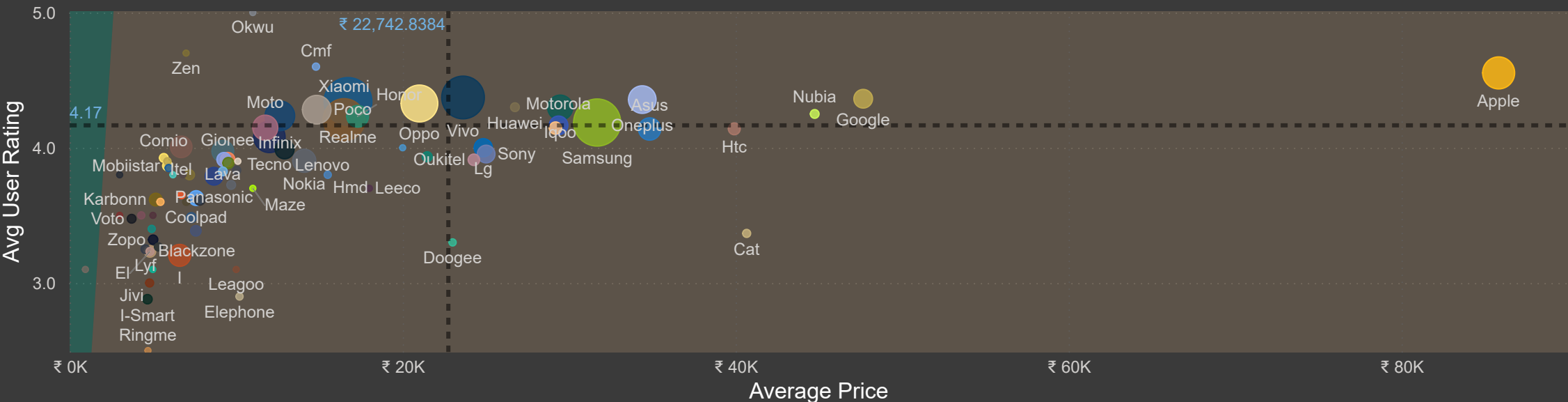
Strategy Matrix

Brand Drilldown



Price vs. Performance Strategy

Price-Performance Scatter Plot



Top Competitor Metrics (Supporting Data)

Brand	Total Models	Average Price	Avg User Rating	Avg Total Ratings
Apple	112	₹ 85,834.0179	4.55	60466
Vivo	210	₹ 23,626.0095	4.37	23472
Oneplus	80	₹ 34,391.425	4.36	31706
Realme	268	₹ 16,713.8657	4.34	71481
Oppo	152	₹ 21,006.3158	4.33	22005
Poco	87	₹ 14,835.2184	4.28	96900
Infinix	94	₹ 12,621.8404	4.24	40686
Xiaomi	202	₹ 16,479.3663	4.21	110235
Samsung	260	₹ 31,682.0538	4.19	42994
Tecno	107	₹ 11,992.9065	4.08	3944
Total	1572	₹ 25,652.0267	4.29	52711

Strategy Matrix: Price vs. Performance

This plot compares **Average Price** (X), **Avg User Rating** (Y), and **Market Share** (Bubble Size). The dashed lines mark the market average, defining the 4 key strategic zones:

- Top-Left: VALUE LEADERS (The Sweet Spot)** High Rating at Below-Avg Price. **Offers best value;** threat to both premium and budget markets.
- Top-Right: PREMIUM LEADERS (The Benchmark)** High Price, High Rating. Defines **quality standard;** strong aspirational benchmark (e.g., Apple).
- Bottom-Right: OVERPRICED/VULNERABLE (Warning Zone)** High Price, Low Rating. **Failing to deliver value;** a prime market opportunity for competitors.
- Bottom-Left: BUDGET/RISK (Avoid)** Low Price, Low Rating. Fails to meet **minimum user expectations.**

Avg Total Ratings

40K

All in all, the iPhone 11 Pro is the best option if you want the latest iPhone with all the bells and whistles. No Review Available. The phone is great if you shoot a lot of videos and it does a great job while gaming too, though that may eat into your battery really fast. No Review Available. But the camera is a lot of fun to play with and the user experience on iO...



Realme

3500
battery(mAh)

₹ 8,490
price

Realme

3500

₹ 8,990

Brand	Average of price	Avg User Rating
Realme	₹ 16,713.8657	4.34
100+2 MP Rear Camera	₹ 25,332.3333	4.30
108 MP Rear Camera	₹ 10,486	4.30
108+2 MP Rear Camera	₹ 17,153.5714	4.33
108+8+2 MP Rear Camera	₹ 18,855.6	4.40
108+8+2+2 MP Rear Camera	₹ 17,244.5	4.40
12+2+2 MP Rear Camera	₹ 9,044.75	4.43
12+8+2+2 MP Rear Camera	₹ 10,290	4.46
13+2 MP Rear Camera	₹ 9,190.7	4.41
13+2+0.3 MP Rear Camera	₹ 7,494.5	4.50
13+2+2 MP Rear Camera	₹ 8,120.5	4.42
13+8+2+2 MP Rear Camera	₹ 9,369.5	4.35
16+2 MP Rear Camera	₹ 11,760	4.50
16+5 MP Rear Camera	₹ 10,490	4.50
200+8+2 MP Rear Camera	₹ 25,909.5	4.40
32 MP Rear Camera	₹ 8,263	4.32
48+2 MP Rear Camera	₹ 16,993	4.20
48+2+2 MP Rear Camera	₹ 14,513.3333	4.35
48+5 MP Rear Camera	₹ 16,799	4.50
48+8+2 MP Rear Camera	₹ 15,308.1667	4.23
48+8+2+2 MP Rear Camera	₹ 11,837.7	4.45
50 MP Rear Camera	₹ 11,119.9167	4.13
50+0.08 MP Rear Camera	₹ 9,469.5	4.30
Total	₹ 16,713.8657	4.34