

SMARTPHONES TREND DASHBOARD

The Following dashboard is made from the Dataset Scraped from [91MOBILES.COM](https://91mobiles.com), 91mobiles.com is a Dynamic Website which Features the DETAILS and SPECIFICATIONS of Smartphones LAUNCHED IN INDIA . Below is the Dashboard about the **DETAILS** of Smartphones, their **TREND** , **COMPLETE ANALYSIS** and Some **VALUABLE INSIGHTS**. The Dashboard has been made on **MICROSOFT EXCEL 2016**.

Waterproof

Not Waterproof

Waterproof

DisplayTech

LCD

OLED

TFT

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Years (Launc...

2016

2017

2018

2019

2020

2021

2022

2023

2024

2025

>6/13/2025

2006

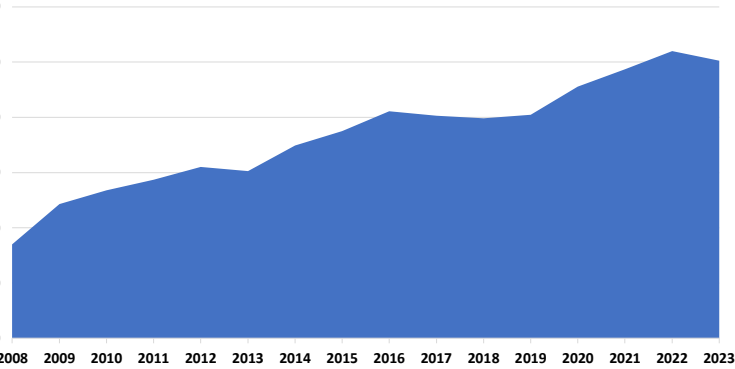
2007



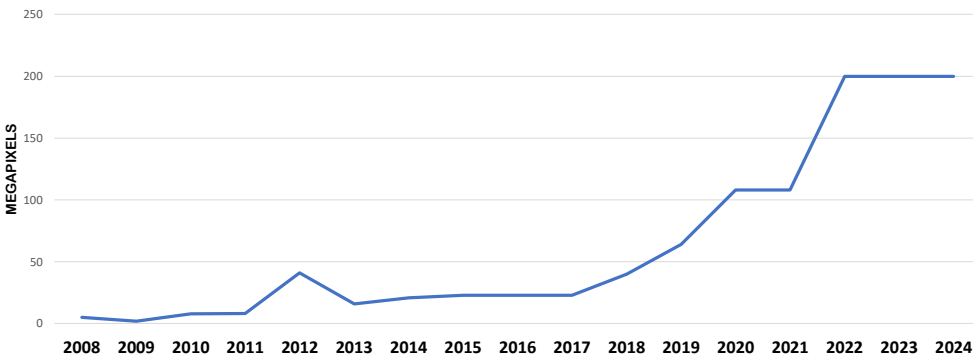
Biggest Smartphone Producers



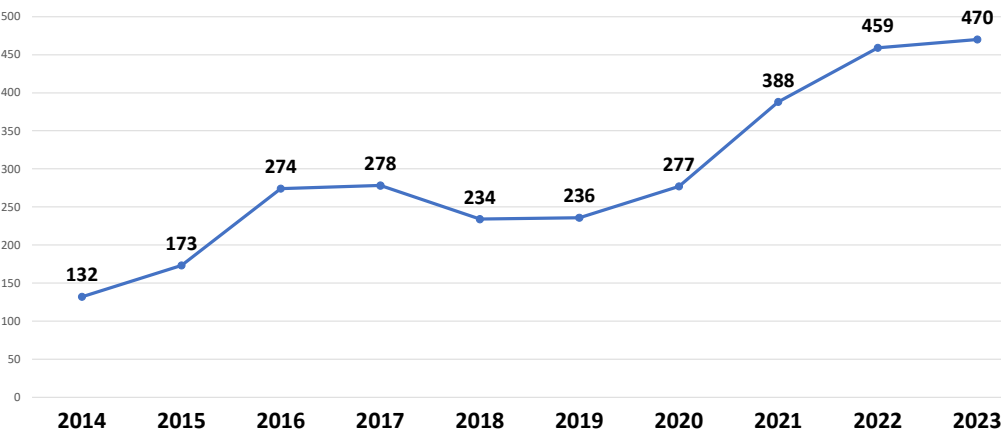
Aveage Price TREND per Year



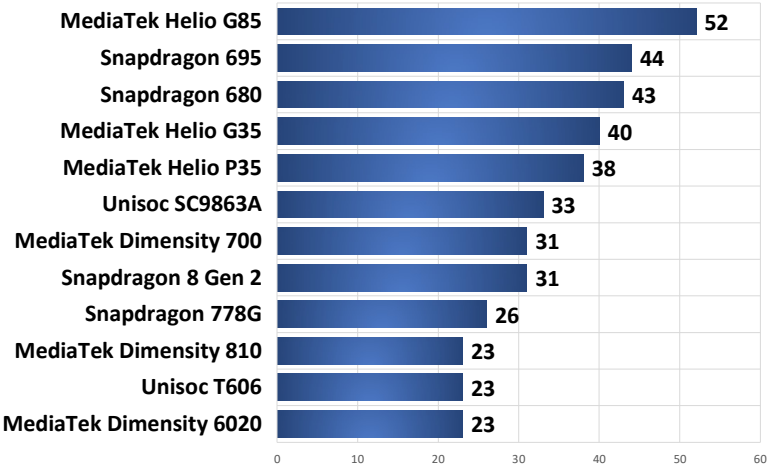
Camera MEGAPIXELS Specifications Trend



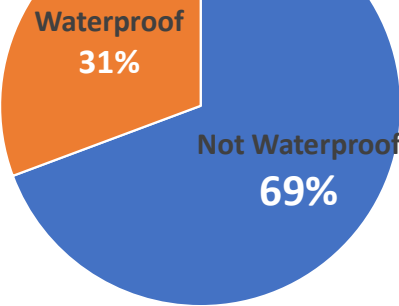
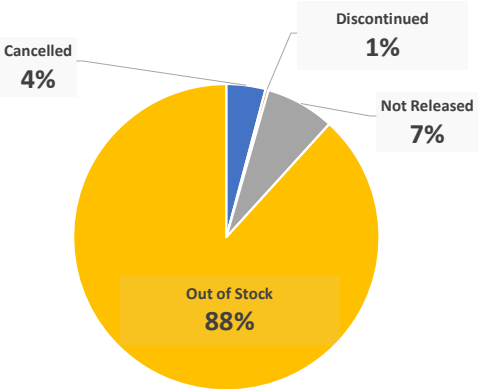
Smartphones Produced per Year



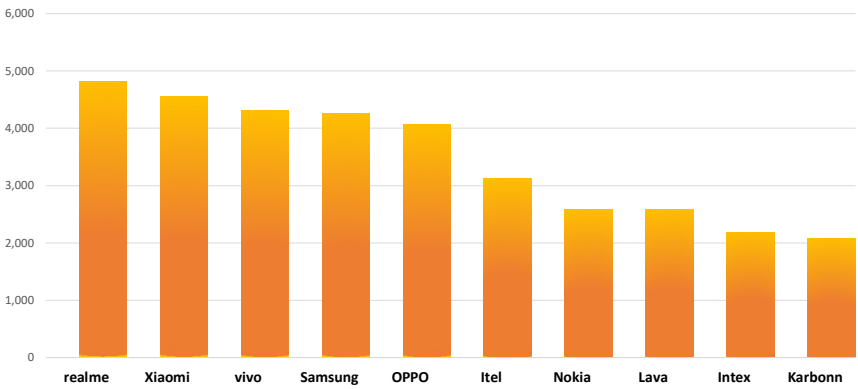
Most Used PROCESSORS in Smartphones



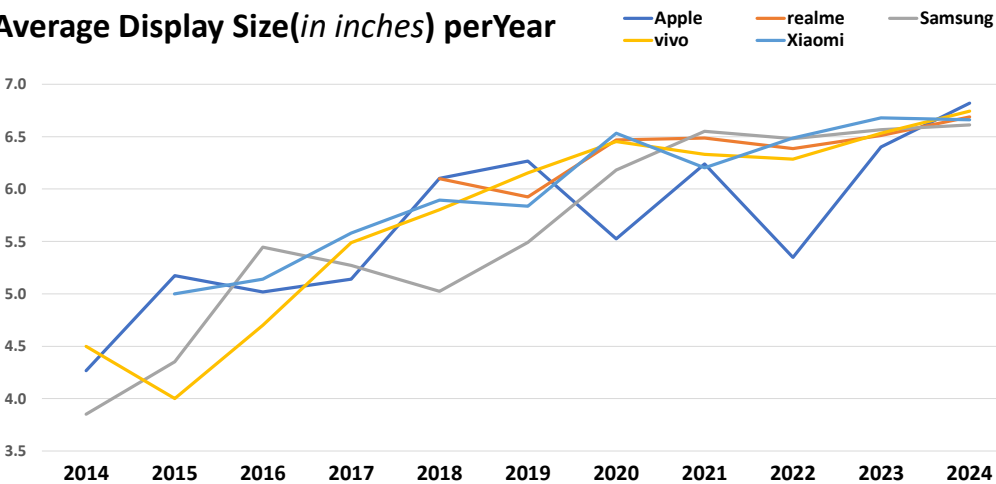
Smartphone Status



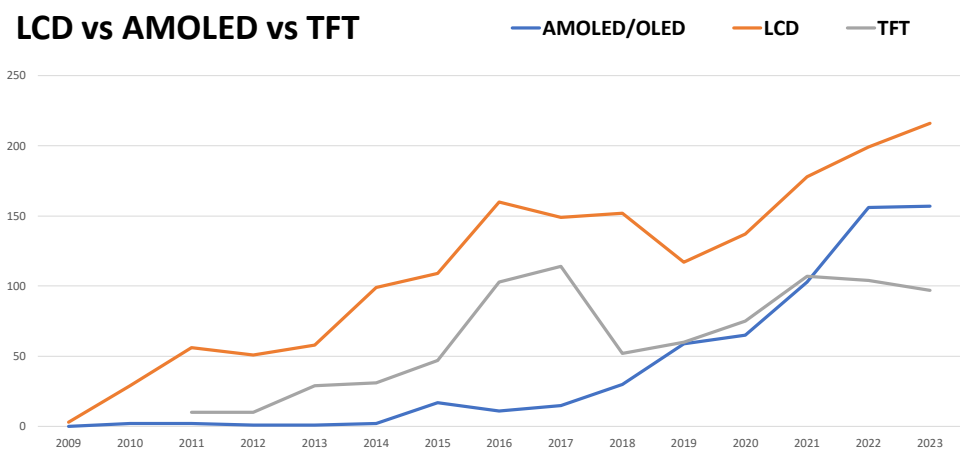
Average Battery Life



Average Display Size(in inches) perYear



LCD vs AMOLED vs TFT



REPORT INSIGHTS

- ◆ Since 2020 PERCENTAGE of Waterproof Smartphones has been Increased from 27% to 38% in year 2023
- ◆ Vivo and SAMSUNG have launched most number of smartphones in 2023.
- ◆ TECNO and ITTEL have LAUNCHED 10 Smartphones on an Average Which is highest number of Smartphone LAUNCHED in one year by Single BRAND. Both The Companies comes Under the Chinese Multinational Smartphones Manufacturer BRAND – Transsion Holdings.
- ◆ Tecno has also shown 216% of Quaterly Growth from March 2023 to JUNE, 2023 in the Indian Smartphone Market.
- ◆ Average Price of Indian Smartphones has been rose from approx.INR 40,000 in 2019 to INR 50,000 in 2023.
- ◆ In terms of Battery Capacity, REALME has been providing Smartphones with Highest Average Battery Capacity since their Entry in Indian Smartphone Market.
- ◆ In terms of Display Technology, LCD display are still MOST USED Display type in smartphones followed by AMOLED/OLED which is the latest display technology.

CONCLUSION

- ♦ **Prioritize Waterproof Technology:** Incorporating waterproof features can enhance product appeal and capitalize on the growing demand for waterproof smartphones.
- ♦ **Forge Strategic Partnerships:** Partner with established manufacturers like Vivo and Samsung to boost brand visibility and credibility in the competitive smartphone market.
- ♦ **Embrace Product Diversification:** Expand your product portfolio to cater to diverse consumer preferences, following the successful examples of Tecno and Itel.