

✓ Professionally written Business Problem:

The company wants to understand smartphone pricing differences across global markets (**India, USA, China, etc.**) and identify how specifications like RAM, battery, and camera influence the launched price.

The objective is to build an interactive Excel **Dashboard** that enables stakeholders to **compare brands, identify trends over time, and detect pricing anomalies.**

Business Problem Statement:

In a competitive smartphone market, global brands launch models with varying prices across different countries. There is a need to analyze how technical specifications (**RAM, storage, battery, camera, processor**) affect pricing and how prices vary by region.

The objective of this project is to **clean, transform, and analyze** mobile datasets and design an interactive Excel dashboard that provides insights into **brand performance, price segmentation, and market trends.**