

June 9, 2025



# Flipkart Mobiles Report

Presented by  
**Nimisha Pandav**

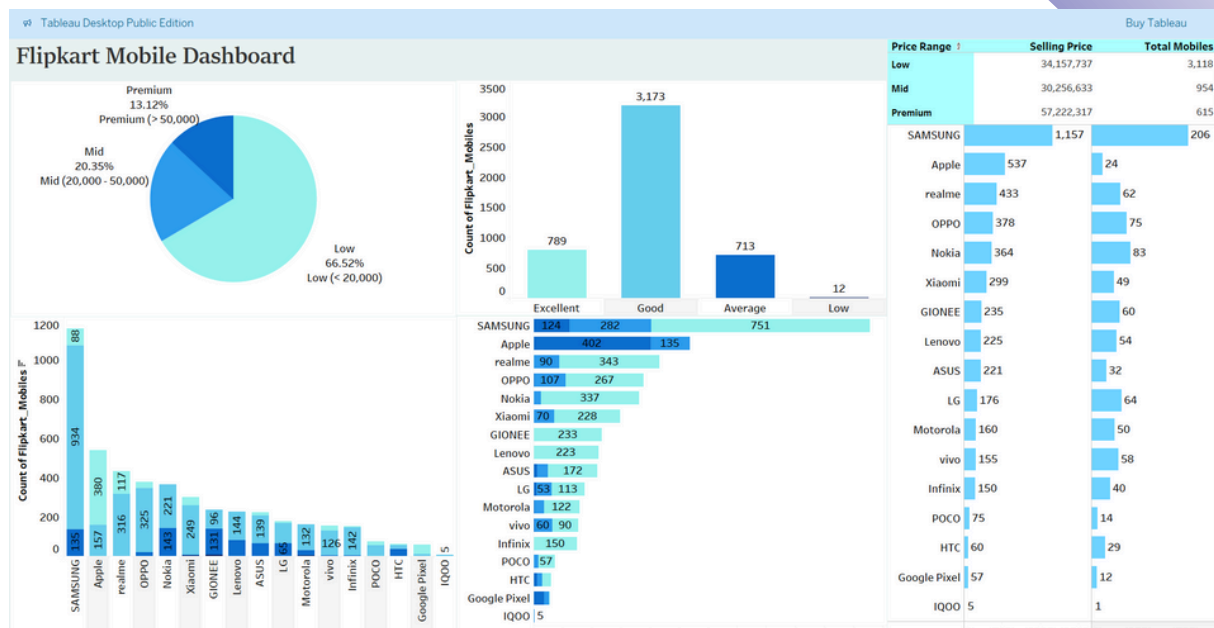


**MAXWELL**

# Table of Contents

At a Glance	3
Price range segments	4
Product offerings for the Indian Market	5
Brand that caters to all different segments	6
Most common specifications	7
More detailed report	8

# At A Glance



This dashboard is built using a cleaned dataset of mobile phones listed on Flipkart, designed to explore brand-wise offerings, price segmentation, and customer-centric specifications.

## ◆ Dataset Overview:

- **Total Records:** 4,687 mobile entries
- **Data Source:** Flipkart mobile listings (cleaned and structured)
- **Fields Included:** Brand, Model, Selling Price, Original Price, Discount % (calculated), Memory (RAM), Storage (ROM), Color, Rating

## ◆ Price Segmentation Logic:

Mobiles are classified into 3 main Price Categories based on their Selling Price:

<u>Price Segment</u>	<u>Range (₹)</u>	<u>Description</u>
Low	Below ₹20,000	Budget-friendly options
Mid	₹20,000 – ₹50,000	Balanced specs & price
Premium phones	Above ₹50,000	High-end, flagship

## ◆ Key Metrics Used in Dashboard:

- Brand-wise model count across price ranges
- Most common specifications (RAM, Storage, Color)
- Average ratings and discount percentages
- Unique variant combinations (Model + RAM + Storage + Color)
- Distribution of high-rated phones across price segments

This structure allows for easy extraction of business insights based on pricing, brand strategy, and customer preferences.

# What are the different price range segments for mobiles in India?

- **Low Range**: Under ₹20,000 - This segment covers the majority of phones (67%).
- **Mid-Range**: ₹20,000 to ₹50,000 - Offers a balance between price and performance (20%).
- **Premium Range**: Above ₹50,000 - High-end segment, fewer models (13%).

***Most Indian buyers prefer affordable phones, making the low range the largest segment.***



# Which brand provides the most product offerings for the Indian Market?



- **Samsung** leads with *1,157 phones* across all segments and *206* distinct models.
- **Apple** and **realme** follow, offering *537 and 433* phones respectively.
- **realme** focuses mainly on *affordable* phones, ideal for budget buyers.

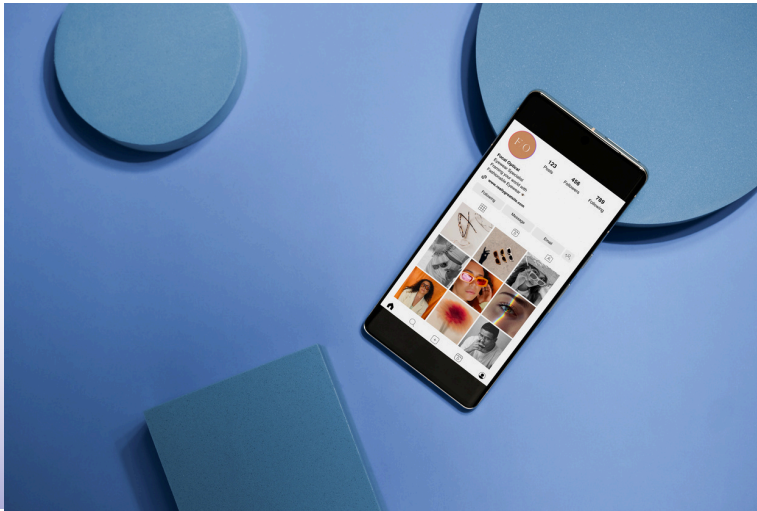
***Samsung has the widest price and feature range, making it the most versatile brand.***

## Which brand caters to all different segments? (low range, mid range, premium)

- Brands like **Samsung**, **OPPO**, **Motorola**, **vivo**, and **Xiaomi** serve all 3 segments.
- **Samsung** stands out with the highest count in each price segment (Low: 751, Mid: 282, Premium: 124).
- **Motorola**, **ASUS**, and **LG** offer balanced variety across segments.
- **realme** and **Nokia** dominate low-range: realme (343), Nokia (337) - ideal for budget buyers.
- Brands with **limited** or **no premium** segment phones: realme, POCO, IQOO, Lenovo, Infinix - mostly under 20,000, for value-conscious users.



# What specifications are the most common that are offered by various brands?



- **Memory: 4 GB** is the most frequently offered RAM.
- **Storage: 64 GB** is the most common internal storage option.
- **Color: Black** is the most popular color among all brands.
- **Rating Category:** Most phones fall under the "**Good**" category (**rating 4.0–4.49**).



# Detailed Report

**When we explore brand strategies beyond price, we notice a few clear trends:**

- Brands like Samsung and realme offer high diversity in specifications - from basic to advanced variants — to attract a wider audience.
- Many brands provide a variety of memory-storage combinations (e.g., 4-64 GB, 6-128 GB), indicating efforts to serve both light and heavy users.
- Brands often repeat popular models with multiple color and variant options, showing a focus on personalization and visual appeal.
- Some companies like Motorola, ASUS, and Nokia offer phones with wider memory and storage spread, making them suitable for both entry-level and power users.
- There's also a pattern of offering phones with good user ratings — not necessarily premium — which helps build trust and attract new buyers.

***This shows that apart from price, feature diversity, user satisfaction, and personalization play a key role in how brands design and position their phones.***





**MAXWELL**

# THANK YOU

Presented by

**Nimisha Pandav**