MOBILE PHONE SALES ANALYSIS

15M
Total_Revenue

303
No Transaction_ID

19K
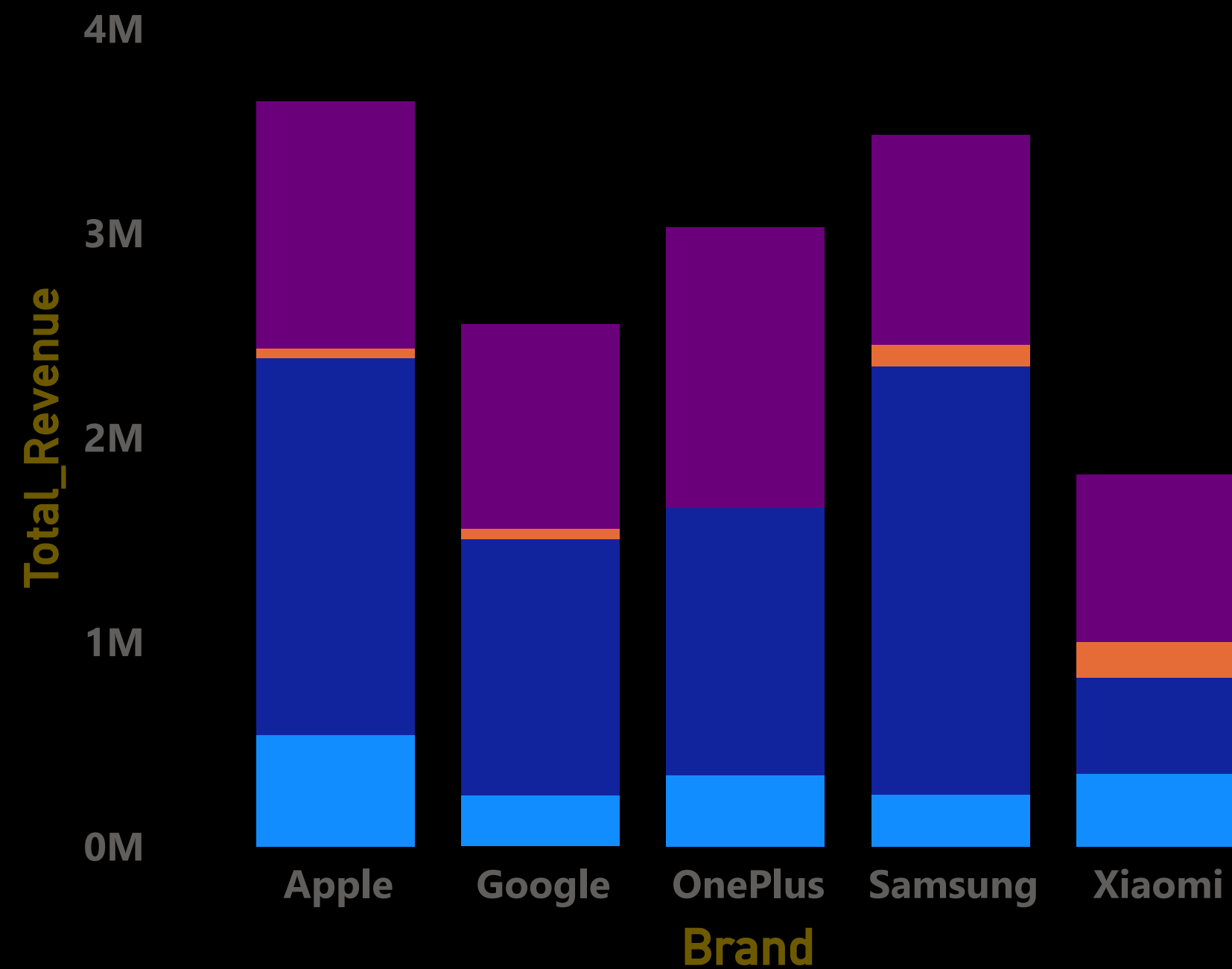Units_Sold

Brand
All

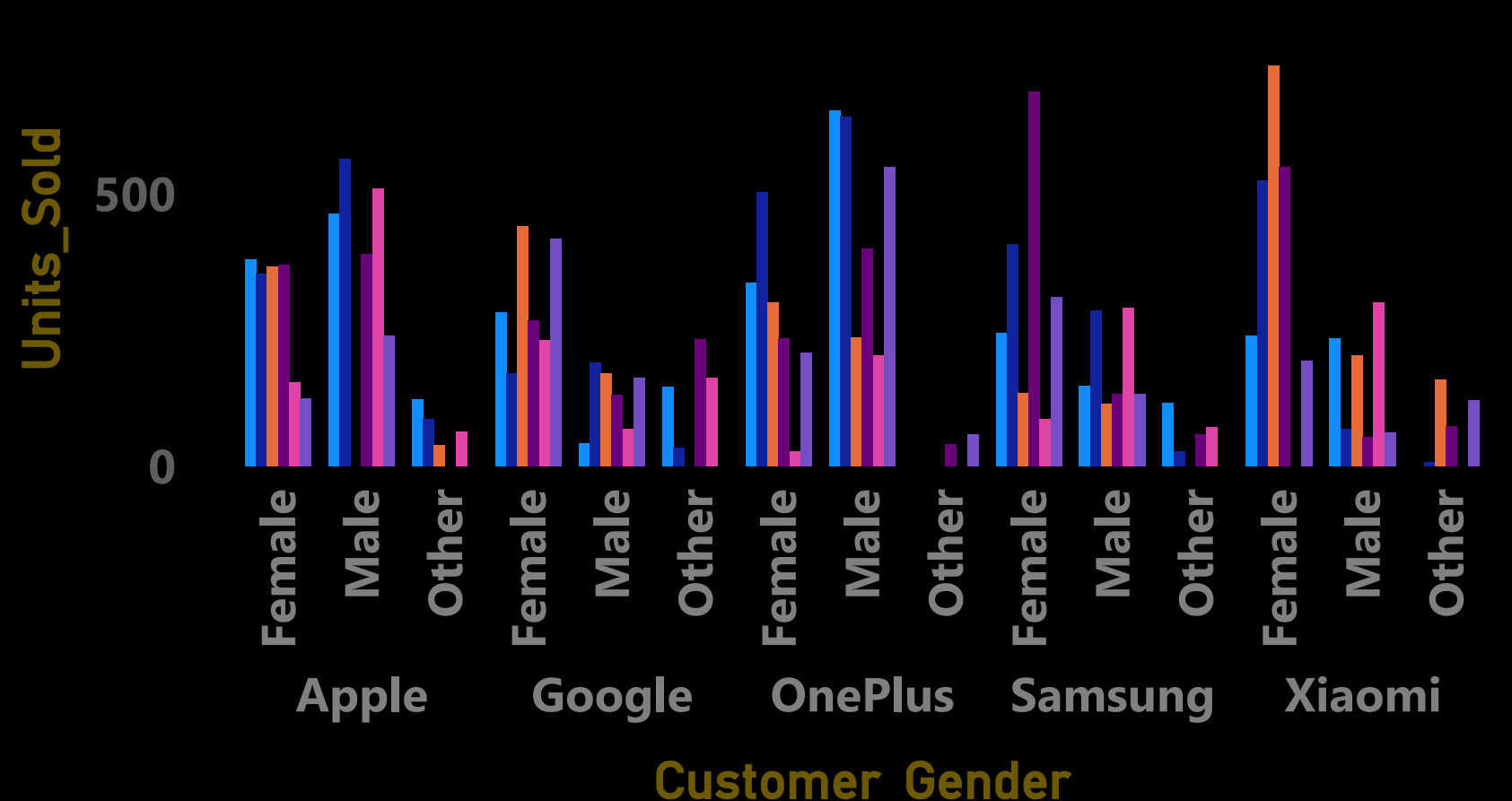**Mobile_Model**
All

Country
All

Total_Revenue and Count of Units_Sold by Brand and Country
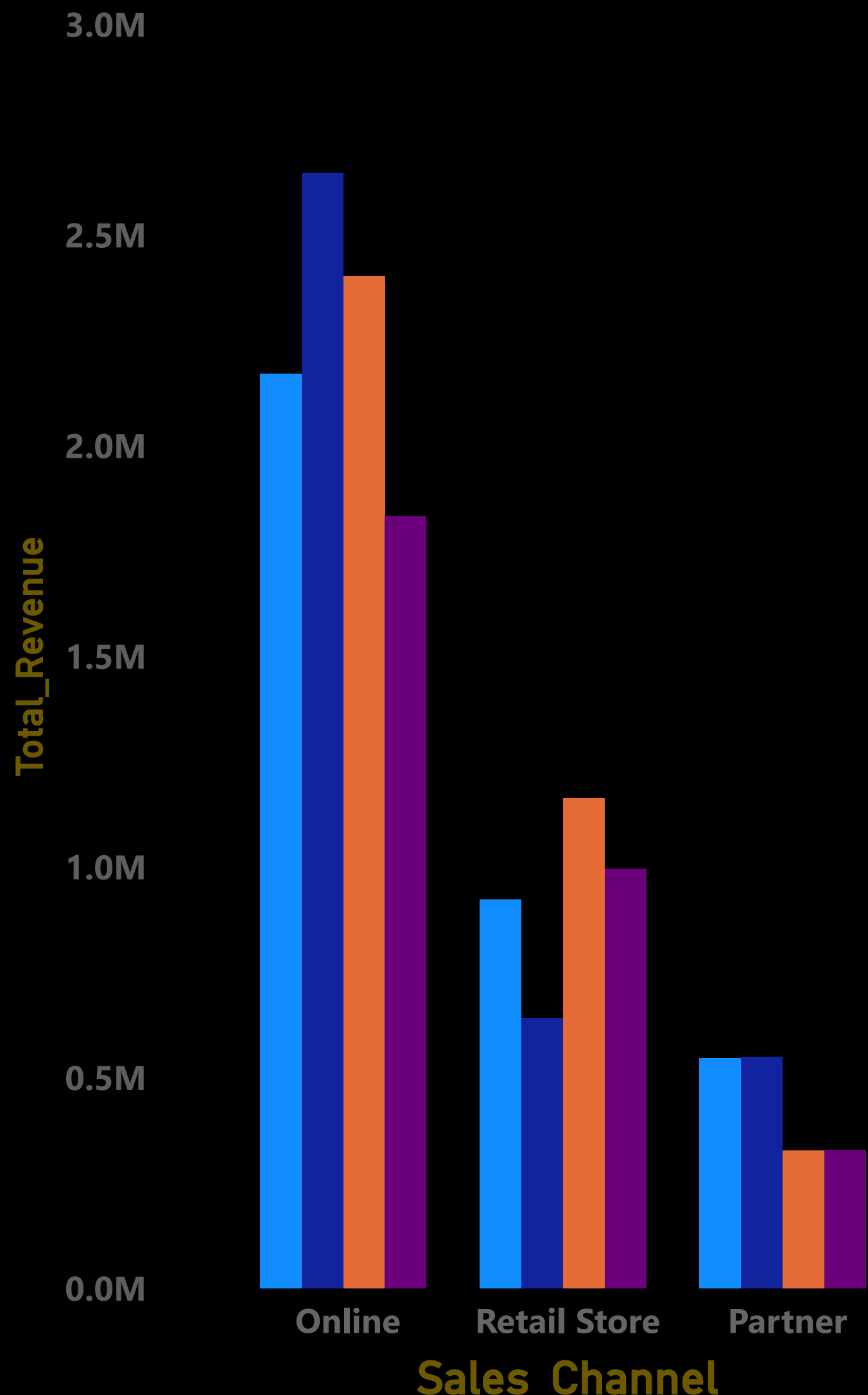
Country ● Bangladesh ● India ● Pakistan ● Turkey

Units_Sold by Brand, Customer_Gender and Customer_Age_Group

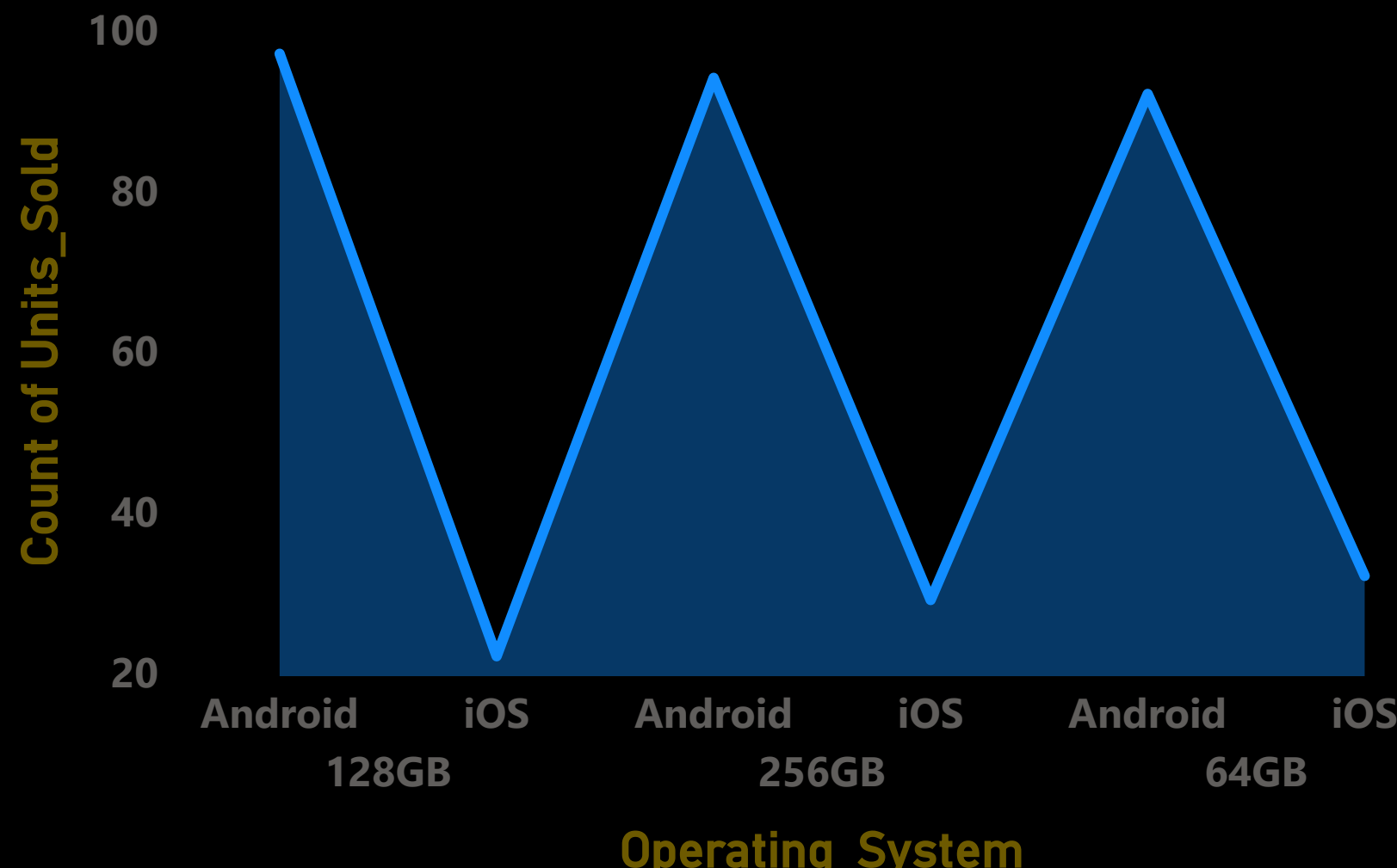Customer_Age... ● 18-25 ● 26-33 ● 34-41 ● 42-49 ● 50-57 ● 58-65

Count of Units_Sold by Storage_Size and Operating_System
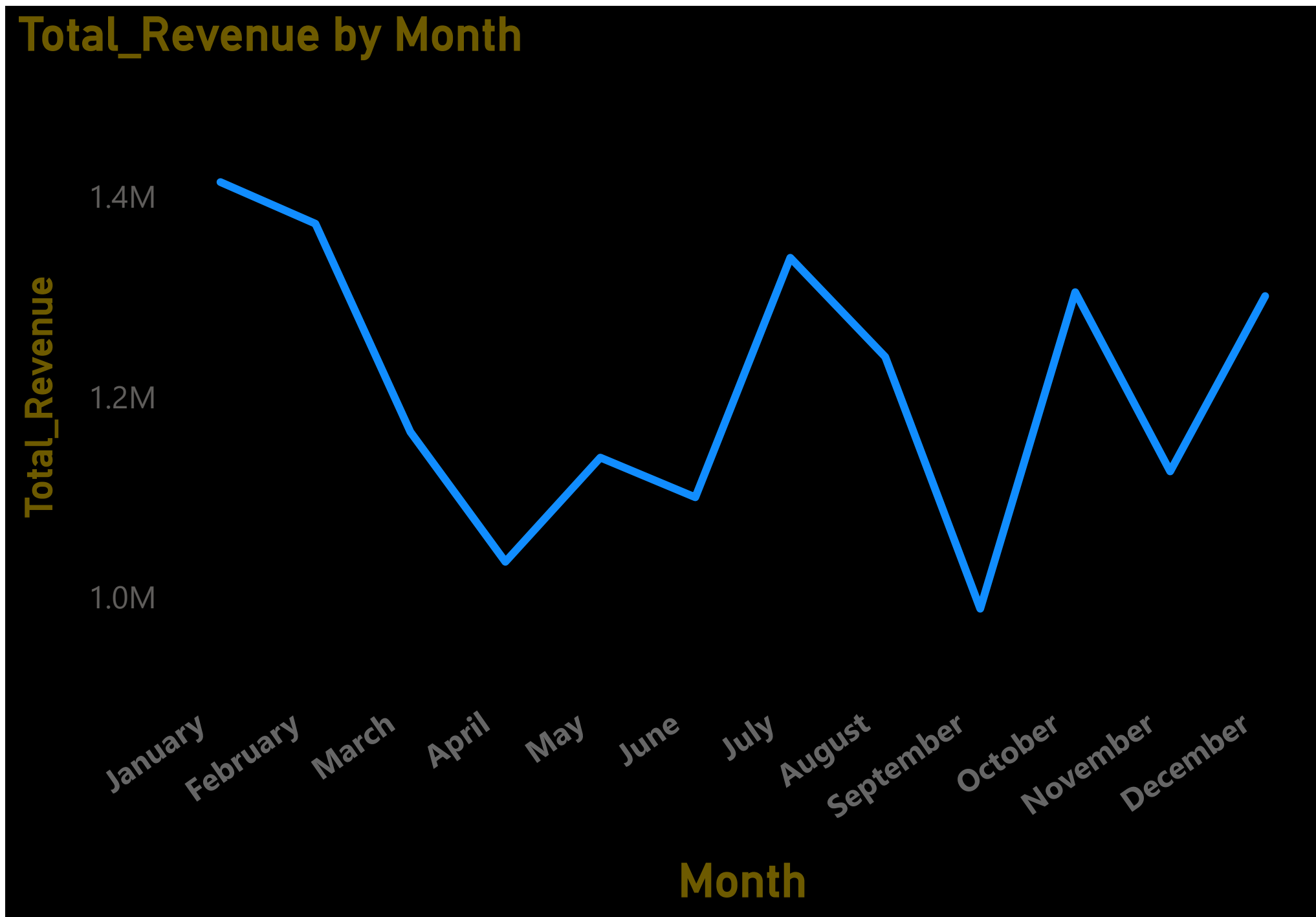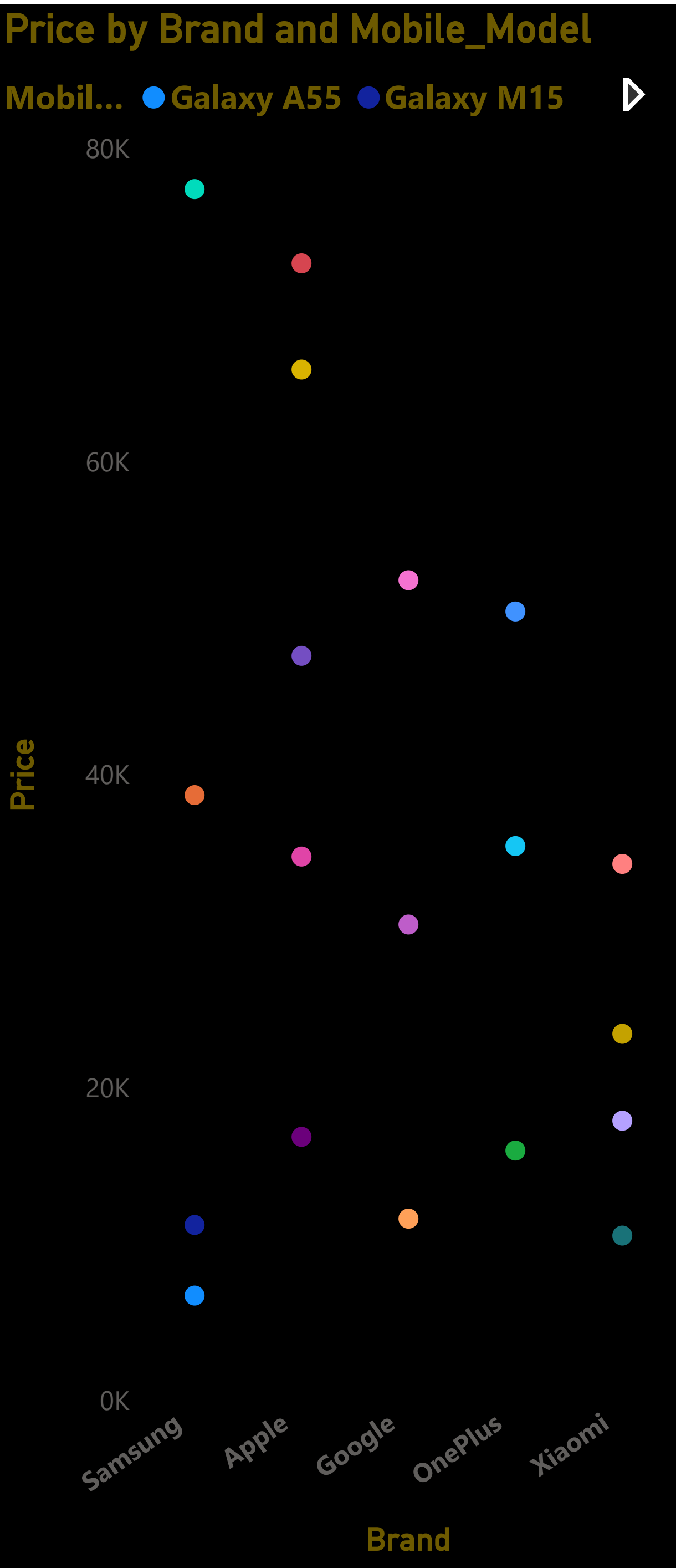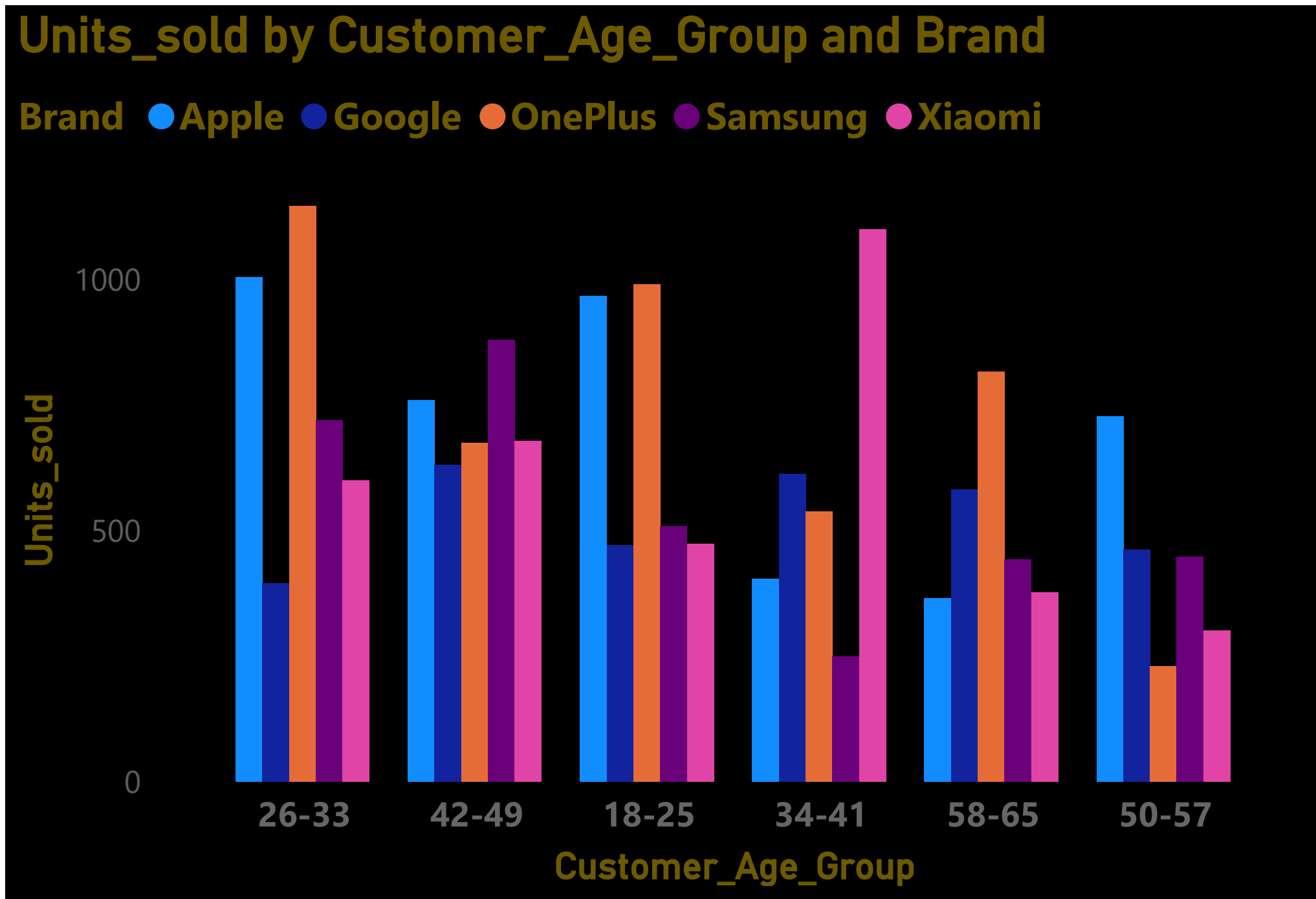

Total_Revenue by Sales_Channel and Payment_Type

Payment_T... ● Cash ● Credit Card ● EMI ● UPI

Units_Sold and Price by Country

- Units_Sold ● Price

Country	Bangladesh	India	Pakistan	Turkey
Price	93.76%	94.17%	91.78%	93.81%
Units_Sold	6.24%	5.83%	8.22%	6.19%

Units_sold by Customer_Age_Group and Brand

Brand ● Apple ● Google ● OnePlus ● Samsung ● Xiaomi

Price by Brand and Mobile_Model

Mobil... ● Galaxy A55 ● Galaxy M15 ▷

Country	Sum of Total_Revenue	Sum of Units_Sold ▼
India	6969334	8612
Turkey	5421852	6881
Bangladesh	1751919	2501
Pakistan	382308	554
Total	14525413	18548

Total_Revenue by Month

INSIGHT AND RECOMMENDATION

- India contributes the highest revenue, followed by Turkey, Pakistan has the lowest contribution. **RECOMMENDATION:** Increase marketing and distribution efforts in Pakistan and Bangladesh, where sales are low, by offering affordable models and localized campaigns.

- Apple and Samsung dominate revenue generation, while Xiaomi and OnePlus contribute less. **RECOMMENDATION:** Increase marketing for Xiaomi and OnePlus, provide discount, position these brands as value-for-money alternatives by promoting mid-range devices with strong specs

- Age group 26–33 drives the highest sales volume across brands. **RECOMMENDATION:** Continue prioritizing the 26–33 age group with lifestyle-driven campaigns, as they generate the highest sales, but Use targeted campaigns to increase sales across other age group through platforms including offline for the older age group

- Online sales outperform retail and partner stores in revenue. **RECOMMENDATION:** Increase online marketing since it generates high sales but Enhance the in-store experience with exclusive bundles, extended warranties, and hands-on demos to convert walk-in customers and strengthen relationships with local dealers by offering better commission structures, promotional materials, and co-branded marketing.

- Android devices dominate sales across all storage sizes (64GB, 128GB, 256GB), iOS has a presence but contributes much less compared to Android across every storage category. **RECOMMENDATION:** Prioritize Android models in 128GB–256GB variants, as they drive the majority of sales, Maintain Apple as a premium option but focus on Samsung and other Android brands for mass-market growth.

- Highest revenue is in January, with secondary peaks in July, October and December, Lowest months are around April and September, showing seasonal dips in performance. **RECOMMENDATION:** Schedule major promotions in January and December, with an additional push in July and October to maximize peak demand, Use April and September for clearance or flash-sale events to smooth revenue in slower months.