

▯ Mobile BRANDZONE 2025 – Global Price & Performance Benchmark

▯ Objective

The goal of this project is to analyze the global pricing of smartphones launched in 2025, along with their technical specifications, and determine the best value-for-money (VFM) devices using a custom metric called **KingScore**.

It focuses on device prices across five countries (Pakistan, India, China, USA, and Dubai), comparing brand offerings, price gaps, and real-world performance value.

▯ Tools & Technologies

- Python (Pandas for data manipulation, Matplotlib for visualizations)
 - Excel (for structured data export)
 - PNG Charts (for presentations)
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▯ What We Did

1. Cleaned all price fields and converted them into USD using exchange rates:
 - Pakistan: ÷ 280
 - India: ÷ 83
 - China: ÷ 7.2
 - Dubai: ÷ 3.67
 - USA: already in USD
 2. Calculated **Price Gap** between cheapest and most expensive country per model.
 3. Identified the **Cheapest Country** and **Most Expensive Country** for each device.
 4. Introduced **KingScore** for performance valuation:
 5. Generated two core rankings:
 - Top 10 Devices with the Highest Price Gap
 - Top 10 Devices with Best Value-for-Money (KingScore)
 6. Exported all results to an Excel file with multiple sheets.
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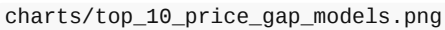
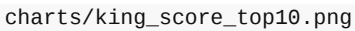
▯ Highlights

- ▯ Highest price gap observed in foldable and premium flagship phones.
- ▯ Worst value-for-money found in high-priced tablets and luxury models.
- ▯ Best value-for-money device: **Nokia T21** (corrected to \$217 USD).

Note: An error in the dataset listed Nokia T21 as \$39,622. This was manually corrected.

▯ Deliverables

- ▯ `brandzone_report.xlsx` – Full dataset, analysis, and rankings

-  – Price Gap Visualization
 -  – KingScore (VFM) Visualization
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Conclusion

Mobile BRANDZONE 2025 provides a data-driven, global perspective on smartphone pricing and value. It reveals how market conditions, brand positioning, and regional pricing strategies affect real-world consumer value.

This benchmark can help tech analysts, consumers, and marketers better understand **what device truly offers the most for its price** – globally.



Prepared by:

 Der King for BARS KRAFT *"What others analyze, I conquer."*
2025