Mobile Phone Market Analysis

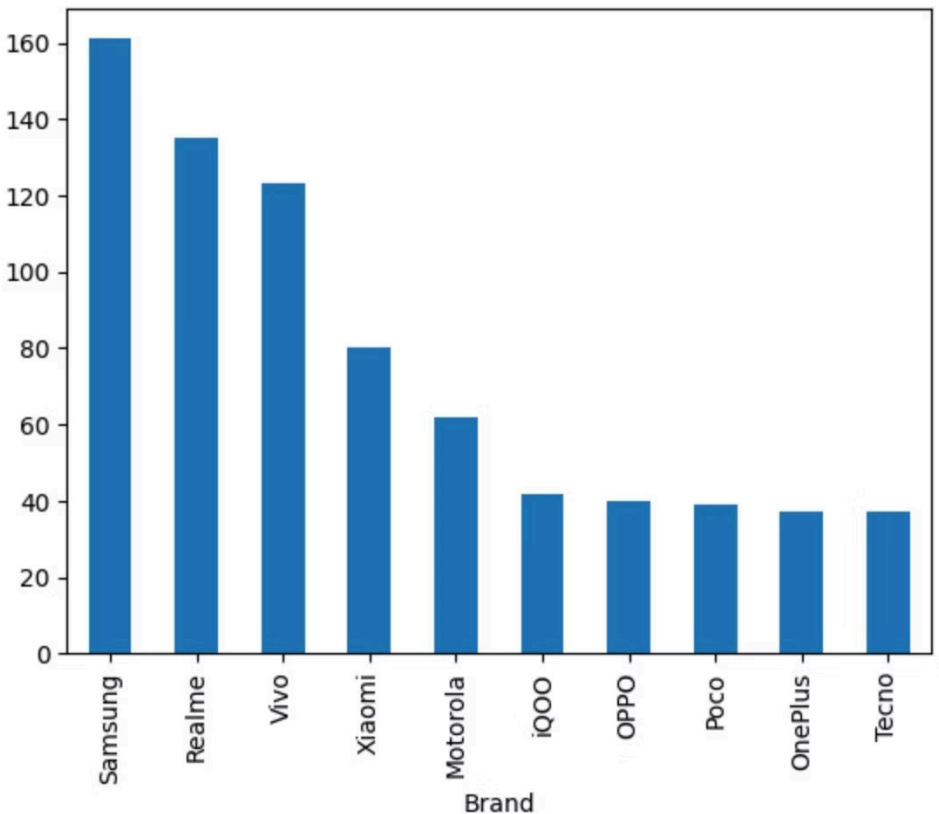
An in-depth analysis of 1,019 mobile phones across multiple brands, examining key specifications, pricing trends, and consumer preferences in the current smartphone market.

Dataset Overview

1,019	35	₹26,764	79.4%
Total Phones	**Features**	**Average Price**	**Average Rating**
Unique mobile phone models analyzed in this dataset	Different specifications tracked for each phone	Mean price across all models	Mean customer satisfaction rating

The dataset contains comprehensive information about each phone's specifications, including processor details, display quality, camera capabilities, and connectivity options.

Brand Distribution



Key Insights:

- Samsung leads with 161 models (15.8%)
- Realme follows with 135 models (13.2%)
- Vivo ranks third with 123 models (12.1%)
- Top 5 brands account for over 55% of all models
- Market shows healthy competition with multiple significant players

The diversity of brands indicates a competitive market with multiple players vying for market share across different price segments.

Price Distribution Analysis

Right-Skewed Distribution

The price distribution shows a strong positive skew, with most phones concentrated in the budget to mid-range segment (₹10,000-30,000), while premium phones create a long tail reaching up to ₹154,000.

Price Segments

25% of phones priced below ₹11,000 (budget segment)

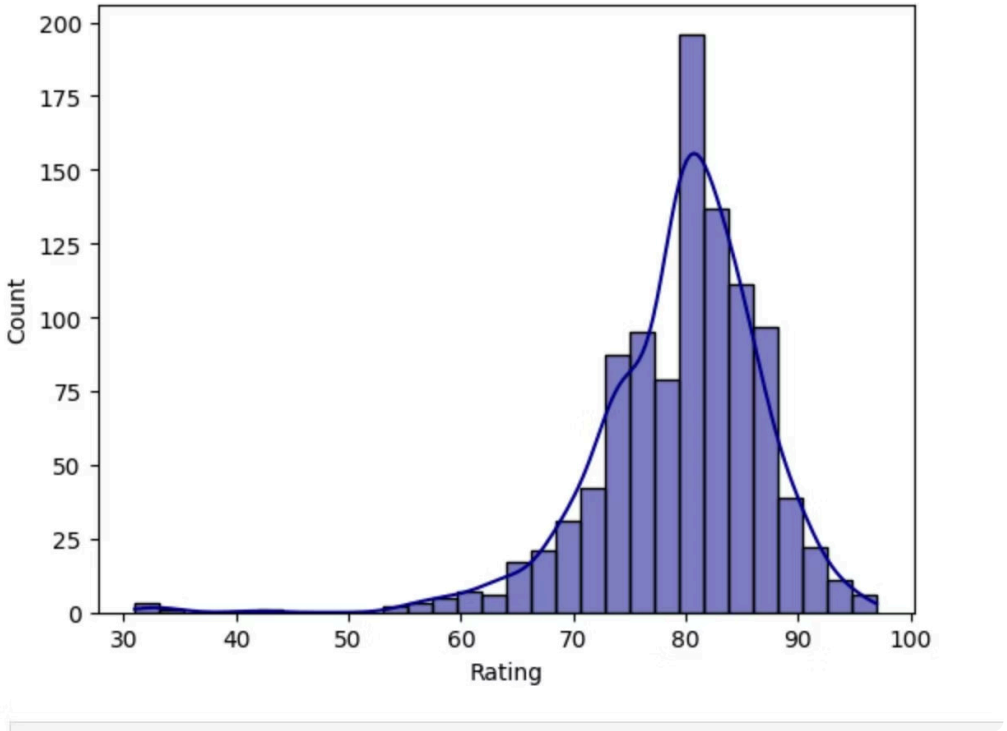
50% of phones priced below ₹18,800 (mid-range threshold)

75% of phones priced below ₹30,000 (premium threshold)

Premium Outliers

Premium phones (>₹80,000) are predominantly from Apple, Samsung (especially foldables), and flagship models from brands like Vivo, OnePlus, and Google.

Rating Distribution



Rating Insights:

- Average rating: 79.4% (approximately 4/5 stars)
- Minimum rating: 31%
- Maximum rating: 97%
- Negatively skewed distribution (-1.51)
- Most phones rated between 75-84%
- Very few phones fall below 60% rating

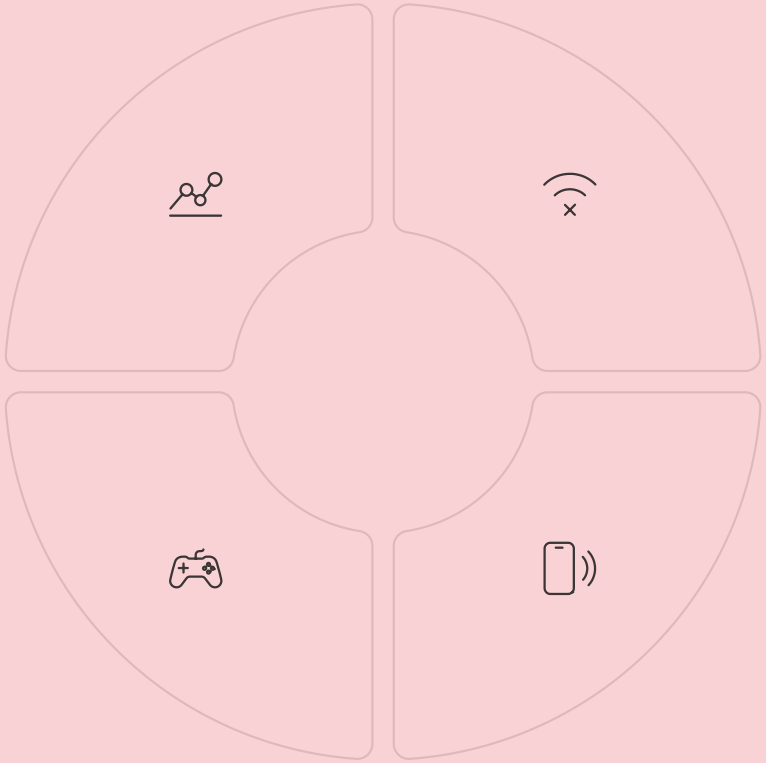
The negative skew indicates that consumers are generally satisfied with most phones in the market, with very few models receiving poor ratings.

Higher prices don't always correlate with higher ratings, suggesting value-for-money is an important factor in consumer satisfaction.

Connectivity Features

5G Support

79.1% of phones support 5G connectivity



Wi-Fi

96.1% of phones have Wi-Fi connectivity

IR Blaster

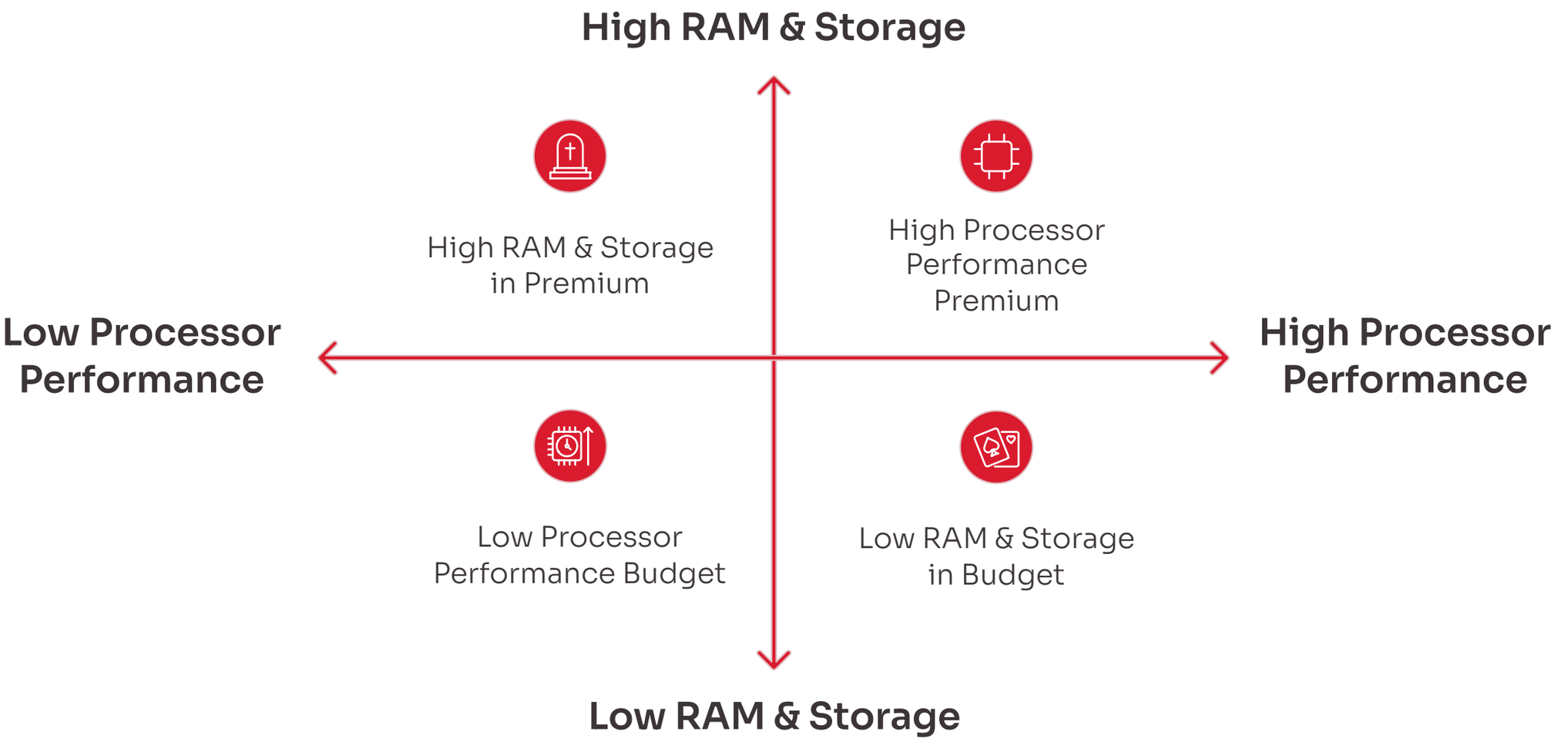
25% of phones feature an IR blaster

NFC

57.7% of phones include NFC capability

5G support has become a standard feature in mid-range and premium phones, while NFC adoption varies significantly by brand and price point. IR blasters are most common in Xiaomi and Poco devices.

Hardware Specifications



8GB

Median RAM

Most common RAM configuration

128GB

Median Storage

Most common storage capacity

8

Processor Cores

Vast majority use octa-core processors

120Hz

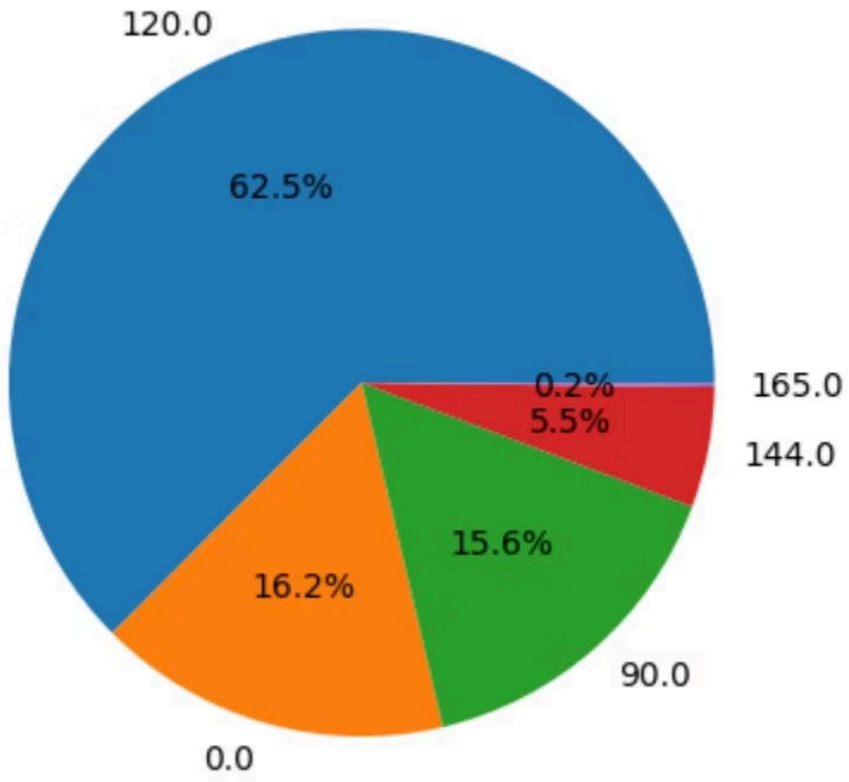
Refresh Rate

Most common display refresh rate (62.5%)

Display & Camera Trends

Display Specifications

Refresh Rate



- 120Hz: 62.5% of phones
- 90Hz: 15.6% of phones
- 144Hz: 5.5% of phones

Display Size

Average display size: 6.5-6.7 inches

Trend toward larger displays across all price segments

Camera Capabilities

Main Camera

50MP is the most common main camera resolution

Premium phones feature up to 200MP sensors

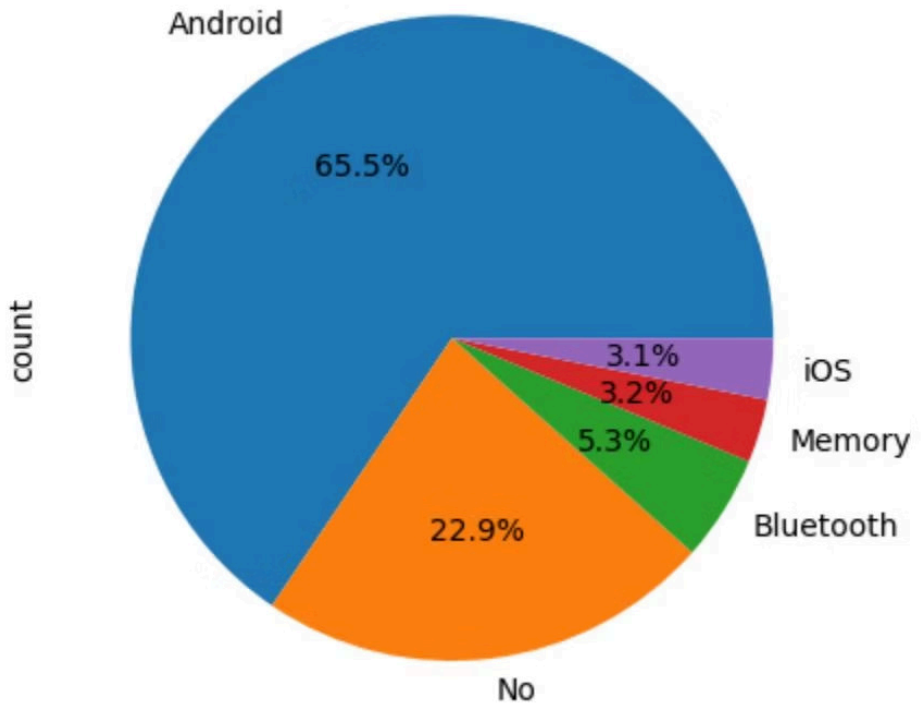
Front Camera

16MP and 32MP are common for selfie cameras

Triple and quad rear camera setups dominate mid-range and premium segments

High refresh rate displays (120Hz+) have become standard in mid-range and premium segments, while camera capabilities continue to be a key differentiator across price points.

Operating System Distribution



Android Dominance

Android is the dominant OS across the dataset, with iOS limited to Apple devices.

Android Version Distribution

- Android 15: Latest version, present in newest models
- Android 14: Most common version
- Android 13: Second most common
- Android 12 and below: Older models

The data shows a clear trend toward newer Android versions, with manufacturers providing updates to maintain competitiveness.

Key Correlations & Insights

Price Correlations

Strong positive correlation between price and processor speed (0.64), RAM (0.56), and NFC support (0.56)

Rating Correlations

Ratings correlate most strongly with RAM (0.65), processor speed (0.51), and 5G support (0.51)

Feature Trends

5G support, high refresh rates, and NFC are becoming standard in mid-range and premium segments

The analysis reveals that while premium features command higher prices, consumer satisfaction depends on balanced specifications that deliver good value for money across all price segments.