



MOBILE DEVICE ANALYTICS 2024

Units_Sold

19K

Total_Revenue

15M

Avg Rev per Unit

783.13

Mobile Models

19

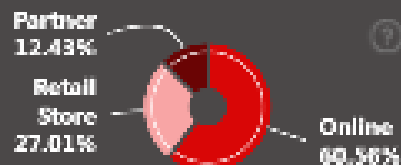
Avg Price

784.73

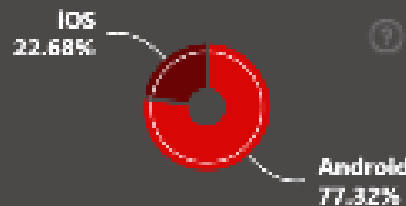
Top 5 Selling Models

OnePlus N...	1.5K
OnePlus 1...	1.5K
OnePlus 11R	1.4K
Pixel 9 Pro	1.2K
Pixel 9	1.2K

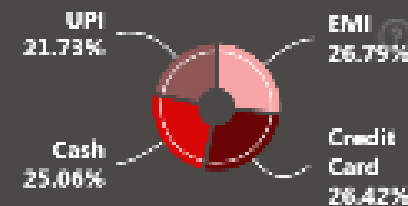
Units Sold by Channel, Storage_Size and Color



Tranx by OS, Brand and Payment_Type



Revenue by Payment Type, Sales_Channel and OS



Sales & Product

Customer Behavior

Channel & Payment

Month

January

July

February

August

March

September

April

October

May

November

June

December

Country

All

City

All

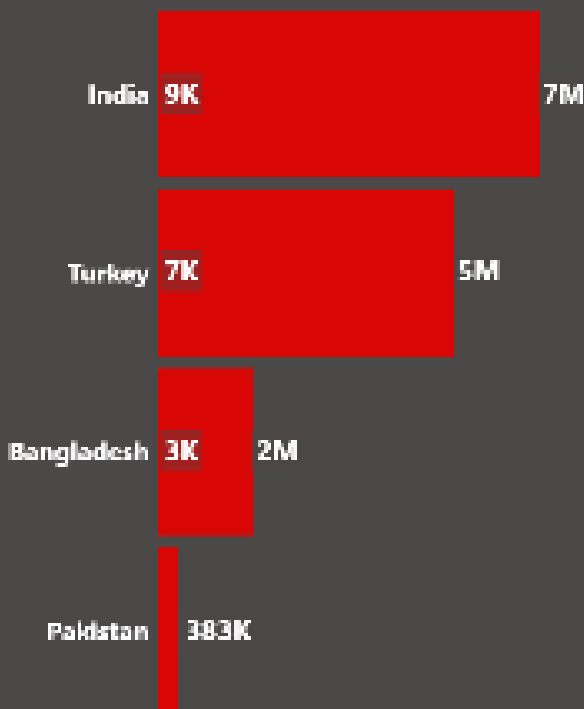
Brand

All

Units Sold & Revenue per Country & City

Back Zoom-out

Units_Sold Total_Revenue



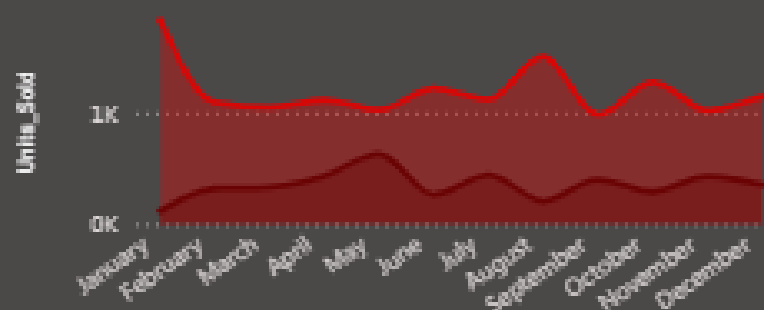
Revenue by Brand and Storage_Size

Storage_Size 128GB 256GB 512GB



Units_Sold by Month and OS

OS Android IOS



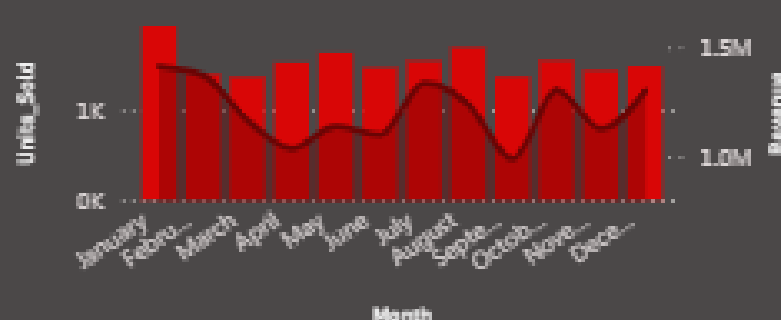
Revenue by Sales_Channel and OS

OS Android IOS



Units_Sold and Revenue by Month

Units_Sold Revenue





19K

15M

783.13

19

784.73

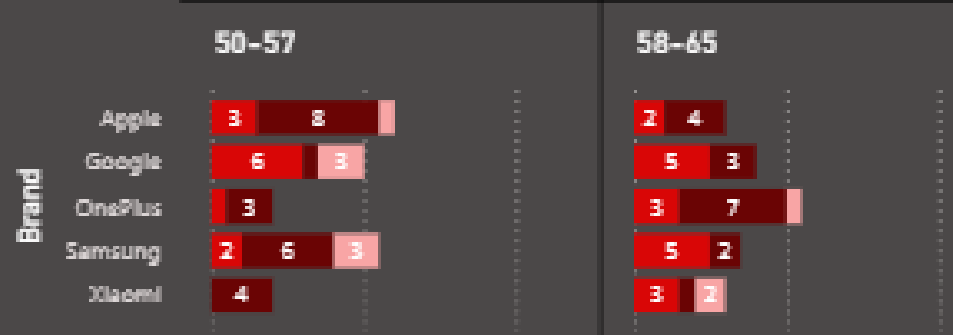
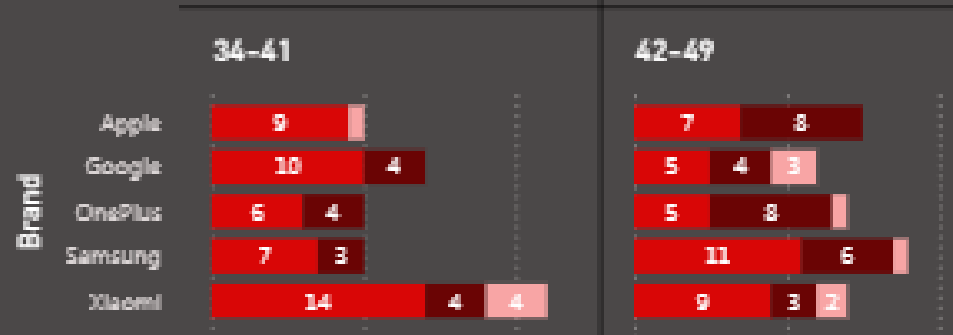
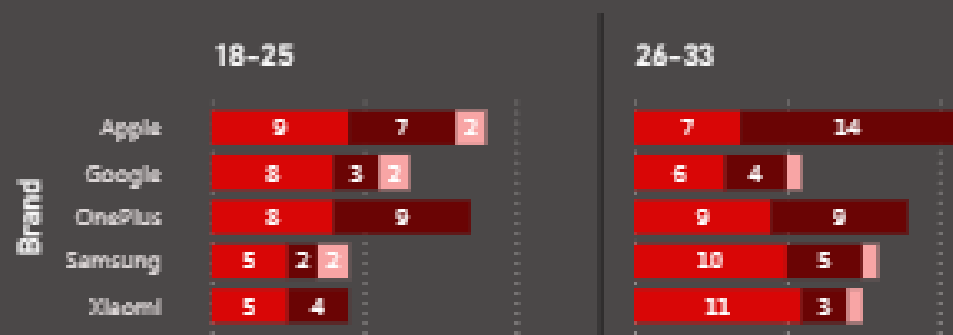
Sales & Product

Customer Behavior

Channel & Payment

Transactions by Brand, Gender and Age Group

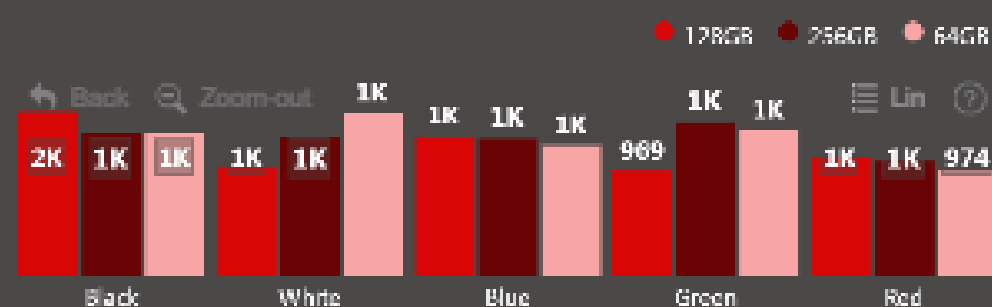
Gender ● Female ● Male ● Other



Revenue and Avg Price by Latitude, Longitude and Brand

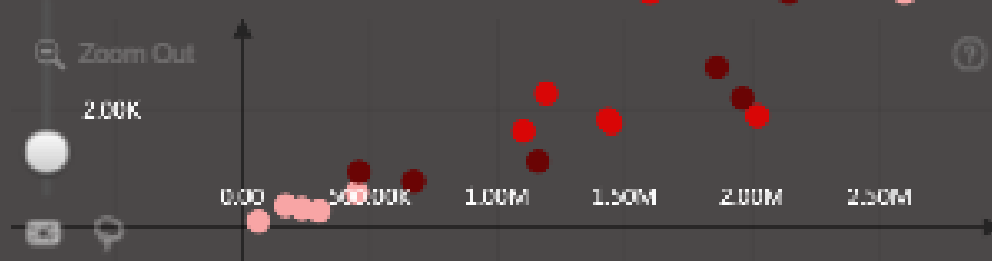


Most Common Storage Size/Color



Total Revenue and Units Sold by Brand, Model and Gender

Female Male Other



Month

January

July

February

August

March

September

April

History

November

Journal of Management Education

December

Country

A

City

Brand

A



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Sales & Product

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Mobile_Model

Galaxy A55

iPhone 14 Pro

Galaxy M15

iPhone 15

Galaxy S25 Ultra

iPhone 15 Pro

iPhone 14

iPhone SE

Country

All

City

All

Brand

All

Units_Sold by Channel and Age_Group

18-25 26-33 34-41 42-49 50-57 58-65

Channel	18-25	26-33	34-41	42-49	50-57	58-65
Online	16.24%	27.31%	11.96%	21.31%	9.91%	13.28%
Retail Store	25.87%	12.12%	21.84%	13.17%	13.75%	13.25%
Partner	12.58%	20.16%	24.67%	15.87%	18.43%	

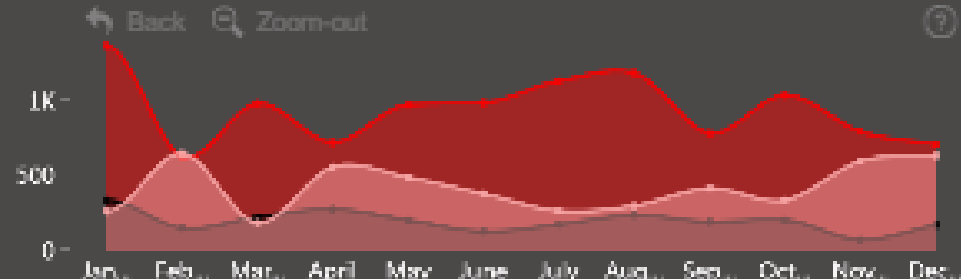
Average of Price by Brand, Mobile_Model and Sales_Channel

Online Partner Retail Store

Brand	Online	Partner	Retail Store
Samsung	3.50K	2.53K	1.08K
Apple	2.76K	1.86K	840.15
Google	2.35K	1.54K	745.95
OnePlus	1.97K	1.32K	702.46
Xiaomi	1.42K	923.71	533.25

Units_Sold by Month, Day and Sales_Channel

Online Partner Retail Store



Units Sold by Channel & Payment type

Online Partner Retail Store

Country	Online	Partner	Retail Store
India	2.50K	817.97	
Turkey	2.26K	782.07	
Bangladesh	2.08K	771.39	
Pakistan	1.81K	604.00	

Units Sold by Channel & Payment type

Cash Credit Card LMI UPI

Channel	Cash	Credit Card	LMI	UPI
Online	11K	6K	3K	
Retail Store	5K			
Partner	2K			

Month	Friday	Monday	Saturday	Sunday	Thursday	Tuesday	Wednesday
January	225	279	241	261	267	305	368
February	113	217	252	170	268	275	116
March	289	172	186	162	119	174	273
April	180	228	190	249	224	287	182
May	263	166	255	212	212	246	296
June	183	250	262	127	273	171	213
July	150	233	173	142	294	321	243
August	262	201	299	237	270	293	144
September	228	106	140	237	283	183	201
October	172	184	196	134	283	254	338
November	207	122	176	271	290	291	92
December	226	237	178	239	121	262	234