

## MOBILE SALE



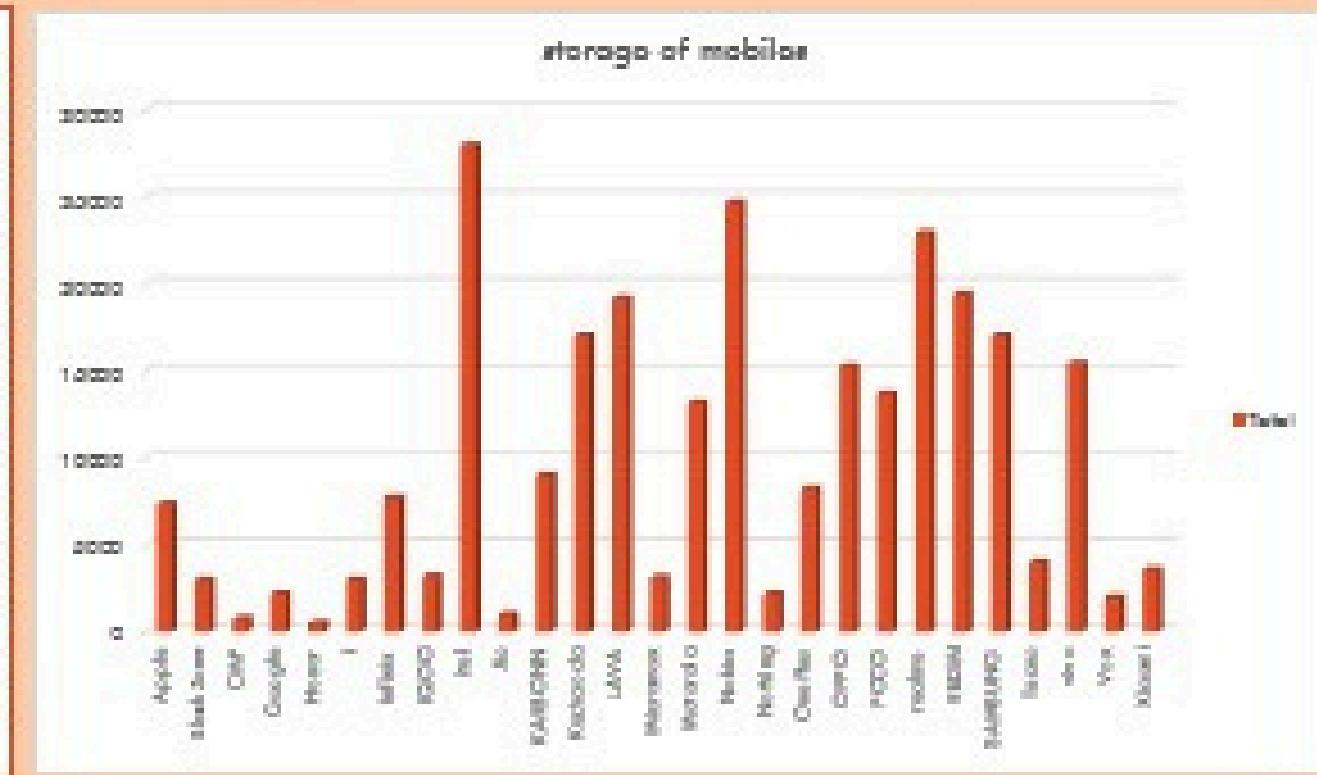
**21101913**  
**TOTAL SALES**

**21510.61468**  
**AVERAGE SALES**

# HIGHEST RATING VIVO AND APPLE

# HIGHEST SALE SAMSUNG AND APPLE

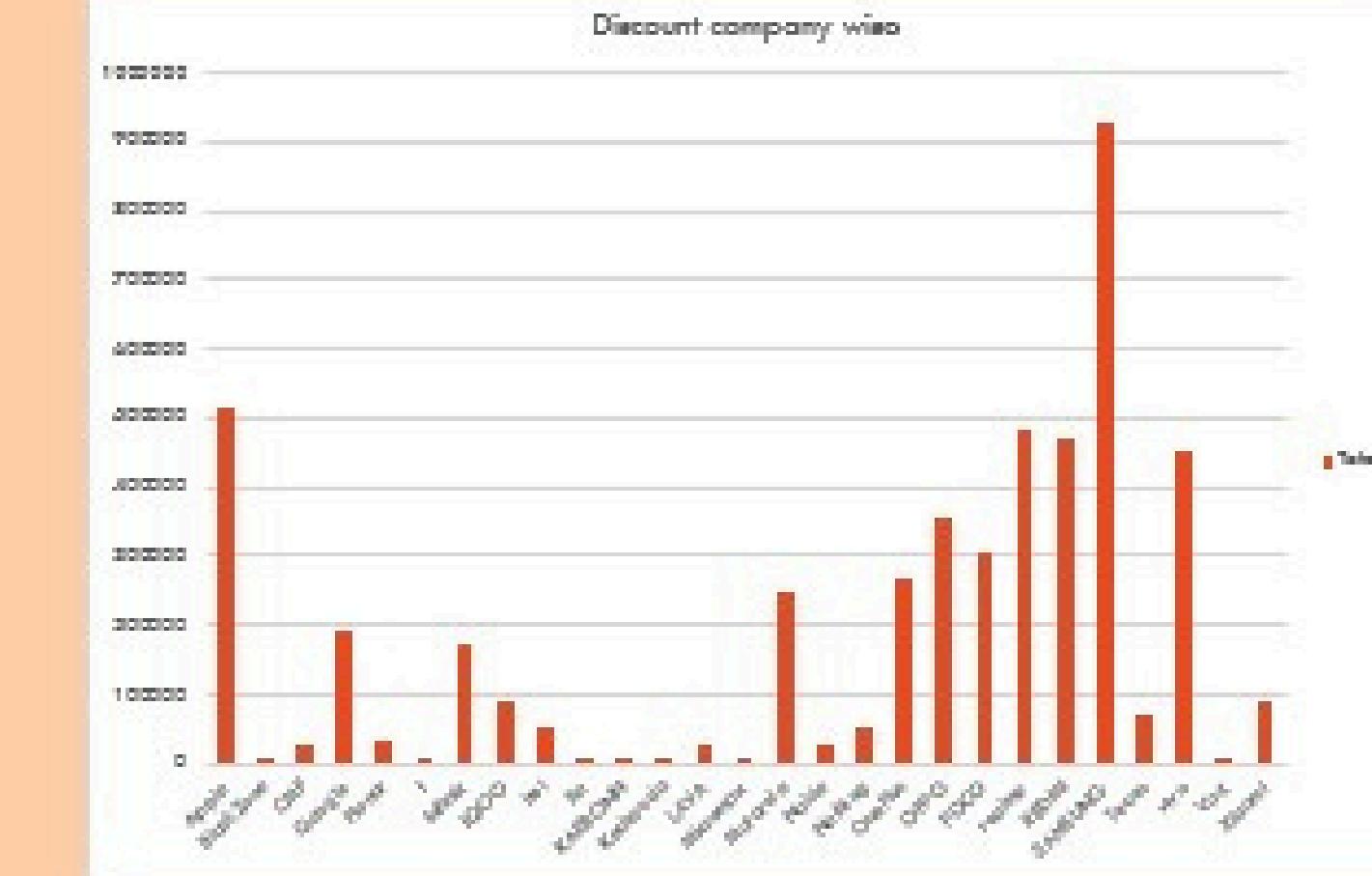
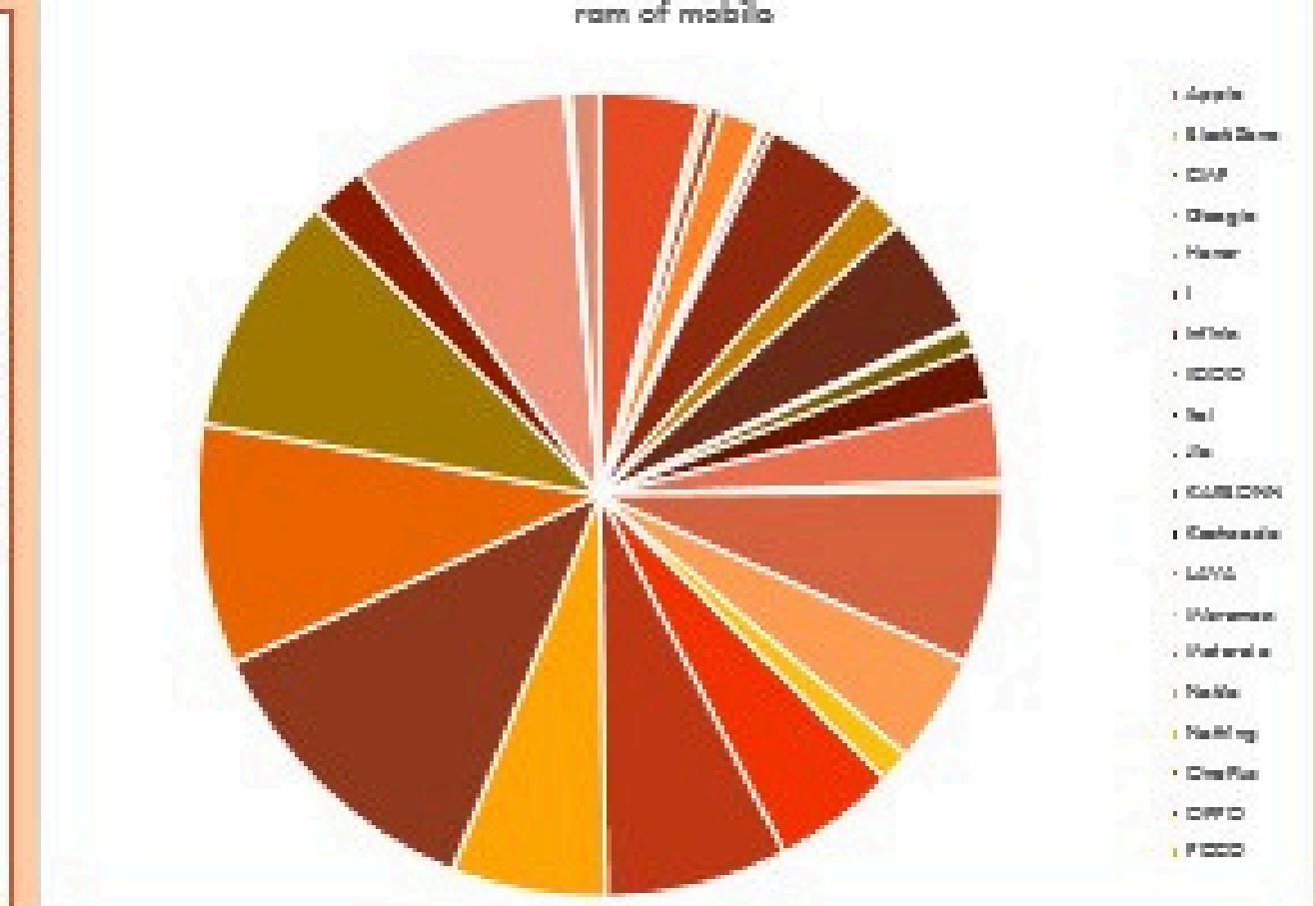
Storage (GB)
1
2
4
8
16
32
64
128
256
512
1000



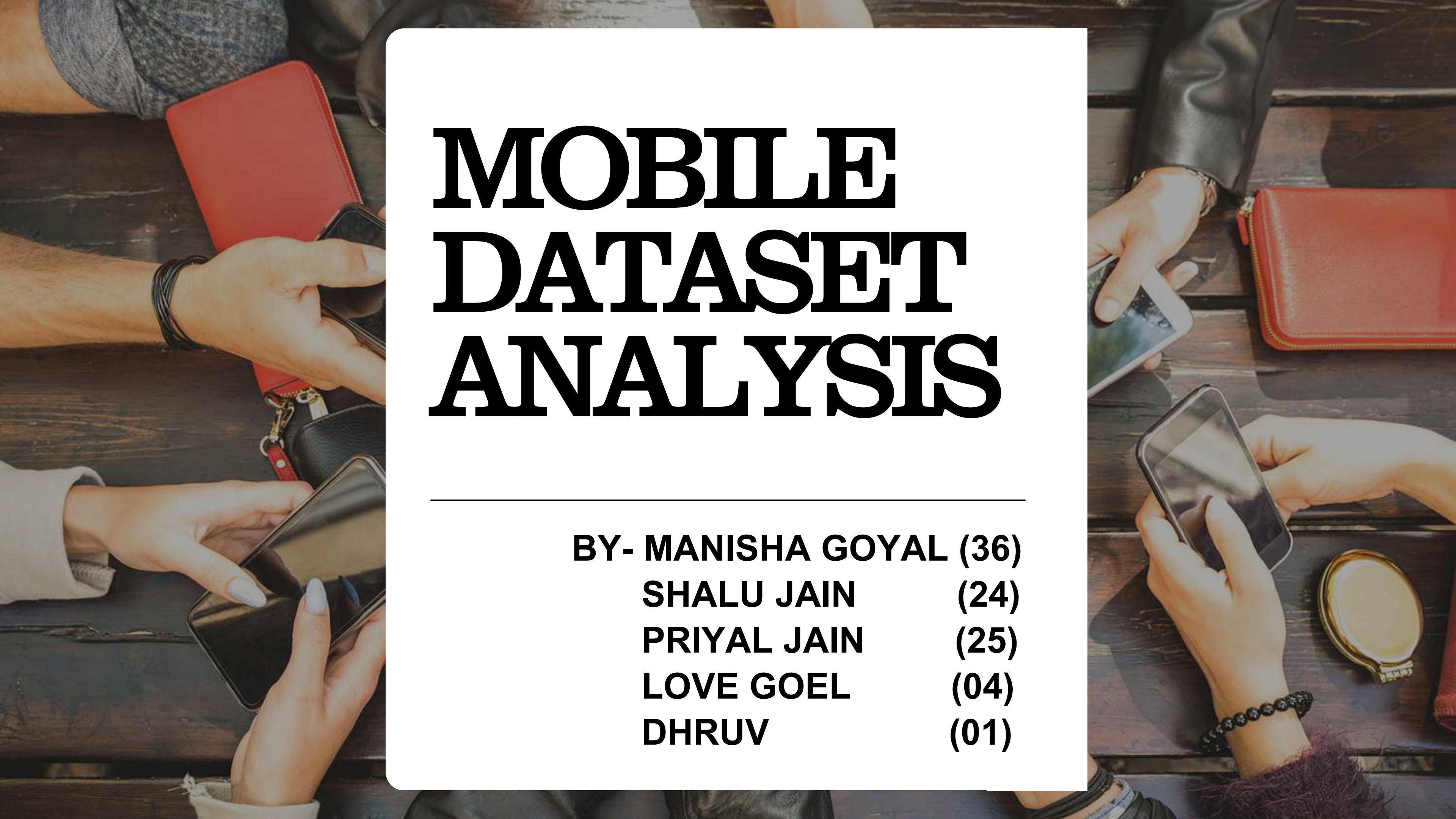
**Actual price**

- 1537
- 1599
- 1698
- 1649
- 1699
- 1798
- 1799
- 1899
- 1999
- 2099
- 2199
- 2999
-

## Ranking



- 889
- 899
- 942
- 979
- 988
- 995
- 996
- 998
- 999
- 940
- 950
- 949
- 960
- 962
- 975
- 988



# **MOBILE DATASET ANALYSIS**

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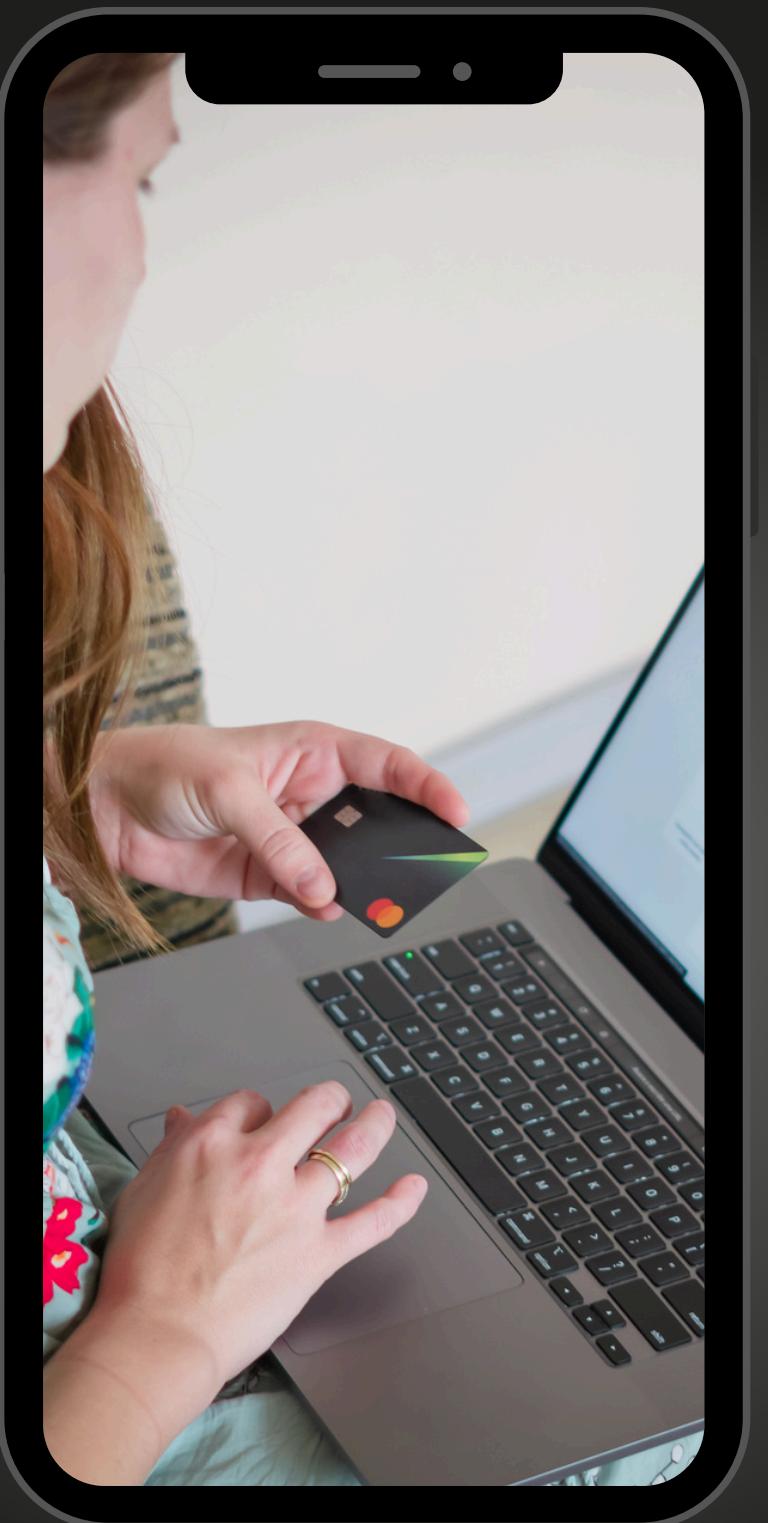
**BY- MANISHA GOYAL (36)  
SHALU JAIN (24)  
PRIYAL JAIN (25)  
LOVE GOEL (04)  
DHRUV (01)**

# MAIN OBJECTIVE

This dashboard likely aims to provide insights into mobile phone sales trends across different brands, price segments, storage capacities, and other metrics to help stakeholders understand market performance and consumer preferences.



# PROBLEM STATEMENT



- How can companies accurately compare the performance of different mobile brands in terms of total sales, average sales, and customer ratings?
- What is the optimal pricing strategy across different brands, and how do various price segments affect consumer purchasing behavior?
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- How does consumer demand vary based on storage and RAM capacities, and how can companies adjust their offerings to match these preferences?
- How do discount levels influence sales across different brands & price ranges? What is the ideal discount rate that maximizes sales without reducing profitability?

# **ANALYSIS OF KEY INSIGHTS**



# ANALYSIS NO.1

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**How can companies accurately compare the performance of different mobile brands in terms of total sales, average sales, and customer ratings?**

To accurately compare mobile brand performance, companies should analyze total sales, average sales, customer ratings, and additional factors like storage and price segments. This will help them understand market share, customer satisfaction, and pricing strategies to make informed business decisions.





# ANALYSIS NO.2

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**What is the optimal pricing strategy across different brands, and how do various price segments affect consumer purchasing behavior?**

**Optimal pricing strategy:**

Value-based pricing: Consider the perceived value of the product by consumers.

Competitive pricing: Analyze competitor pricing and adjust accordingly.

Cost-plus pricing: Factor in production costs and desired profit margin.

**Price segments and consumer behavior:**

**Low-price segment:** Attracts budget-conscious consumers, but may be perceived as lower quality.

Mid-price segment: Offers a balance of price and features, appealing to a wider audience.

High-price segment: Targets premium-seeking consumers willing to pay for higher quality and exclusive features.





# ANALYSIS NO.3

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**How does consumer demand vary based on storage and RAM capacities, and how can companies adjust their offerings to match these preferences?**

**Consumer demand for storage and RAM:**

Larger storage: Preferred for storing media, apps, and files.

Higher RAM: Improves performance and multitasking capabilities.

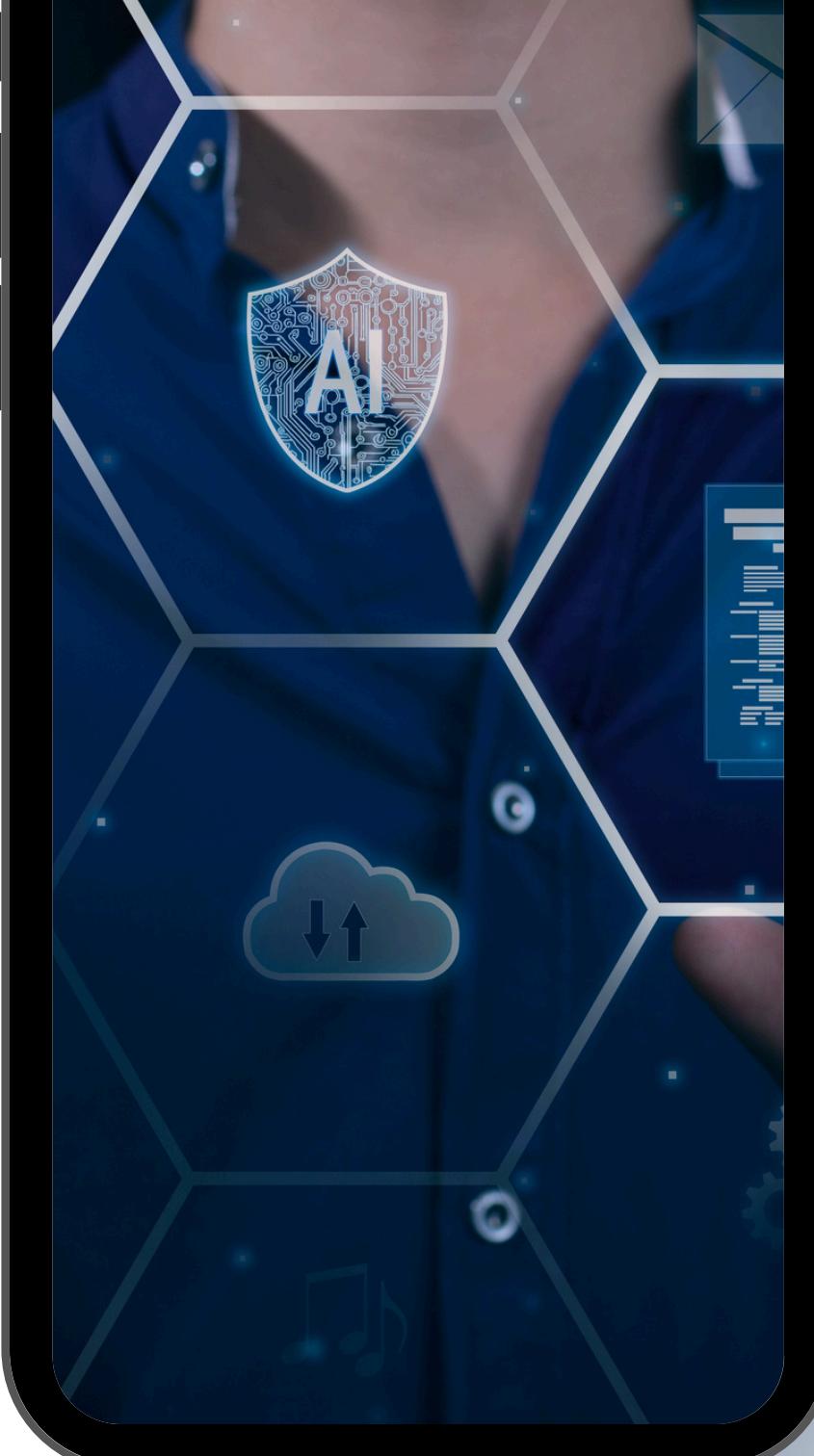
**Adjusting offerings**

Tiered options: Offer various storage and RAM combinations at different price points.

Bundle deals: Provide discounts for specific combinations.

Market research: Analyze consumer preferences to understand demand trends





# ANALYSIS NO.4

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**How do discount levels influence sales across different brands and price ranges? What is the ideal discount rate that maximizes sales without reducing profitability?**

**Discount influence on sales:**

Higher discounts: Can attract price-sensitive customers but may reduce profitability.

Targeted discounts: Can be effective for specific customer segments or products.

**Ideal discount rate**

Profitability analysis: Calculate the impact of discounts on profit margins.

Customer segmentation: Offer discounts to specific segments to maximize sales.

Competitive analysis: Monitor competitor discount strategies.





# ANALYSIS NO.5

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**How do consumer ratings of mobile devices correlate with actual sales figures, and how can companies use this information to enhance their product offerings?**

**Correlation between ratings and sales:**

Positive correlation: Generally, higher ratings lead to increased sales.

Customer trust: Positive reviews build trust and credibility.

Using ratings to enhance offerings

Monitor feedback: Track customer comments and identify areas for improvement.

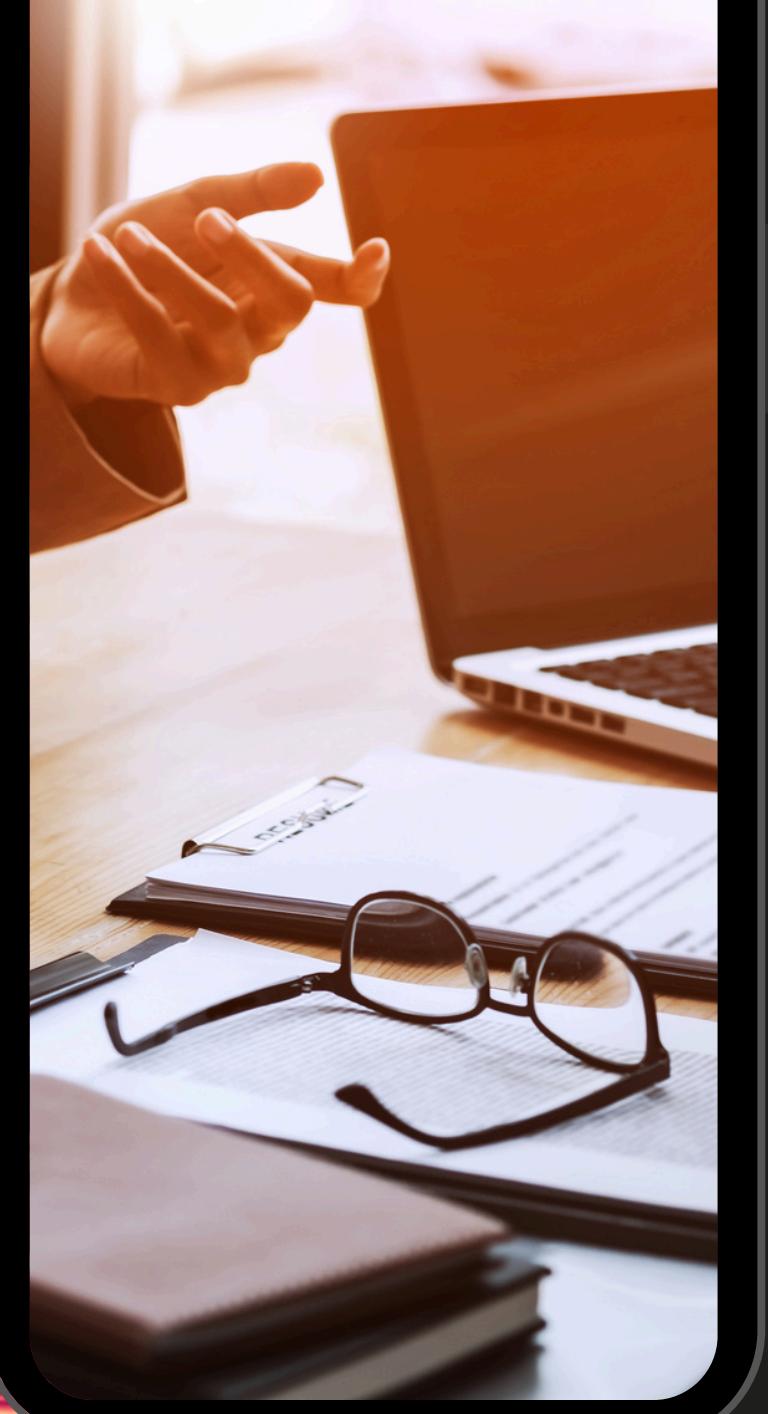
Prioritize features: Focus on features that receive high praise.

Address negative feedback: Quickly resolve customer complaints and issues.



# SUMMARY

Provides a comprehensive overview of mobile sales data, including total sales, average sales, customer ratings, storage capacities, price segments, and company performance. By analyzing these metrics, companies can identify top-selling brands, understand customer preferences, and optimize their pricing and product offerings.



# THANK YOU

