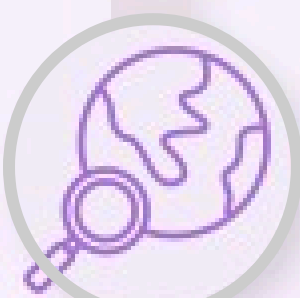


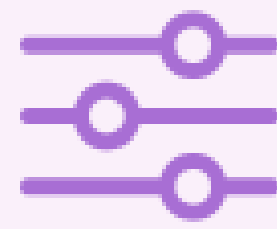


Mobile Sales Performance | Overview



Units Sold

Revenue



Units Sold

18.5K

Vs Previous Month: **8.78%**

Revenue

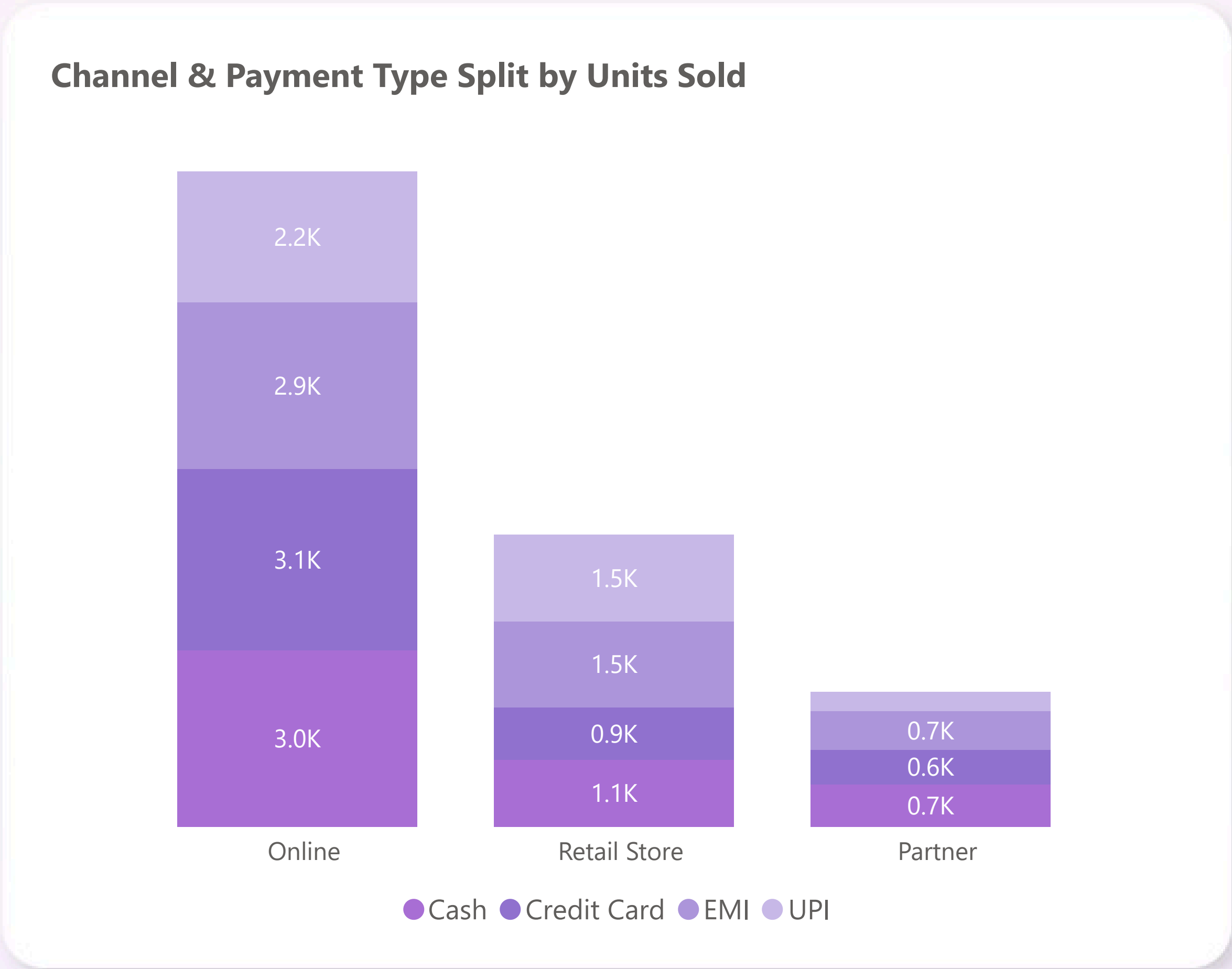
\$14.5M

Vs Previous Month: **9.84%**

Transactions

366

Vs Previous Month: **9.25%**



Apple

4.23K

Models: 69
Transactions: 83
Avg Price: \$875.5
Avg Units Sold: 51

Samsung

3.25K

Models: 57
Transactions: 71
Avg Price: \$1,090.3
Avg Units Sold: 46

Xiaomi

3.53K

Models: 58
Transactions: 70
Avg Price: \$489.9
Avg Units Sold: 50

Google

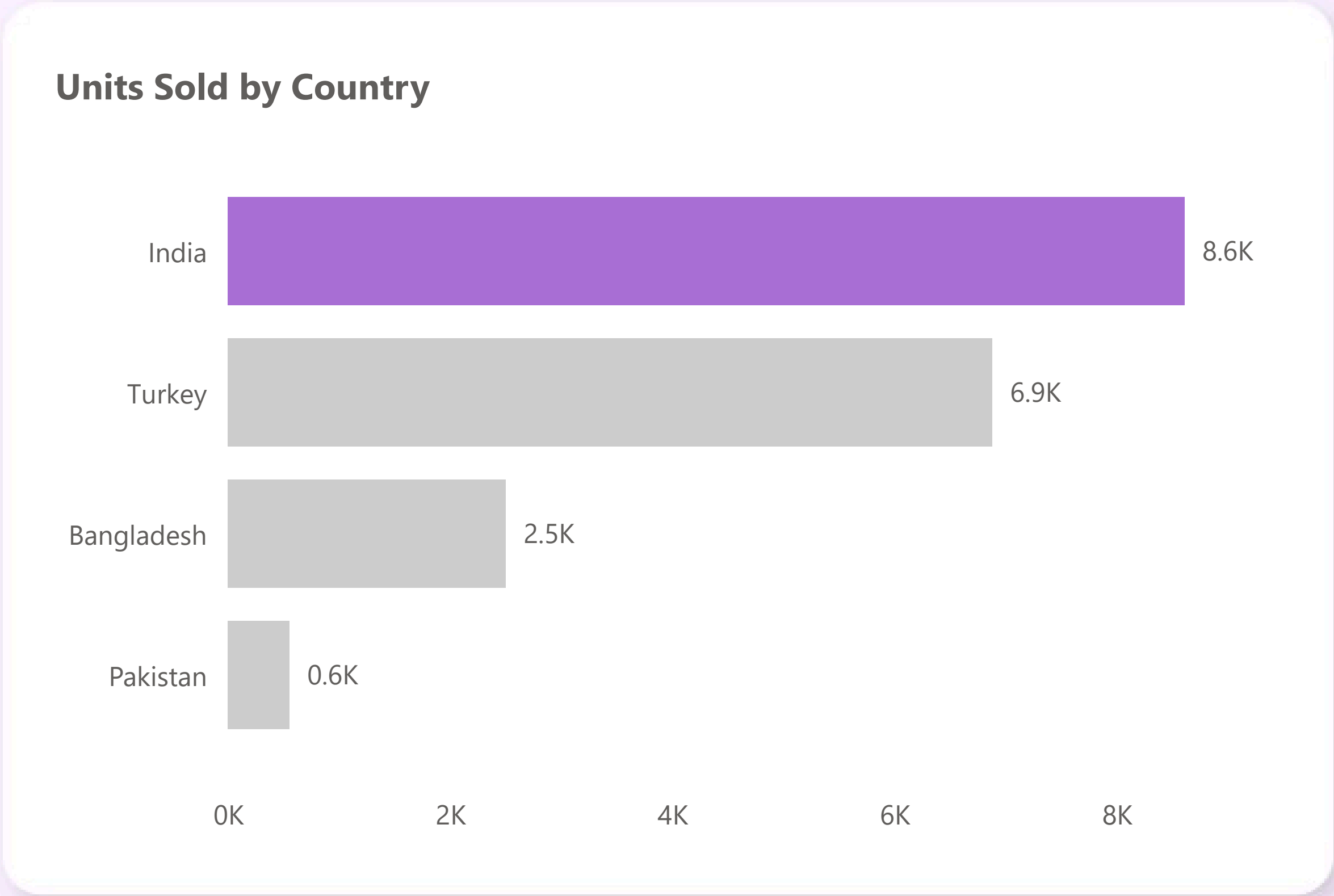
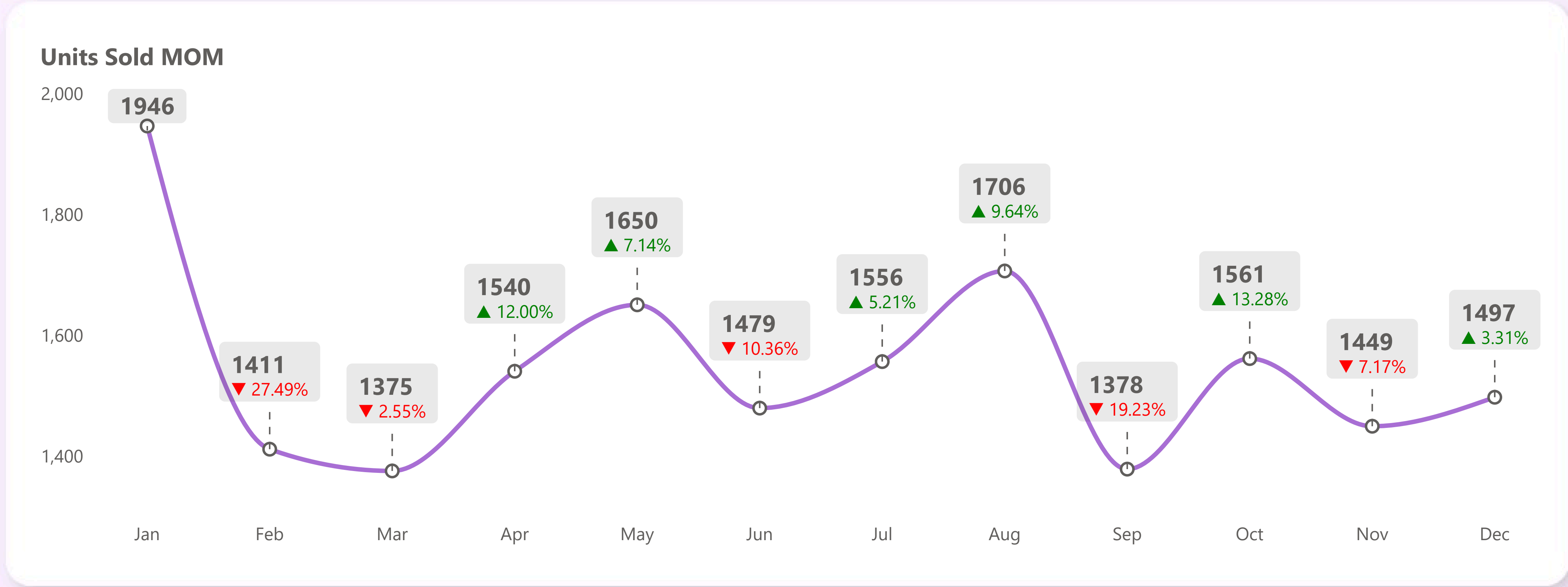
3.15K

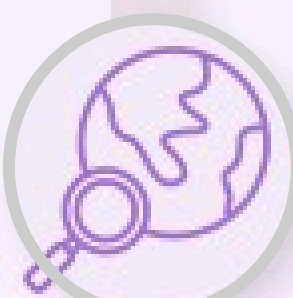
Models: 45
Transactions: 68
Avg Price: \$770.9
Avg Units Sold: 46

OnePlus

4.40K

Models: 45
Transactions: 74
Avg Price: \$681.4
Avg Units Sold: 59

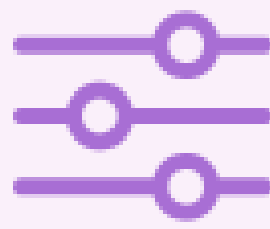




Mobile Sales Performance | Overview

Units Sold

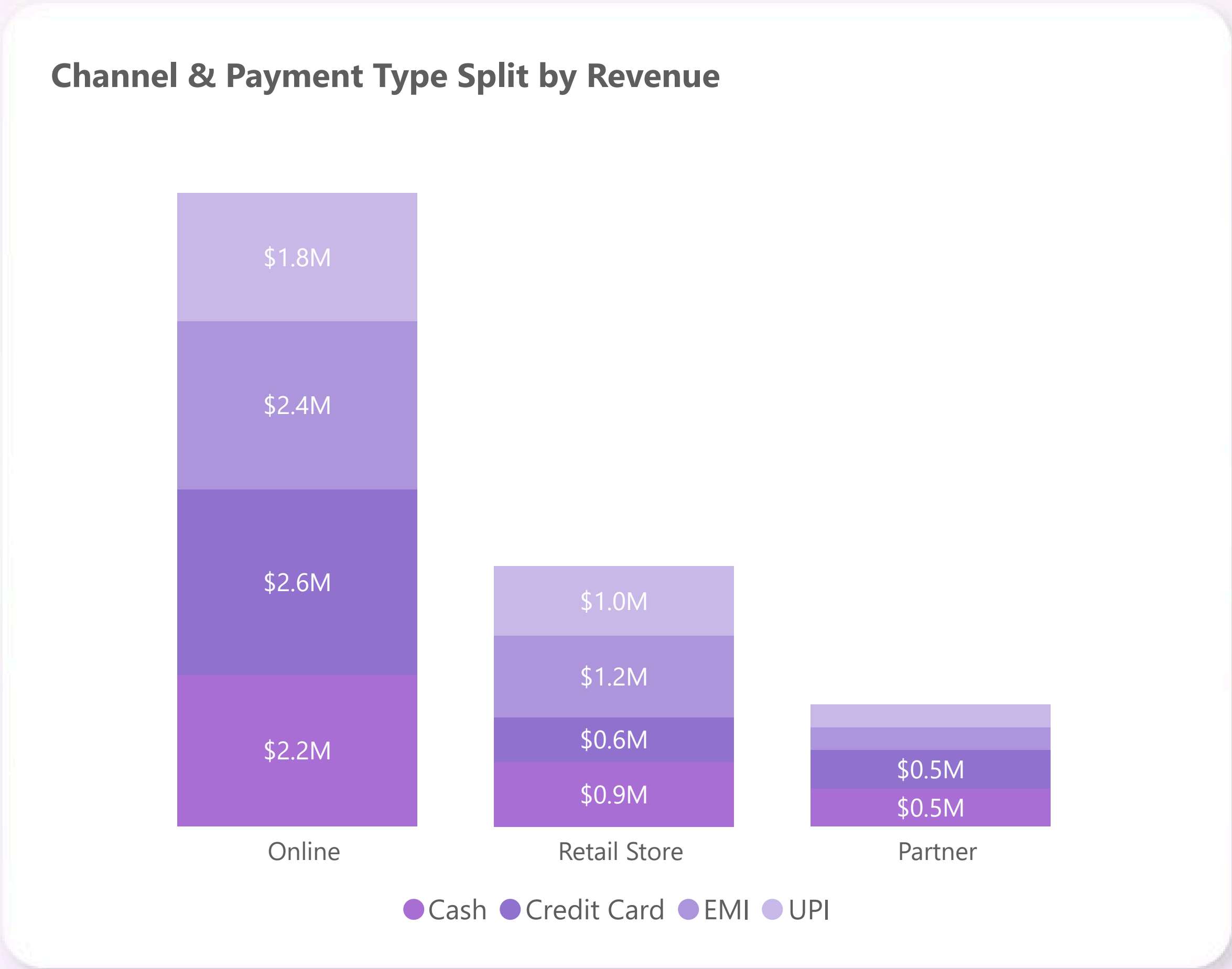
Revenue



Units Sold
18.5K
Vs Previous Month: **8.78%**

Revenue
\$14.5M
Vs Previous Month: **9.84%**

Transactions
366
Vs Previous Month: **9.25%**



Apple
3.64M

Models: 69
Transactions: 83
Avg Price: \$875.5
Avg Units Sold: 51

Samsung
3.48M

Models: 57
Transactions: 71
Avg Price: \$1,090.3
Avg Units Sold: 46

Xiaomi
1.82M

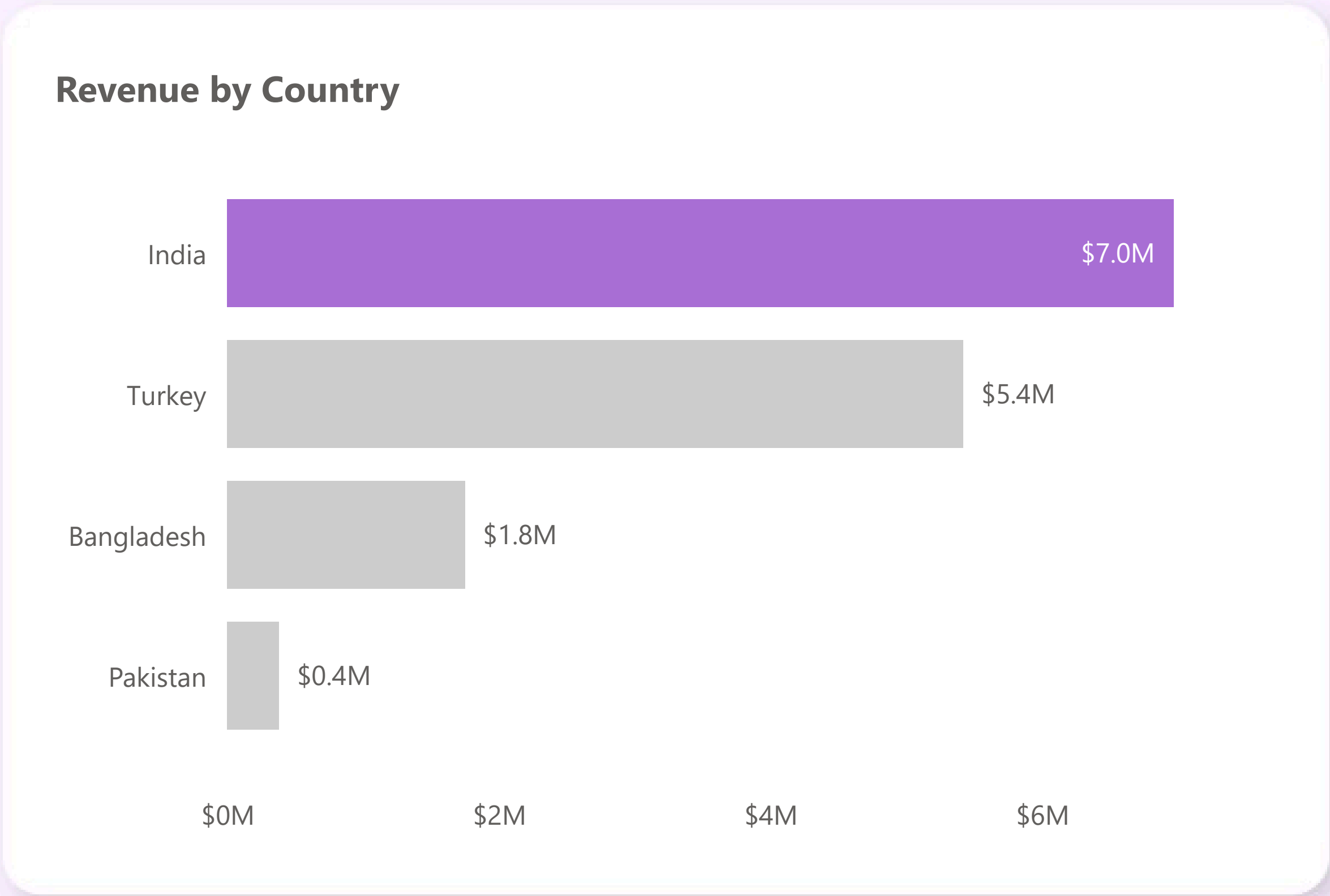
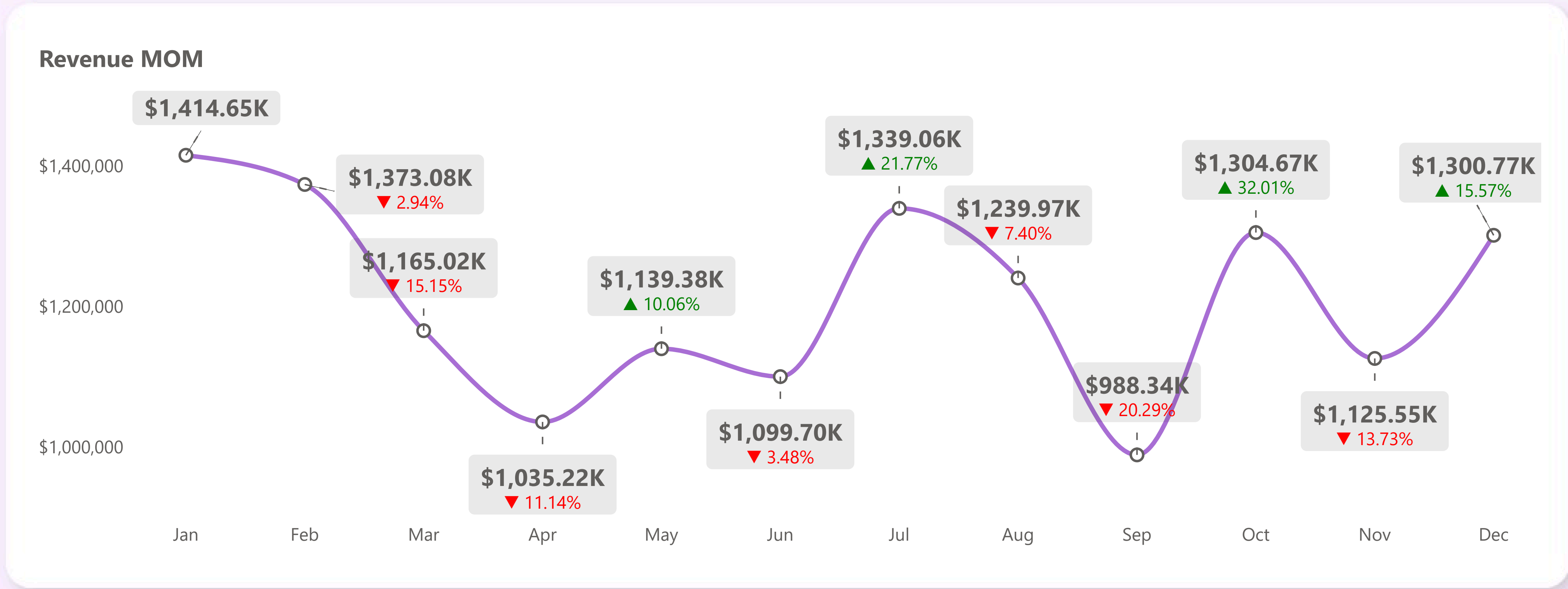
Models: 58
Transactions: 70
Avg Price: \$489.9
Avg Units Sold: 50

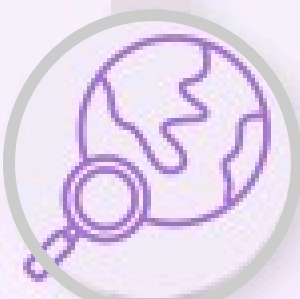
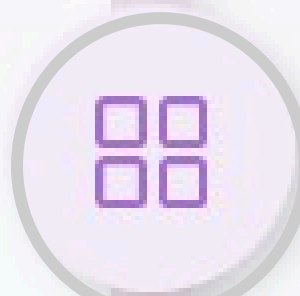
Google
2.55M

Models: 45
Transactions: 68
Avg Price: \$770.9
Avg Units Sold: 46

OnePlus Revenue
3.03M

Models: 45
Transactions: 74
Avg Price: \$681.4
Avg Units Sold: 59

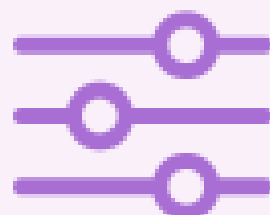




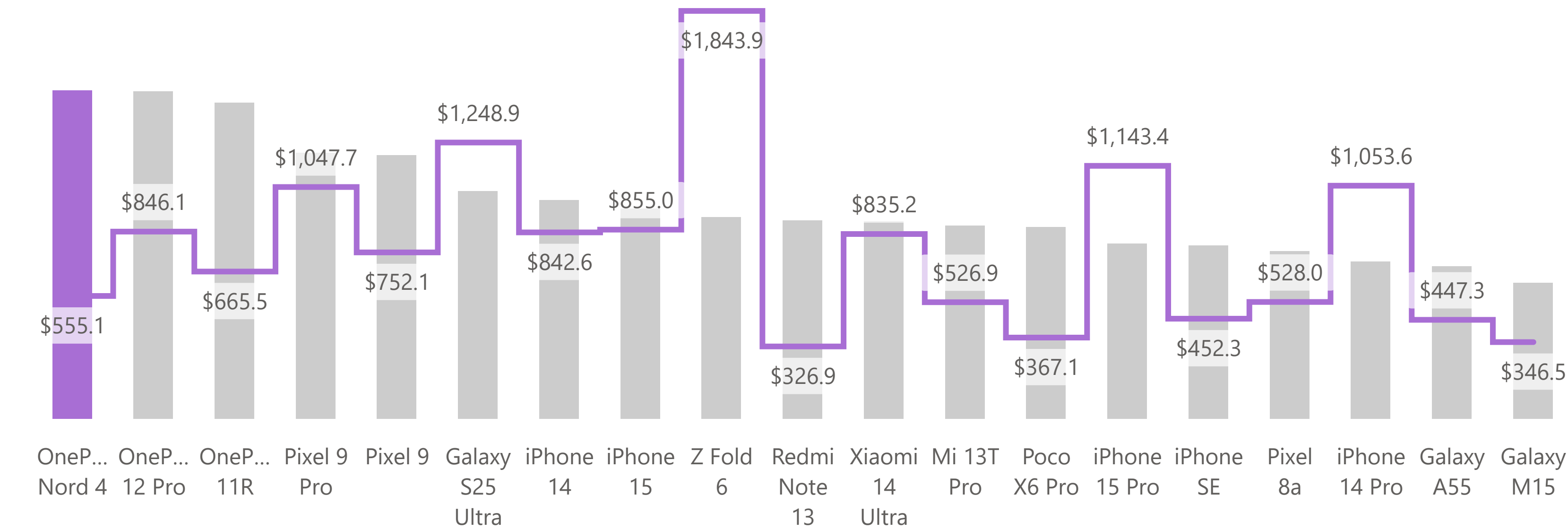
Mobile Sales Performance | Product Analysis

Units Sold

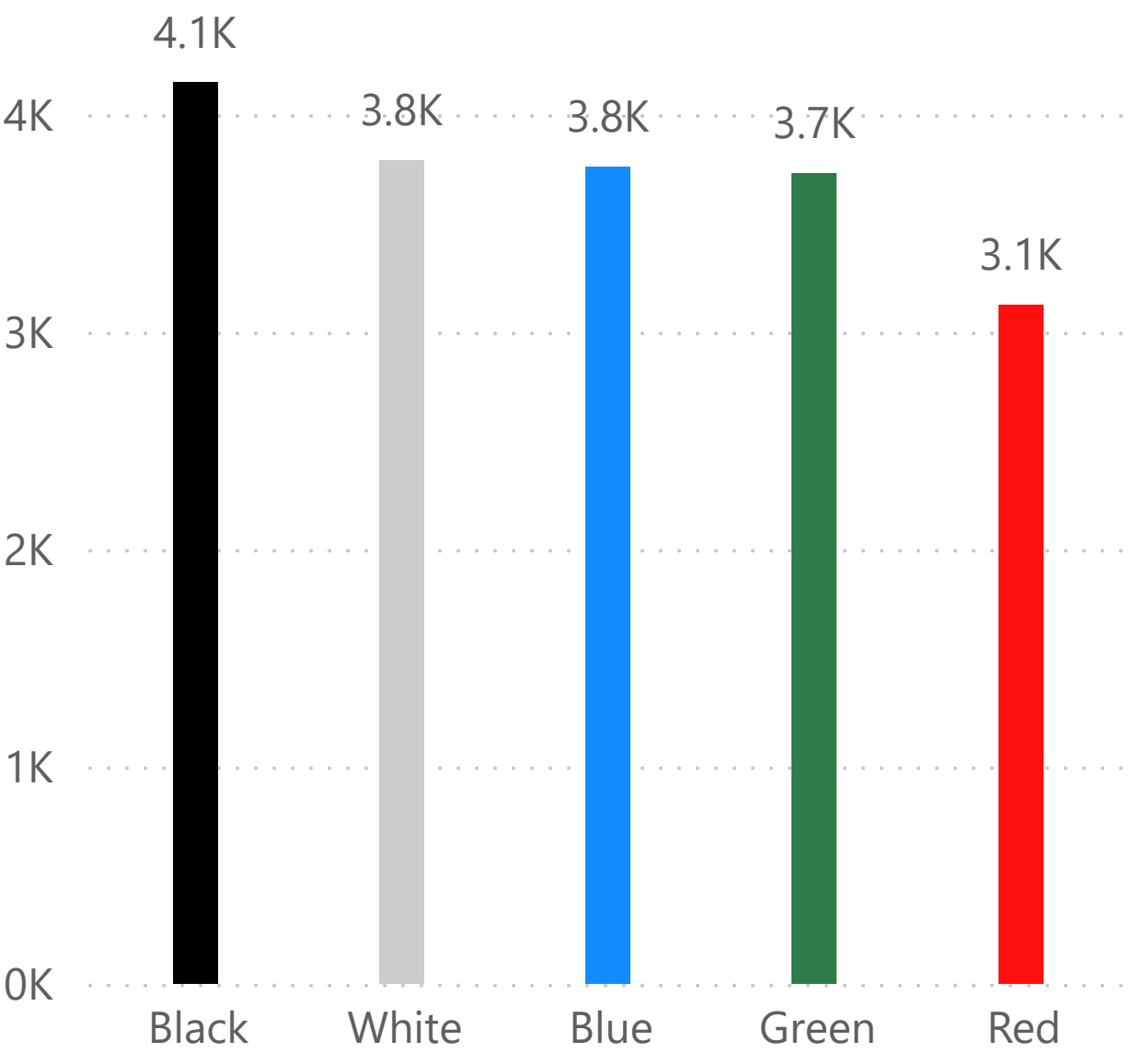
Revenue



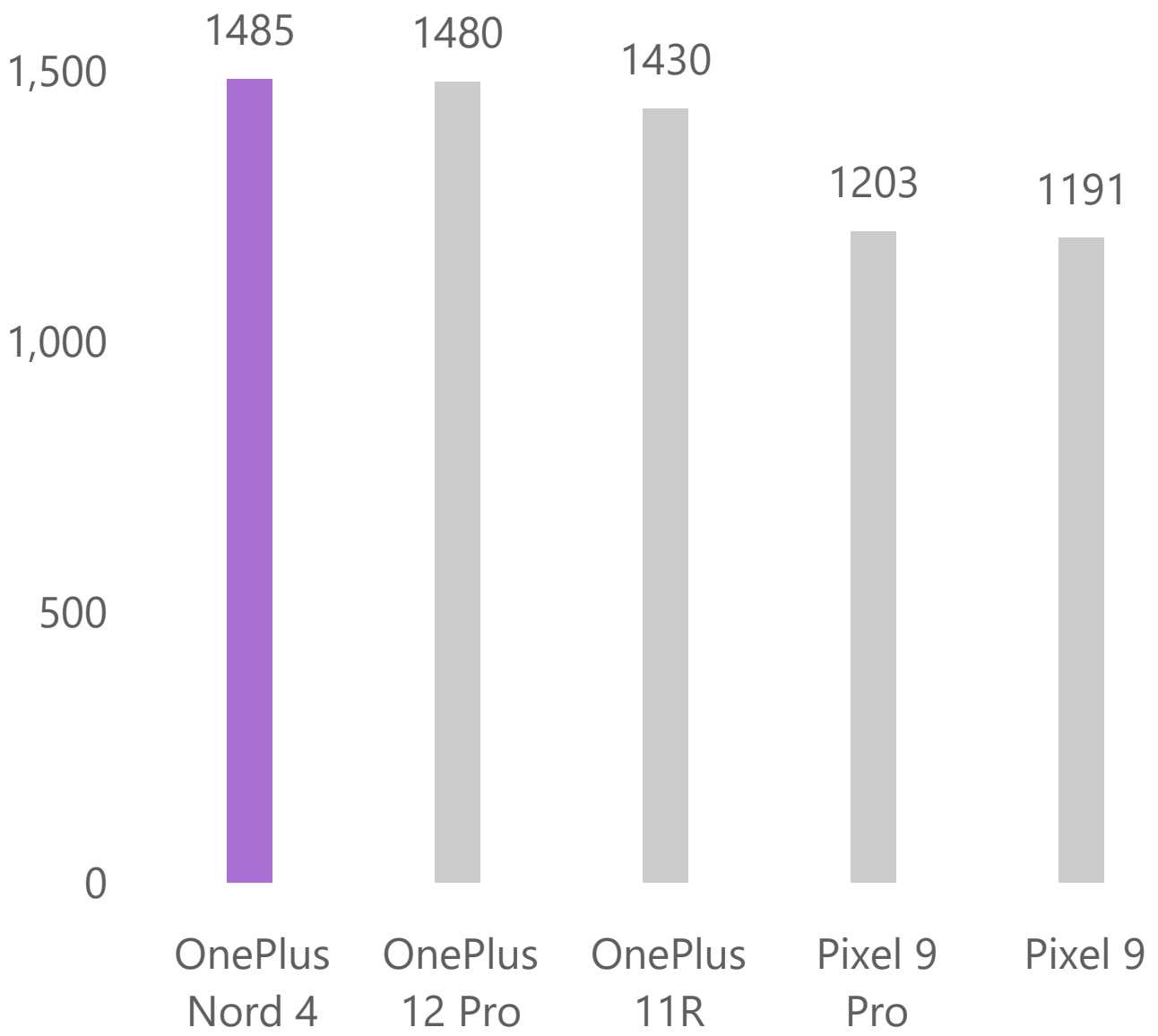
Units Sold Vs Avg Price by Mobile Model



Units Sold by Mobile Colour



Top 5 Models by Units Sold



Pareto Analysis

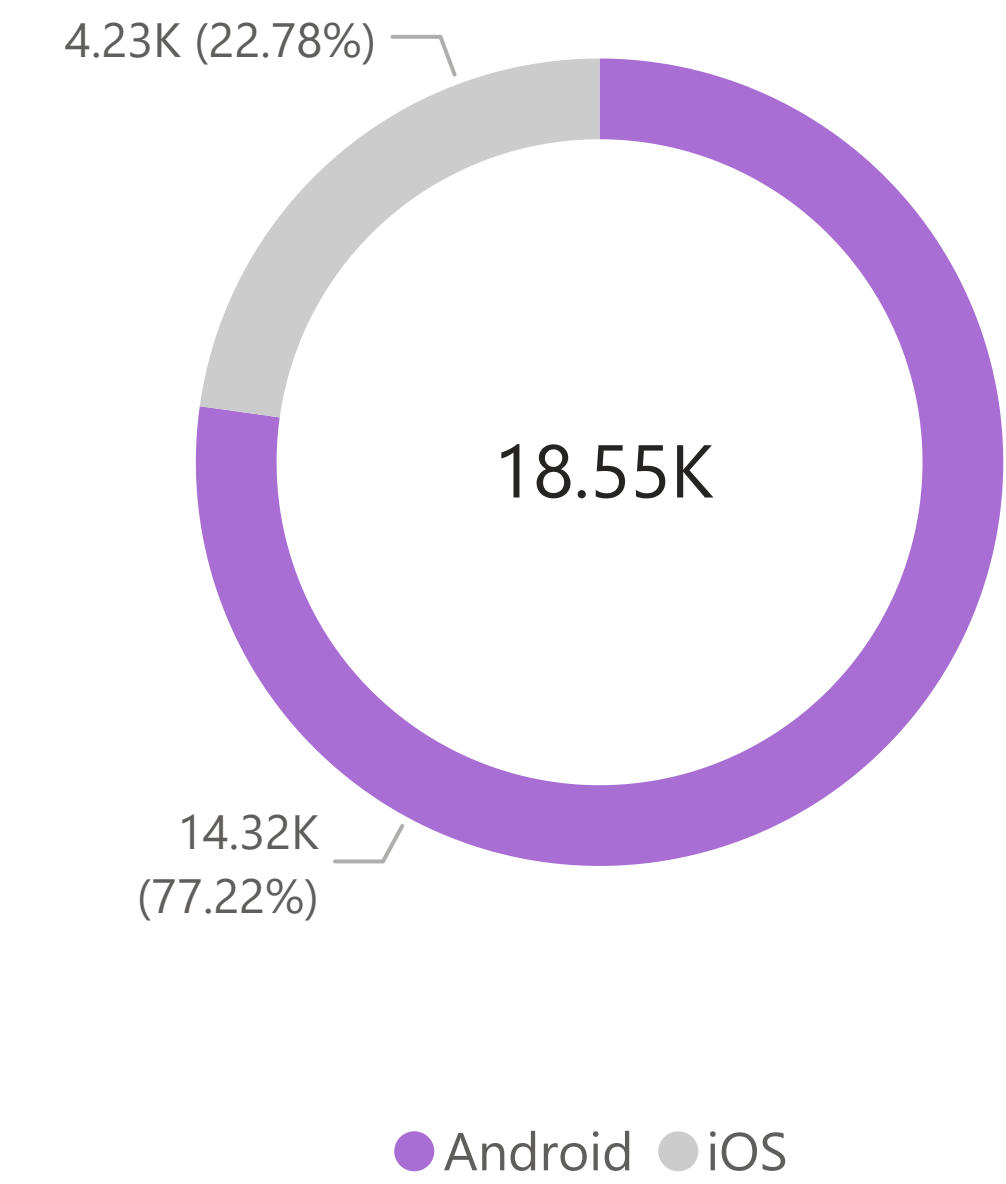
Brand

All

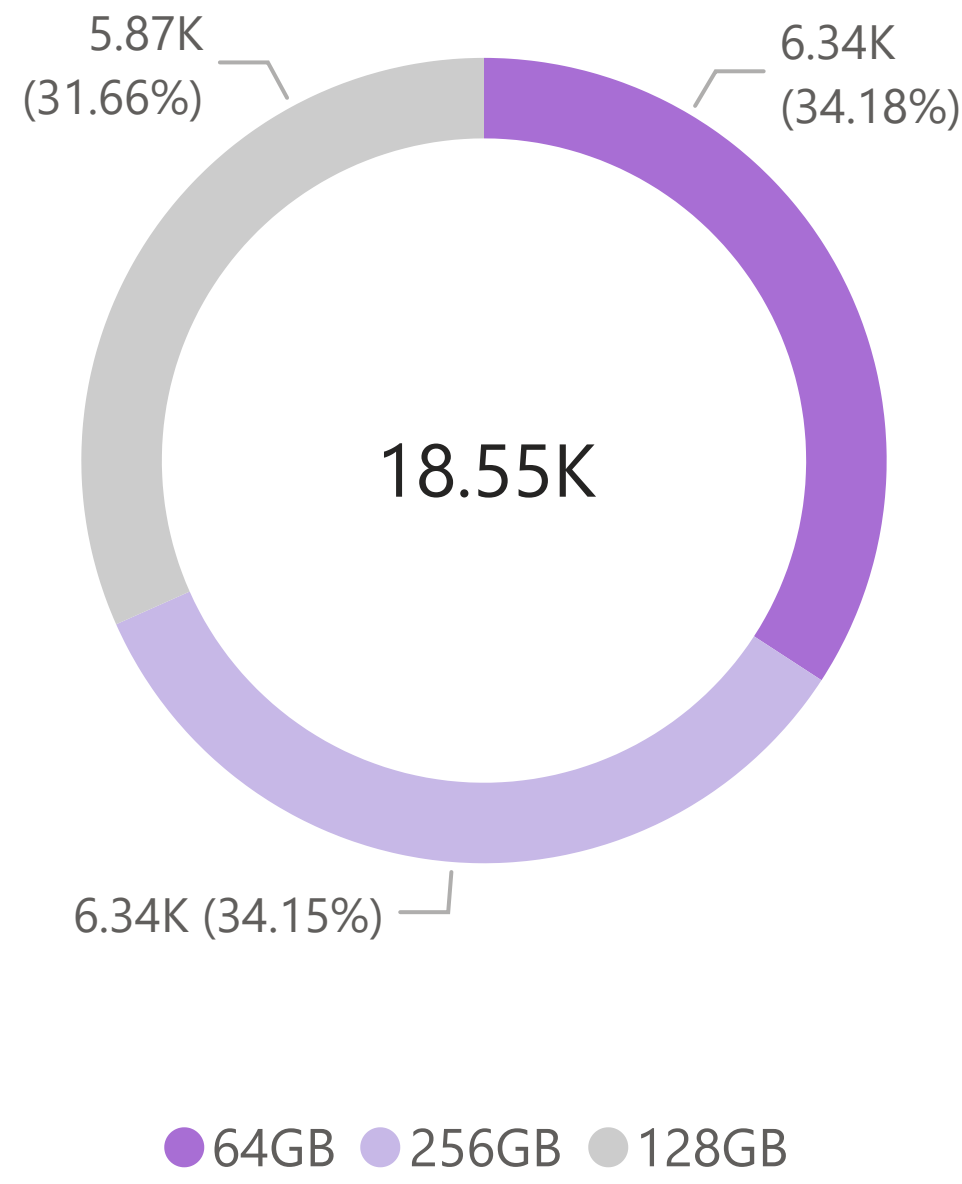
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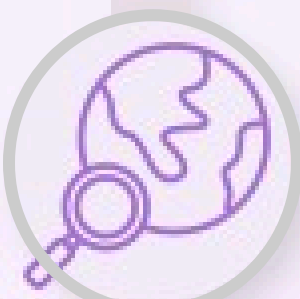
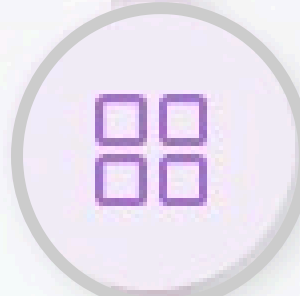
Top/Bottom	Model	Units ...	Revenue	Avg Price	Contribution	% of Threshold
A+	iPhone 15 Pro-64GB-White	350	\$397,579.0	\$1,137.2	1.89%	1.89%
	OnePlus Nord 4-64GB-Green	336	\$190,668.0	\$566.2	1.81%	3.70%
	Redmi Note 13-128GB-Black	321	\$105,353.0	\$327.2	1.73%	5.43%
	OnePlus 12 Pro-256GB-Green	286	\$247,625.0	\$861.3	1.54%	6.97%
	OnePlus 12 Pro-64GB-Black	278	\$229,922.0	\$827.0	1.50%	8.47%
Total Sales \$1571.0 5 Prod...						
OTH	Xiaomi 14 Ultra-128GB-Black	264	\$217,536.0	\$824.0	1.42%	9.89%
	Pixel 9 Pro-128GB-Black	256	\$268,546.0	\$1,042.0	1.38%	11.27%
	Galaxy A55-256GB-Black	234	\$105,508.0	\$458.0	1.26%	12.54%
	OnePlus Nord 4-128GB-Black	225	\$123,098.0	\$548.7	1.21%	13.75%
	OnePlus 11R-64GB-White	223	\$146,087.0	\$655.7	1.20%	14.95%

Units Sold by Operating System



Units Sold by Storage Size

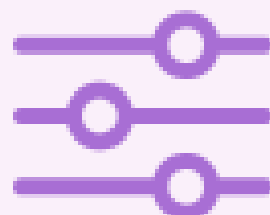




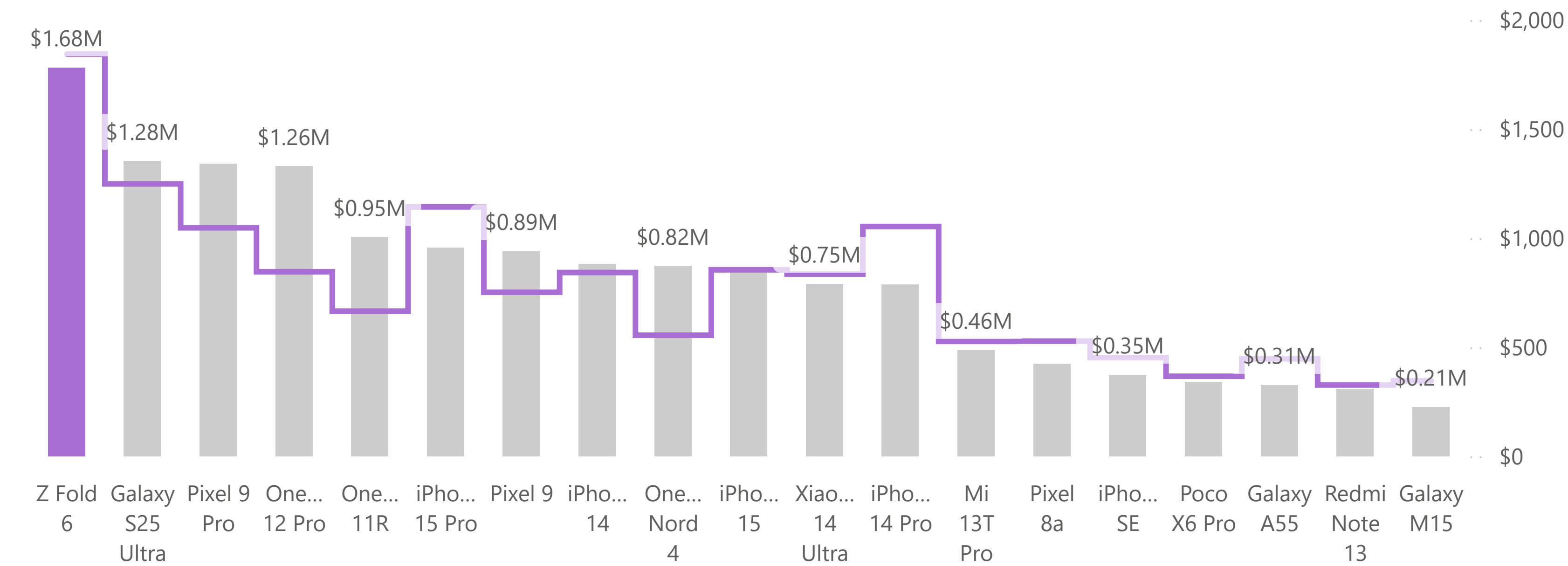
Mobile Sales Performance | Product Analysis

Units Sold

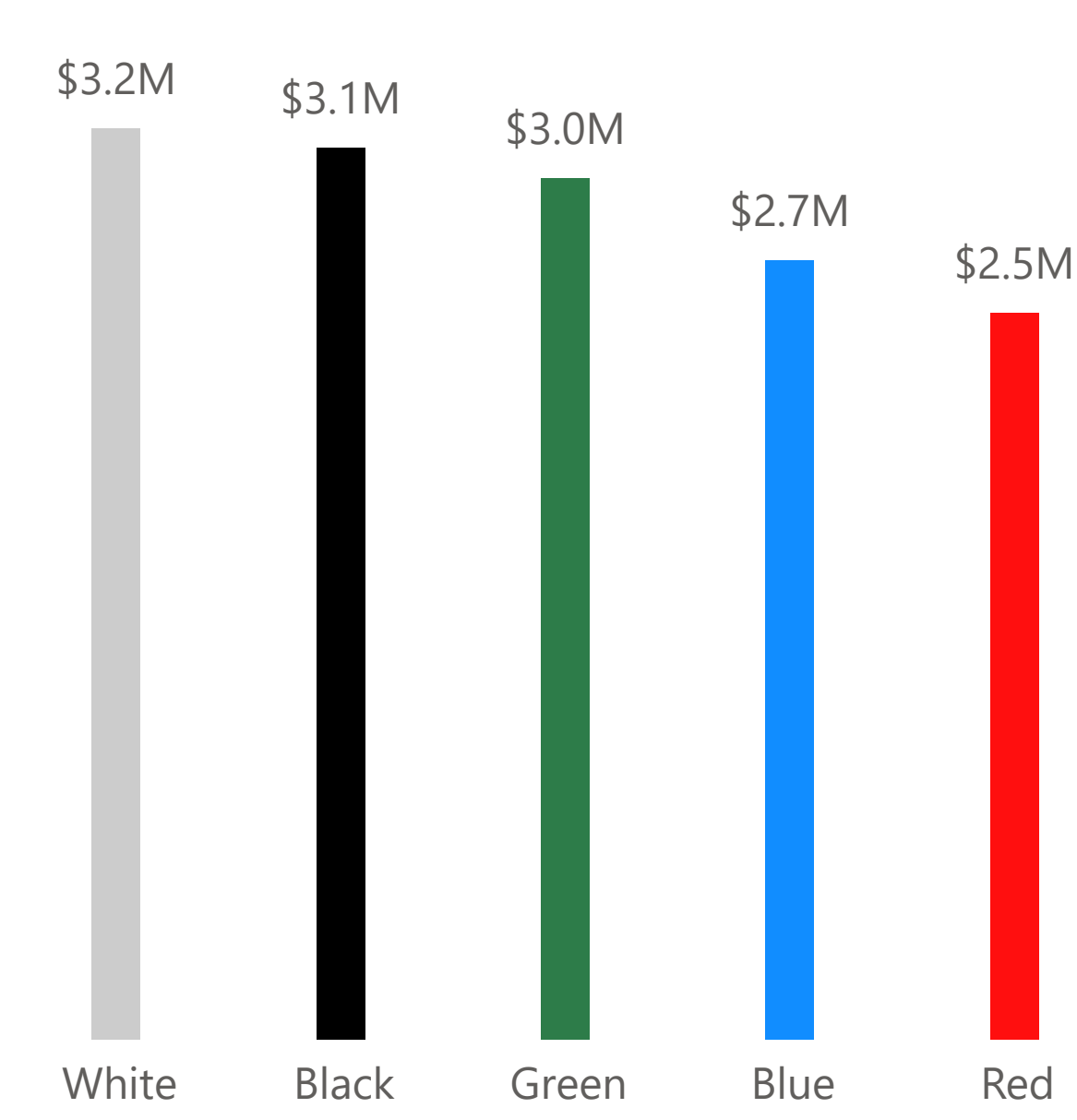
Revenue



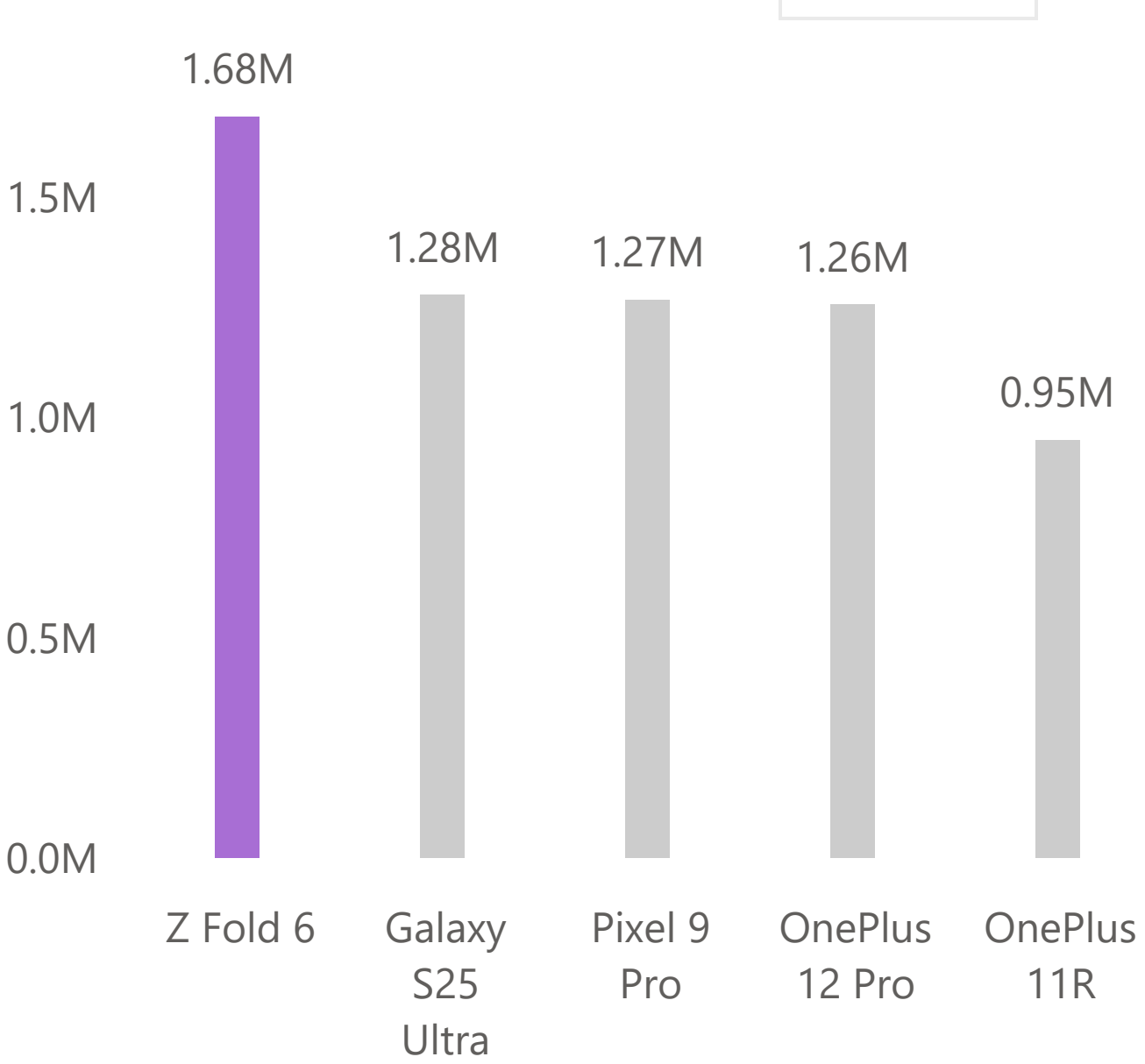
Revenue Vs Avg Price by Mobile Model



Revenue by Mobile Colour



Top 5 Models by Revenue



Pareto Analysis

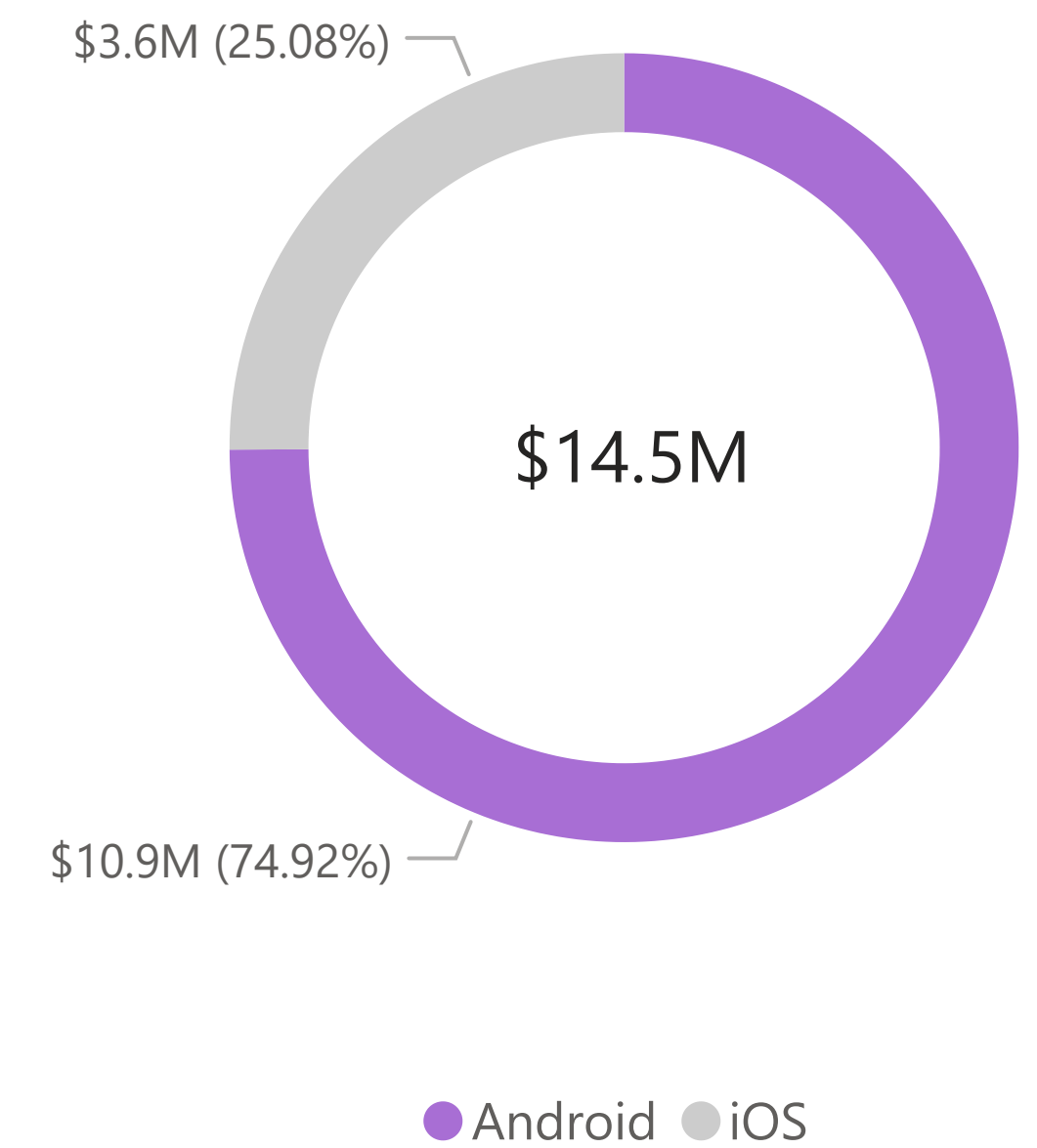
Brand

All

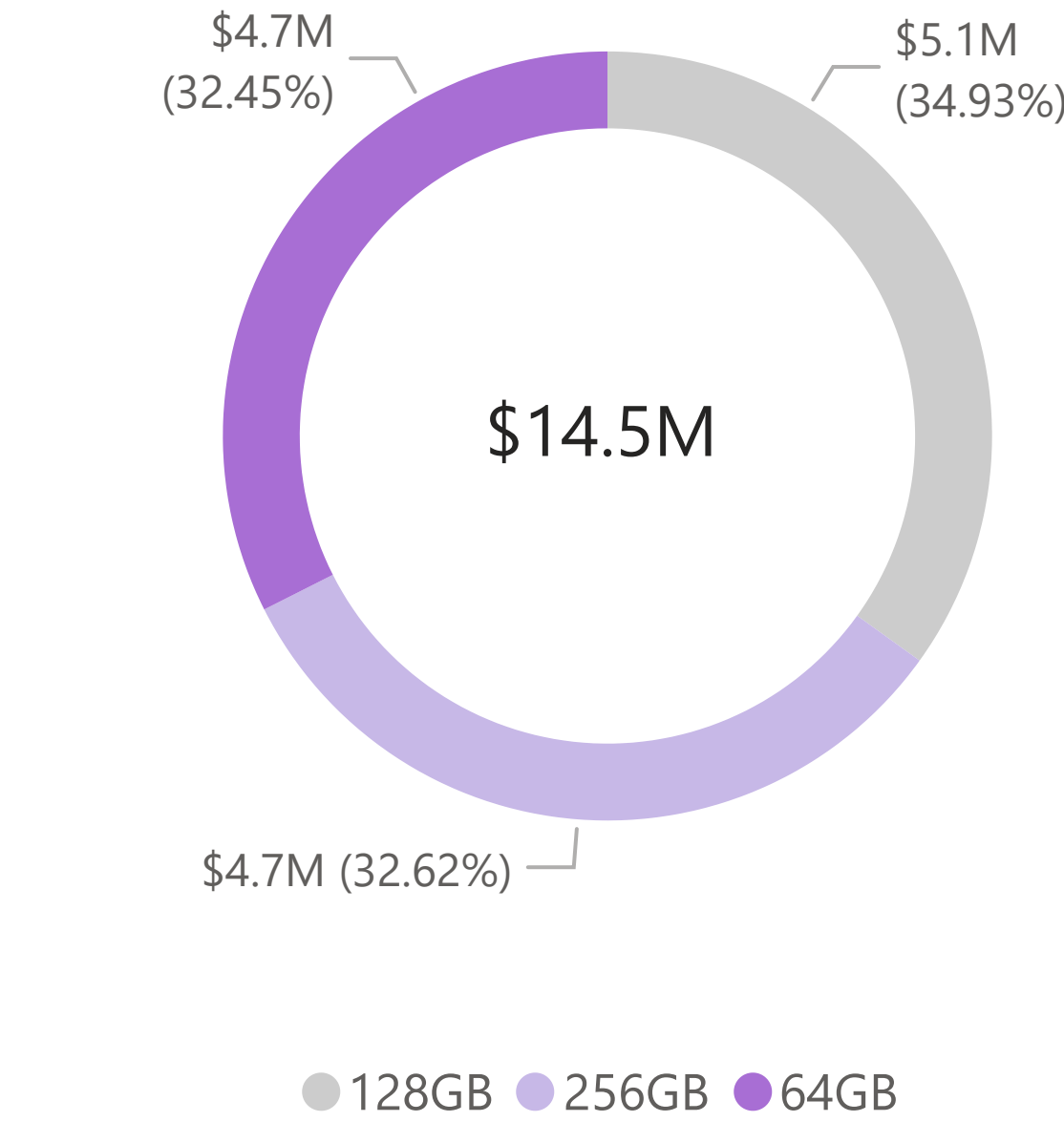
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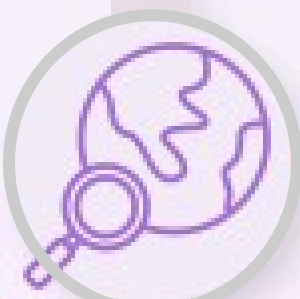
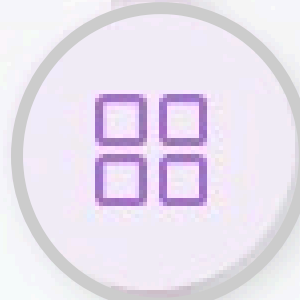
Top/Bottom	Model	Units ...	Revenue	Avg Price	Contribution	% of Threshold
A+	iPhone 15 Pro-64GB-White	350	\$397,579.0	\$1,137.2	1.89%	1.89%
	OnePlus Nord 4-64GB-Green	336	\$190,668.0	\$566.2	1.81%	3.70%
	Redmi Note 13-128GB-Black	321	\$105,353.0	\$327.2	1.73%	5.43%
	OnePlus 12 Pro-256GB-Green	286	\$247,625.0	\$861.3	1.54%	6.97%
	OnePlus 12 Pro-64GB-Black	278	\$229,922.0	\$827.0	1.50%	8.47%
	Xiaomi 14 Ultra-128GB-Black	264	\$217,536.0	\$824.0	1.42%	9.89%
Total Sales \$1835.0 6 Prod...						
OTH	Pixel 9 Pro-128GB-Black	256	\$268,546.0	\$1,042.0	1.38%	11.27%
	Galaxy A55-256GB-Black	234	\$105,508.0	\$458.0	1.26%	12.54%
	OnePlus Nord 4-128GB-Black	225	\$123,098.0	\$548.7	1.21%	13.75%
	OnePlus 11R-64GB-White	223	\$146,087.0	\$655.7	1.20%	14.95%

Revenue Split by Operating System



Revenue Split by Storage Size

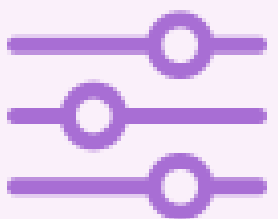




Mobile Sales Performance | Customer Profile & Transaction Behaviour

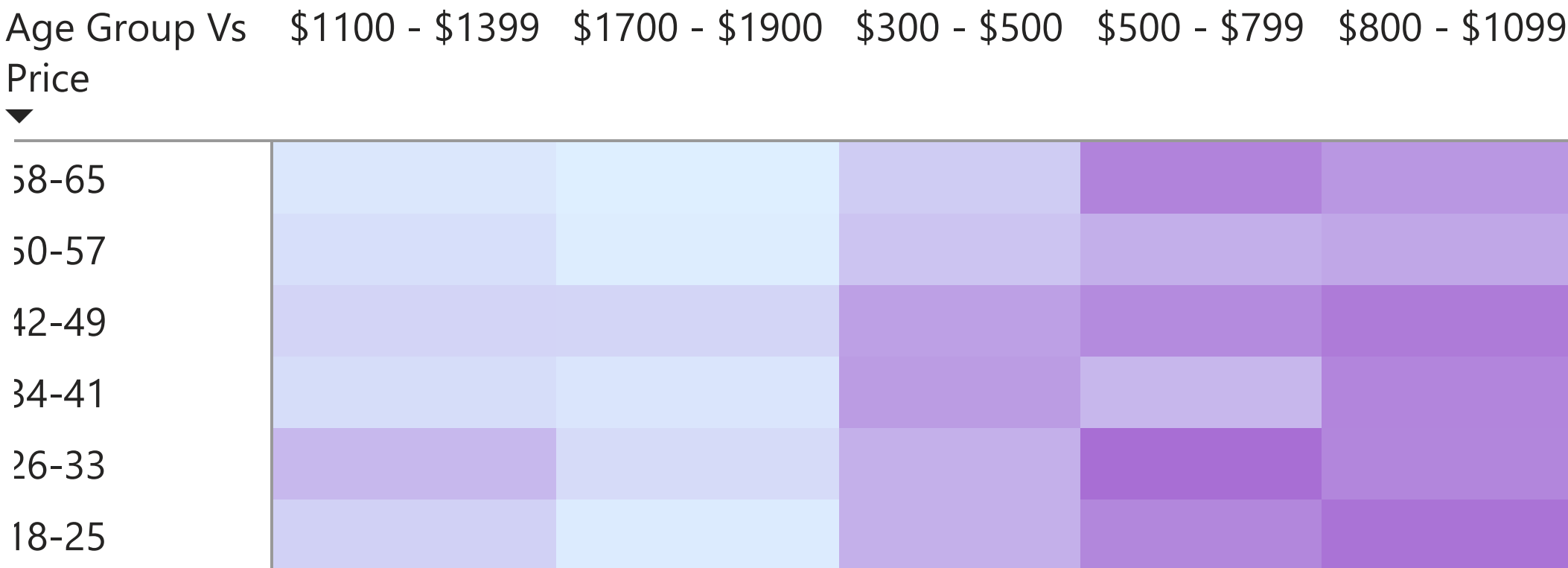
Units Sold

Revenue

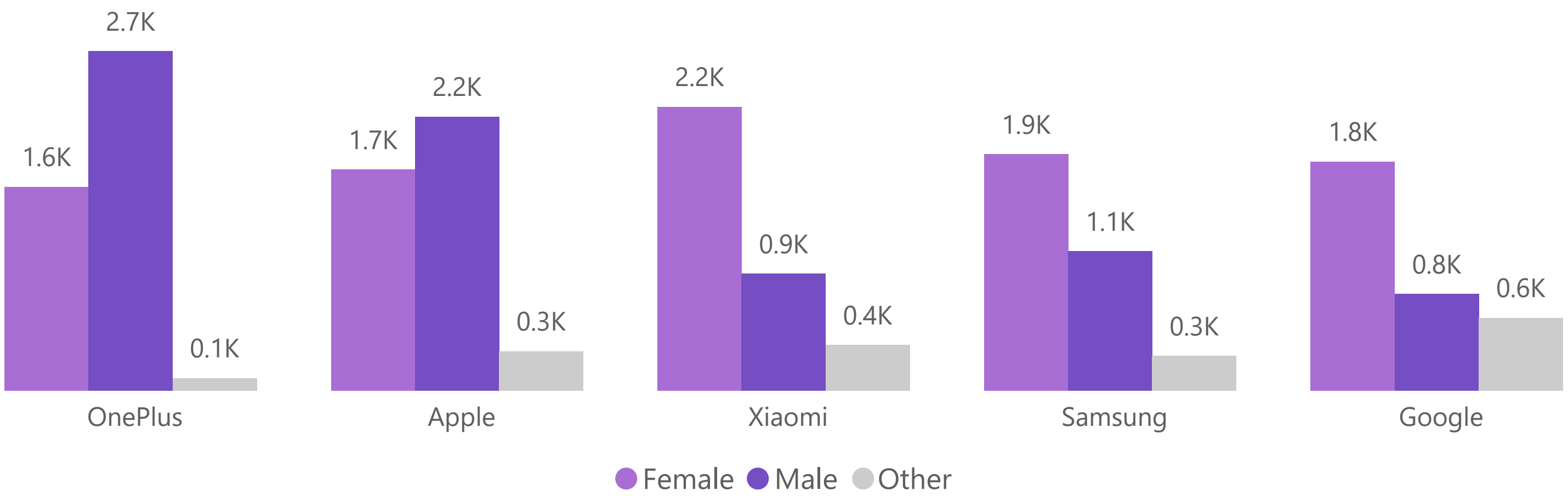


Age Vs Price Split

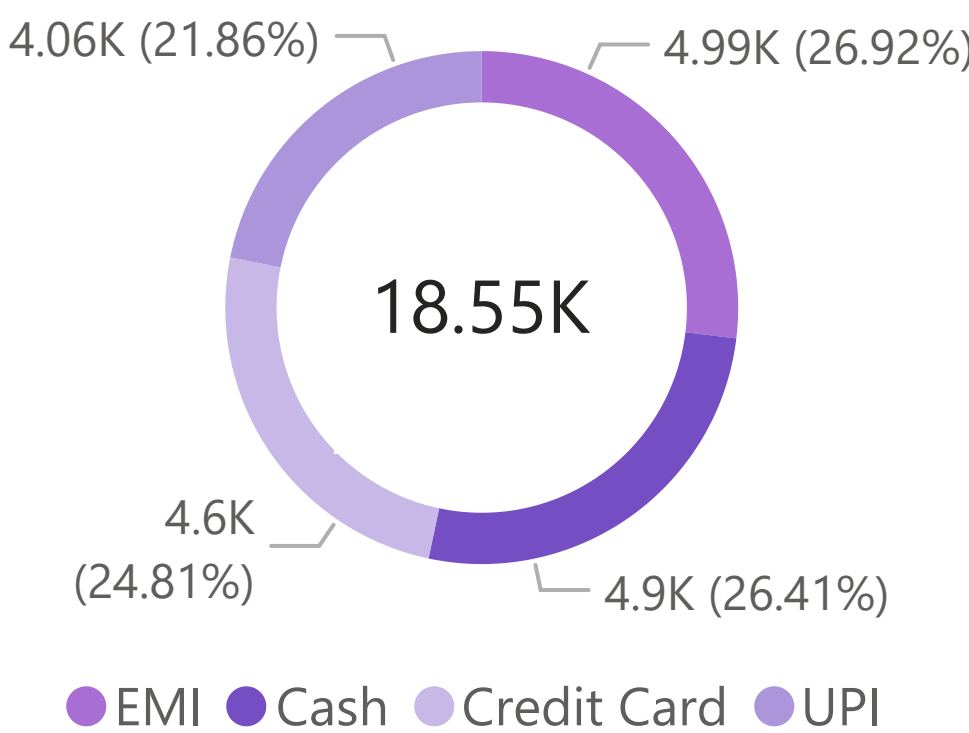
- Customer_Gender
- Color
- Brand
- Price_Bucket



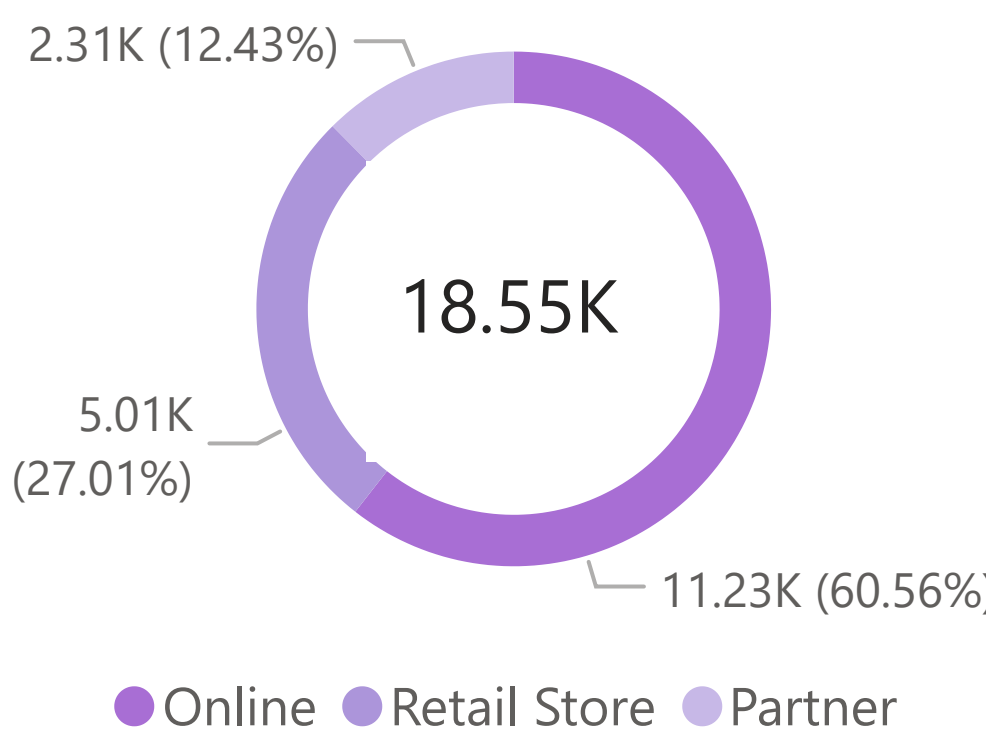
Units Sold Split by Brand and Gender



Units Sold by Payment Type

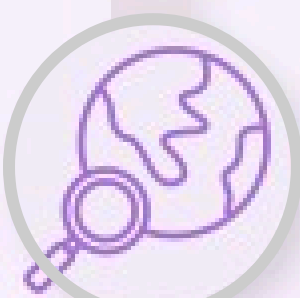
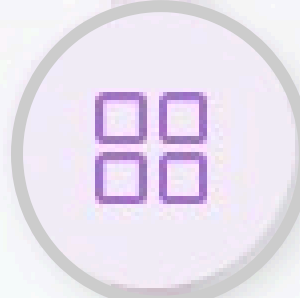


Units Sold by Sales Channel



Units Sold by MOM & Payment Type

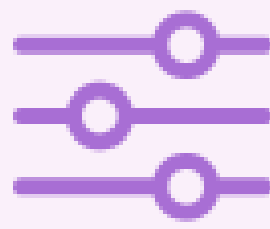




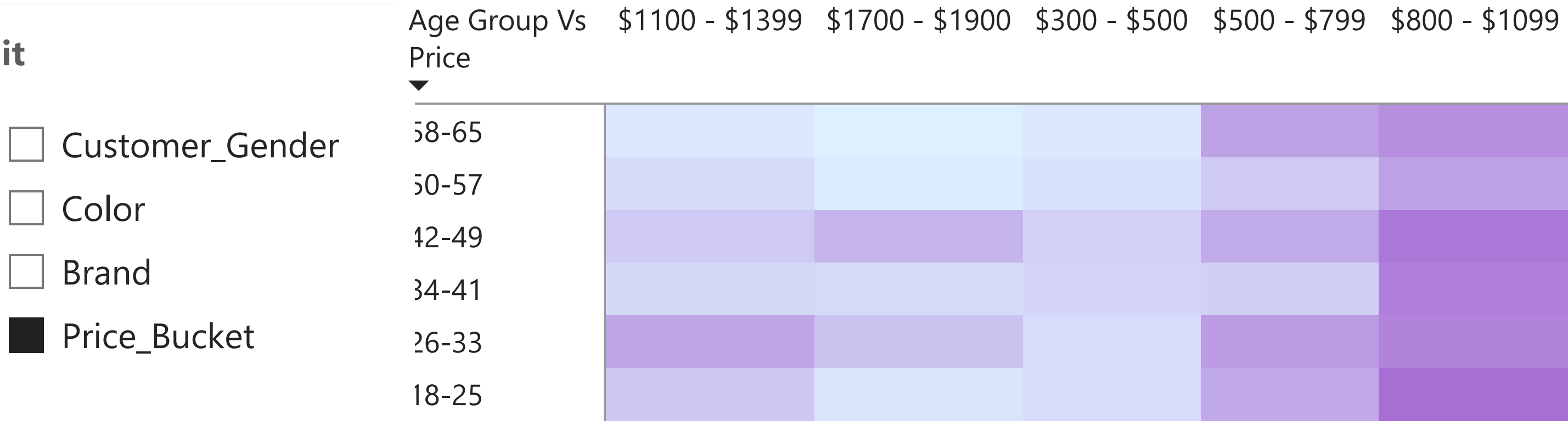
Mobile Sales Performance | Customer Profile & Transaction Behaviour

Units Sold

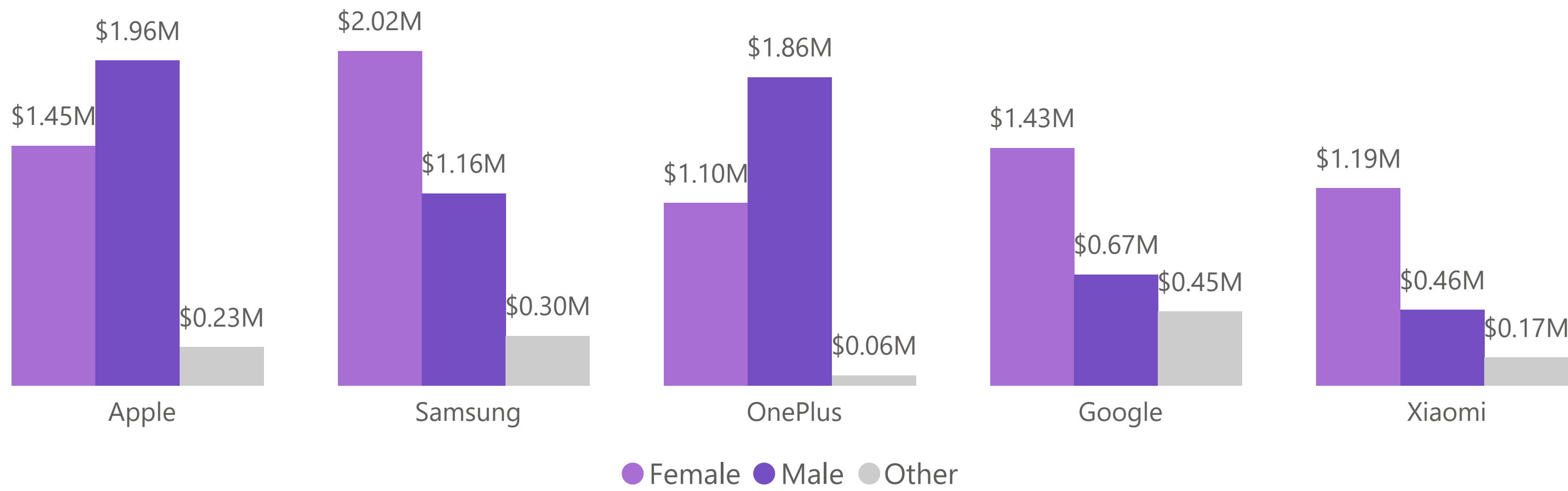
Revenue



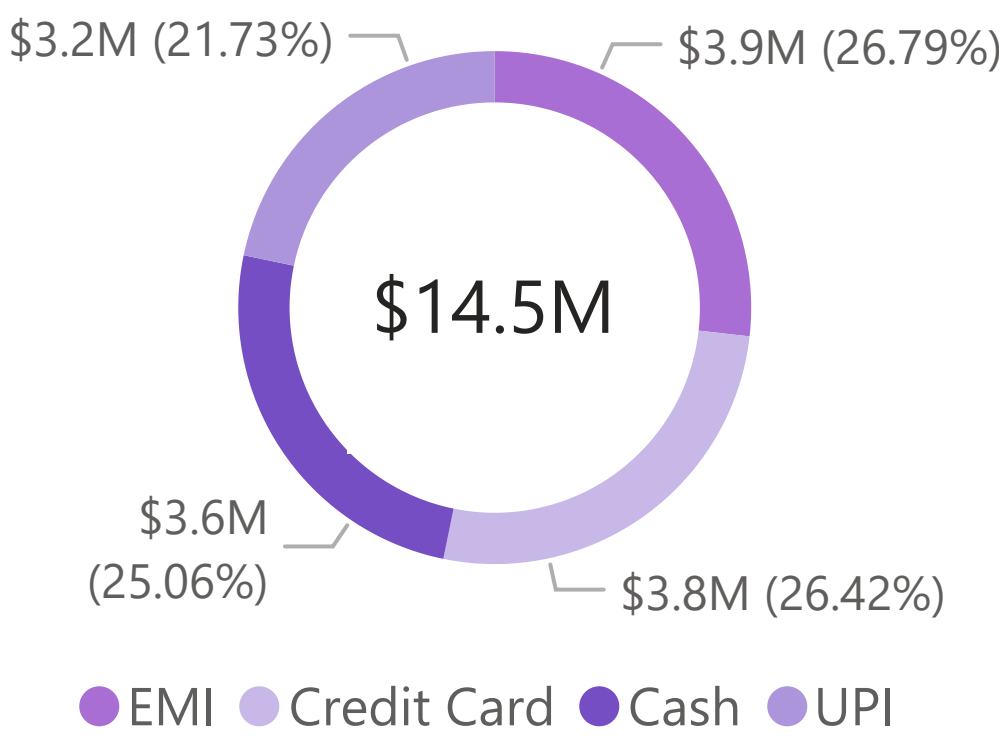
Age Vs Price Split



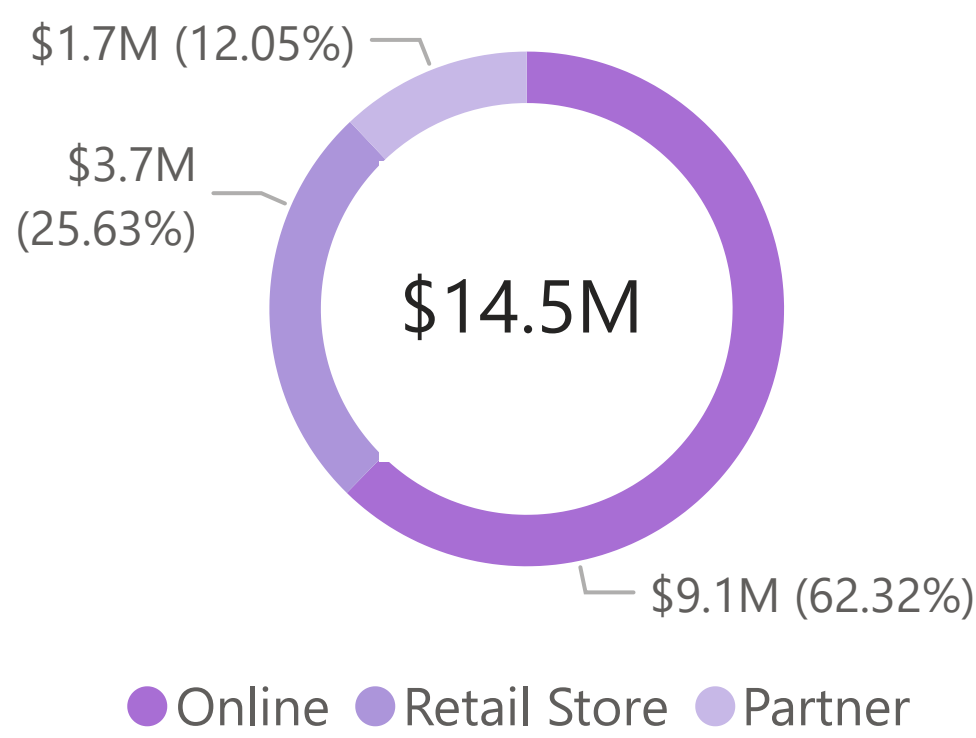
Revenue Split by Brand and Gender



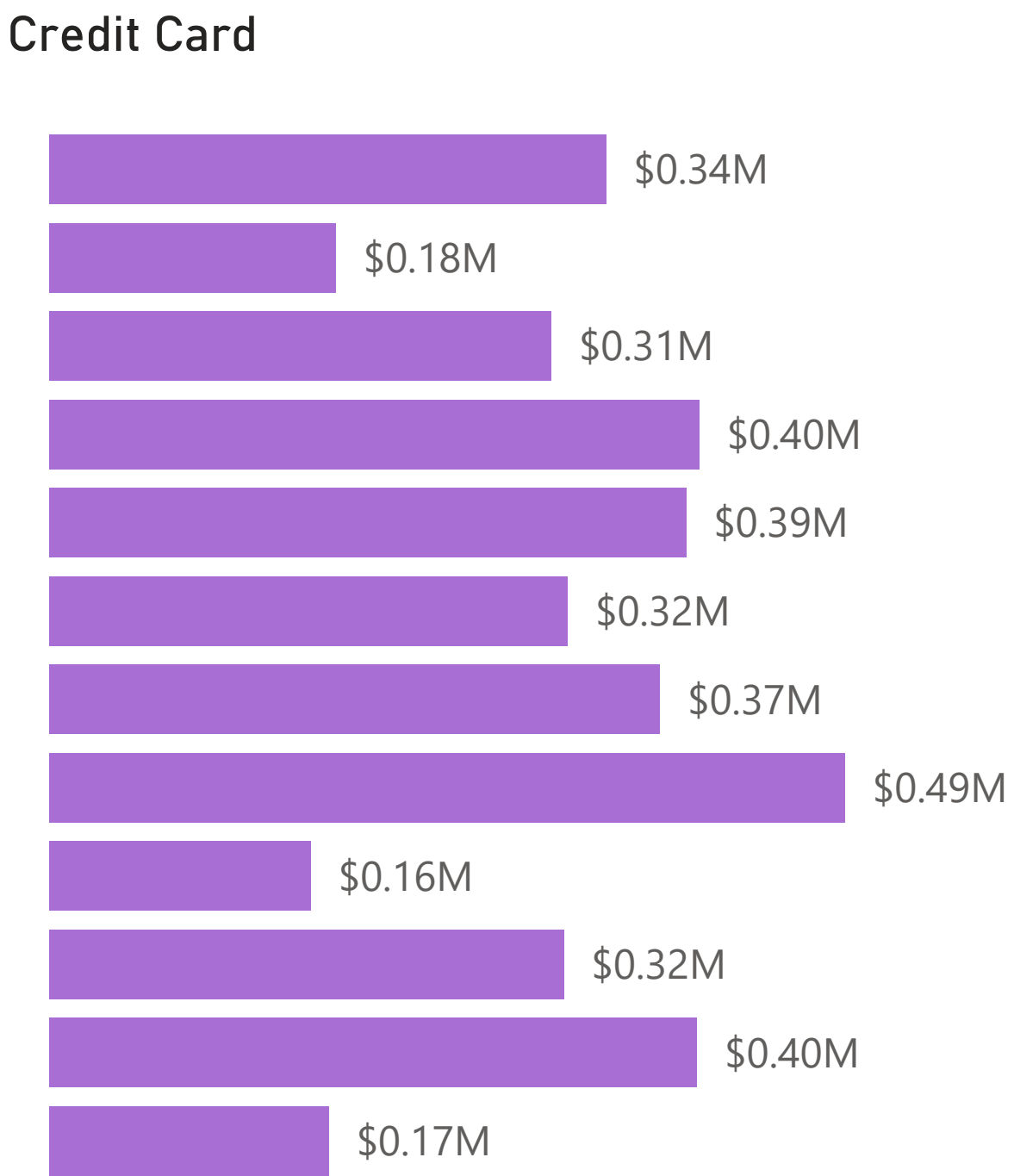
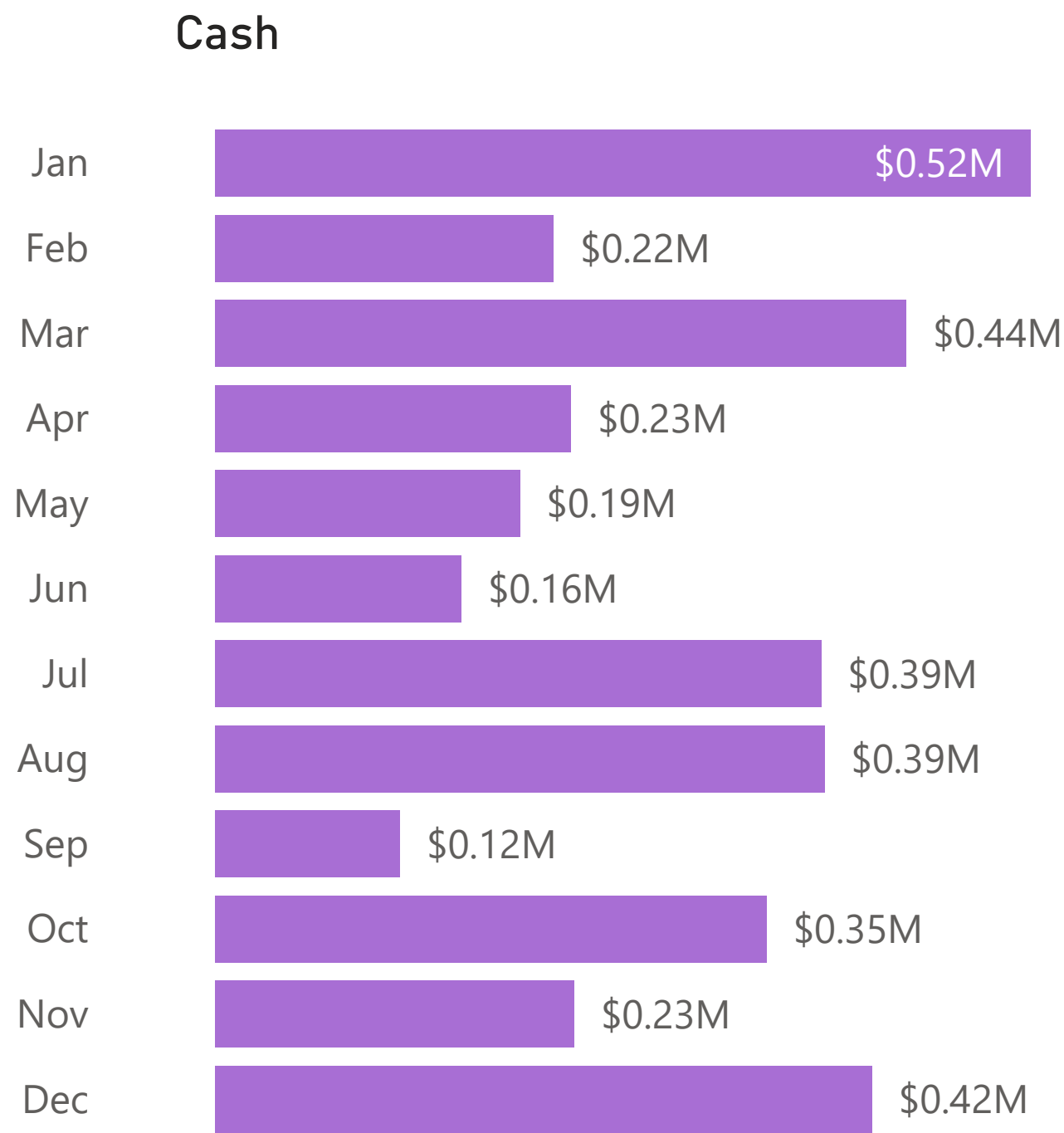
Revenue by Payment Type



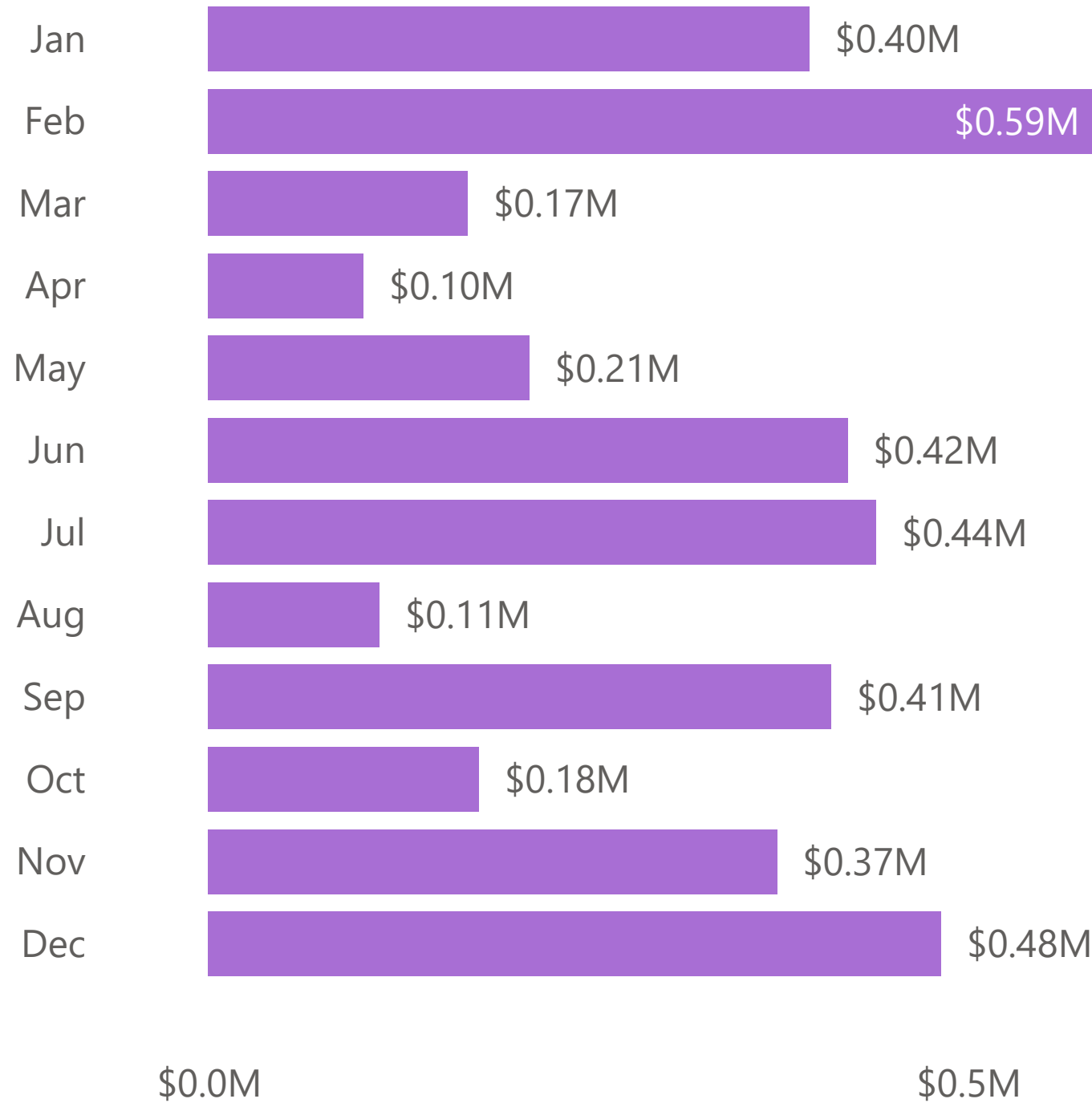
Revenue by Sales Channel



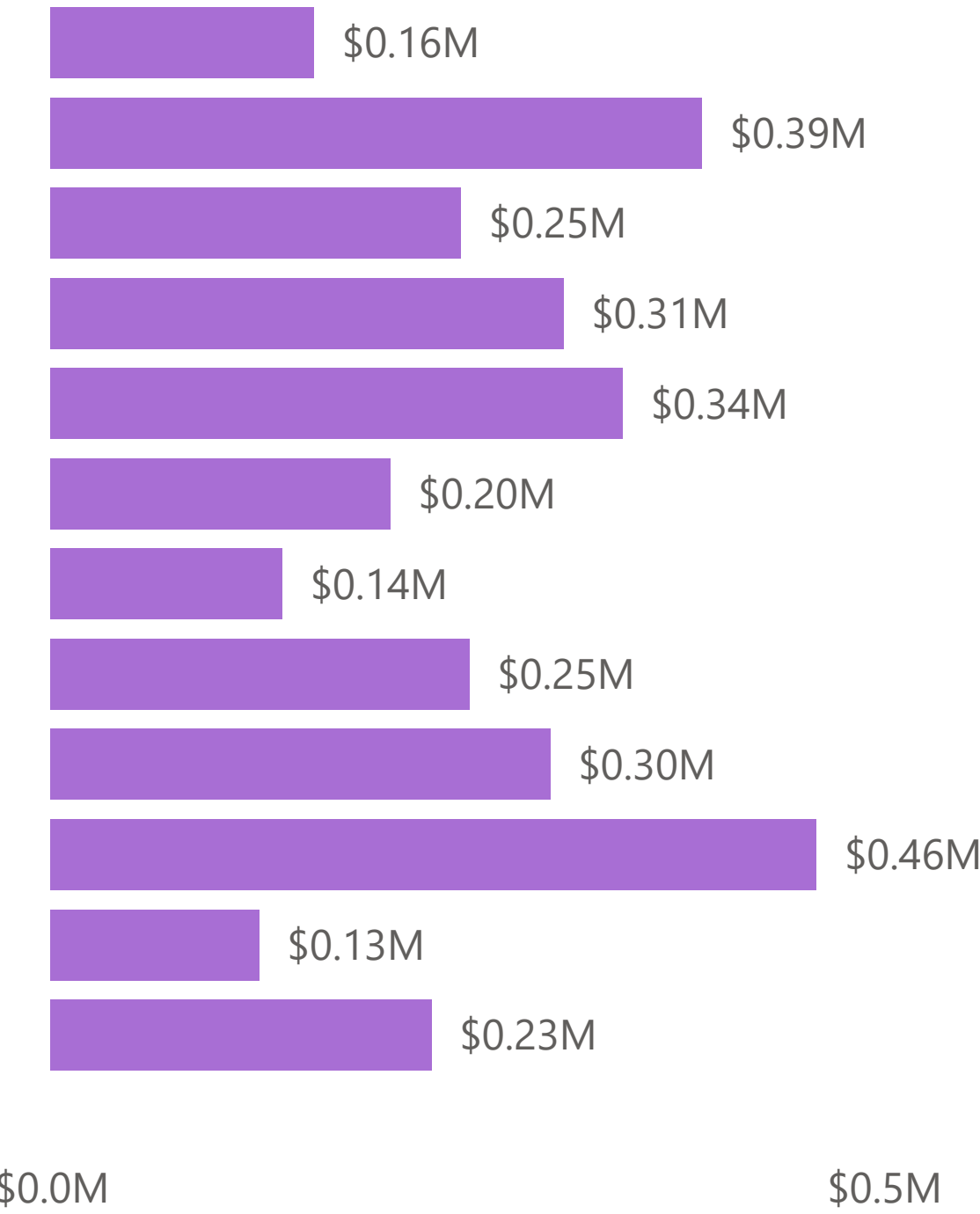
Revenue by MOM & Payment Type

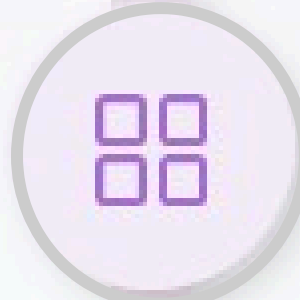


EMI



UPI

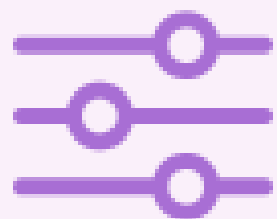




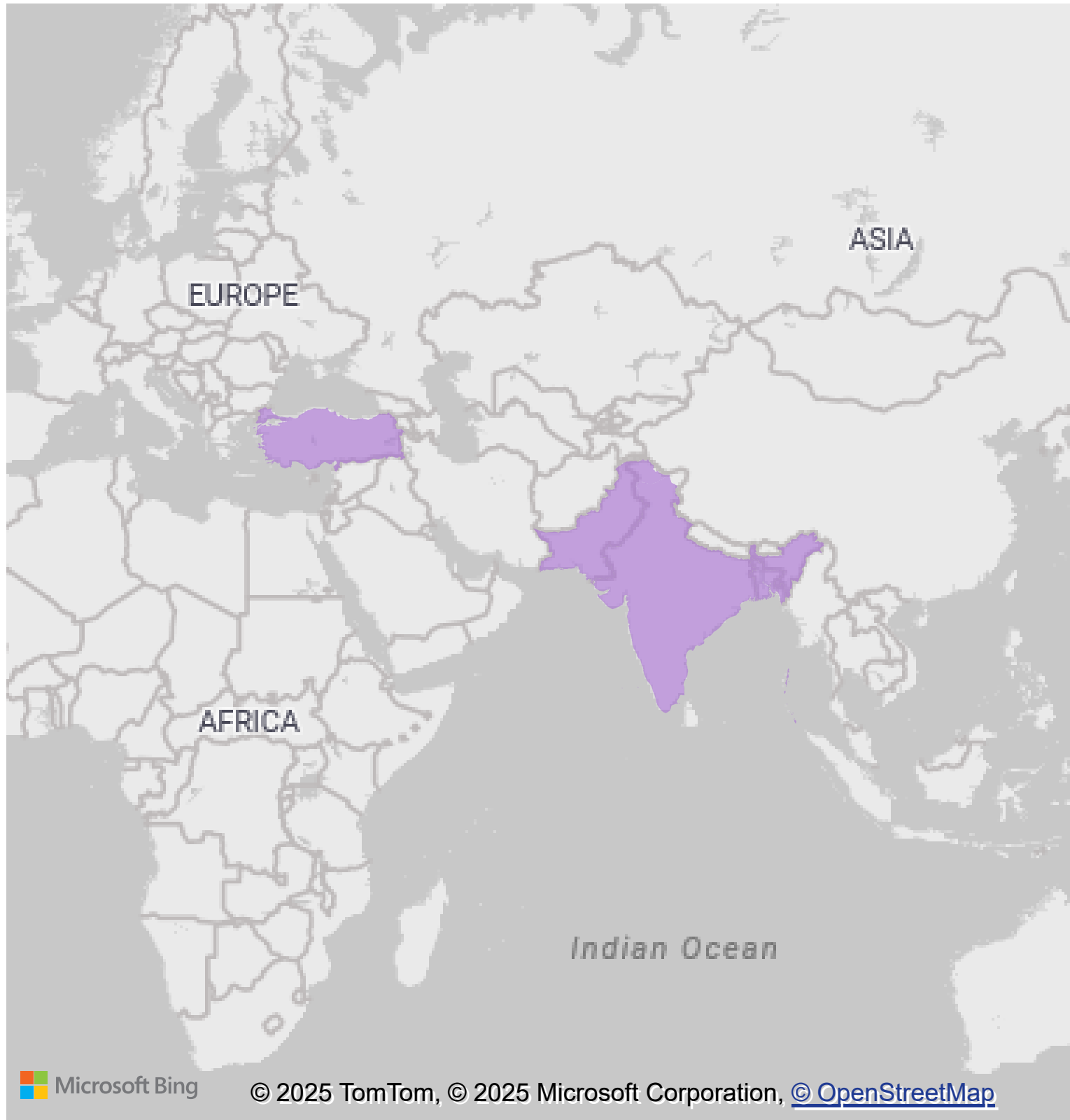
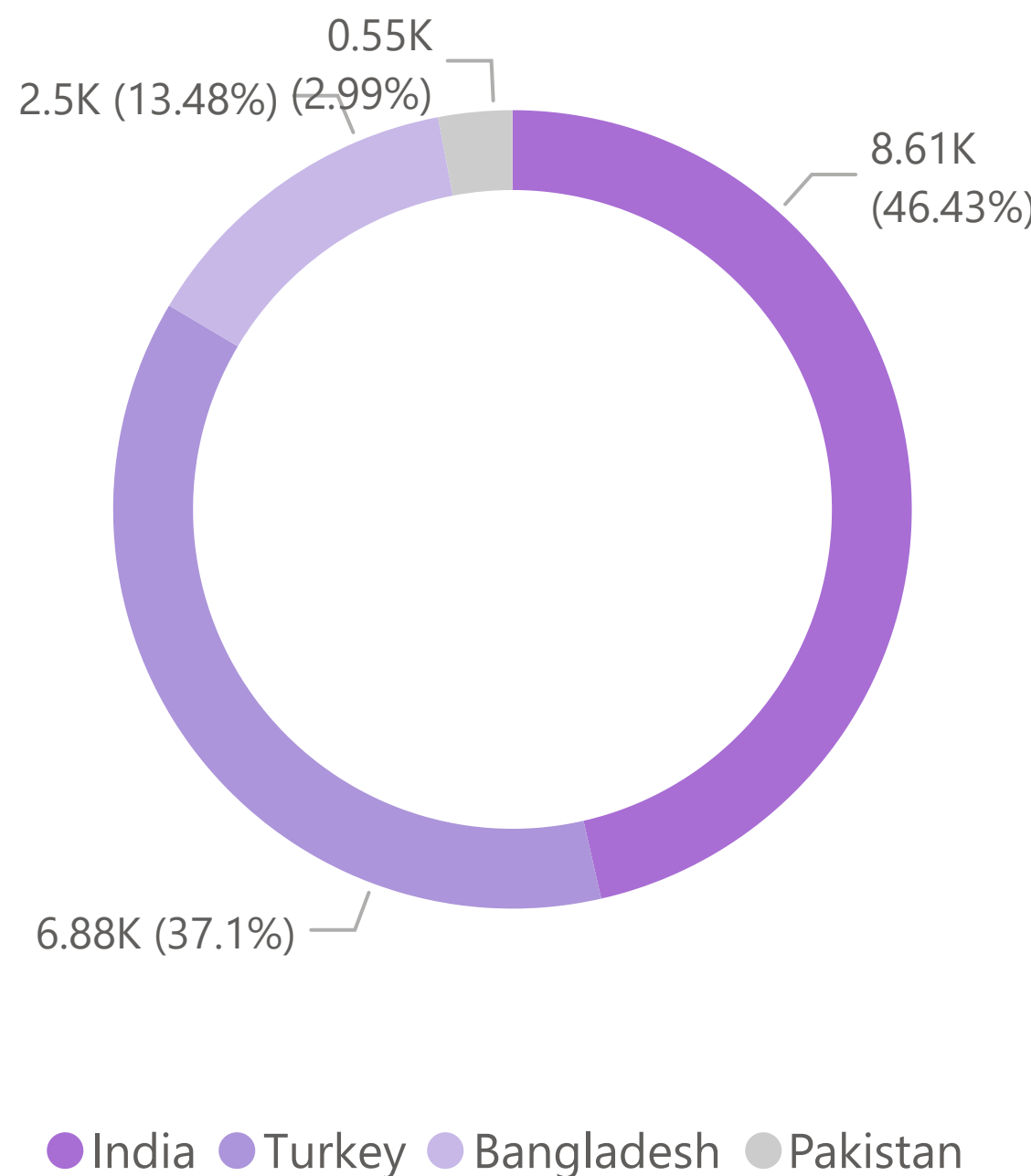
Mobile Sales Performance | Geographical Analysis

Units Sold

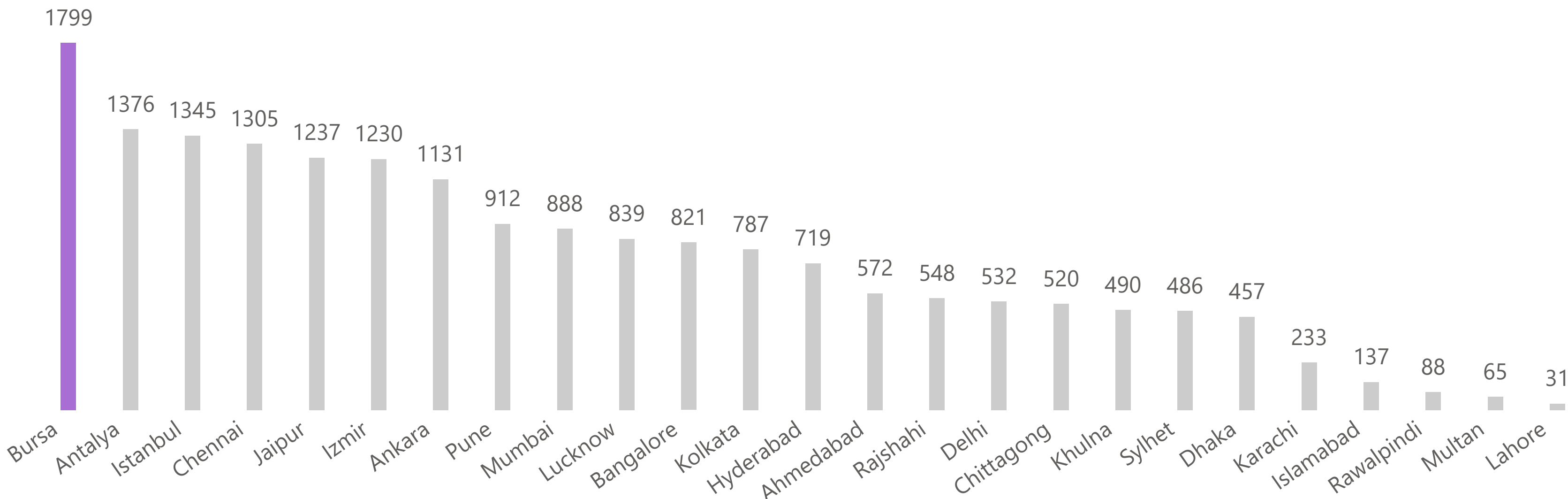
Revenue



Units Sold by Country

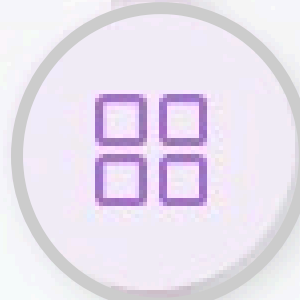


Units Sold by City



Model Split by Country & City

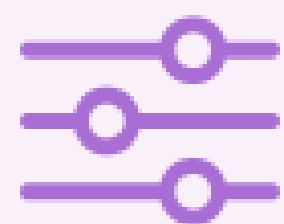
Country	City	Units Sold	Revenue	Avg Price	Top Model
India	Pune	912	\$728,023.0	\$816.5	Galaxy S25 Ultra
	Mumbai	888	\$690,335.0	\$826.6	iPhone 14 Pro
	Lucknow	839	\$676,096.0	\$890.3	iPhone 15
	Ahmedabad	572	\$396,337.0	\$701.9	OnePlus 11R
	Bangalore	821	\$501,721.0	\$640.1	OnePlus 11R
	Hyderabad	719	\$465,120.0	\$673.1	OnePlus 11R
	Jaipur	1237	\$962,815.0	\$746.4	OnePlus 11R
	Delhi	532	\$435,299.0	\$891.6	OnePlus Nord 4
	Kolkata	787	\$702,708.0	\$978.2	OnePlus Nord 4
	Chennai	1305	\$1,410,880.0	\$1,038.1	Z Fold 6
	Total	8612	\$6,969,334.0	\$823.8	OnePlus 11R
Turkey	Istanbul	1345	\$969,225.0	\$795.9	OnePlus 12 Pro
	Izmir	1230	\$865,853.0	\$644.5	OnePlus 12 Pro
	Antalya	1376	\$1,048,662.0	\$775.5	Pixel 9
	Bursa	1799	\$1,546,416.0	\$818.8	Pixel 9 Pro
	Ankara	1131	\$991,696.0	\$811.5	Xiaomi 14 Ultra
	Total	6881	\$5,421,852.0	\$766.6	OnePlus 12 Pro
Bangladesh	Chittagong	520	\$316,413.0	\$659.0	Galaxy A55
	Dhaka	457	\$283,999.0	\$640.6	Mi 13T Pro
	Rajshahi	548	\$431,273.0	\$769.9	OnePlus Nord 4
	Sylhet	486	\$310,648.0	\$617.9	OnePlus Nord 4
	Khulna	490	\$409,586.0	\$925.9	Pixel 8a
	Total	2501	\$1,751,919.0	\$736.3	OnePlus Nord 4
Pakistan	Rawalpindi	88	\$105,952.0	\$1,204.0	Galaxy S25 Ultra
	Islamabad	137	\$62,415.0	\$450.3	iPhone SE
	Lahore	31	\$16,565.0	\$534.5	Pixel 8a
	Multan	65	\$34,515.0	\$531.0	Pixel 8a
	Karachi	233	\$162,861.0	\$677.0	Xiaomi 14 Ultra
	Total	554	\$382,308.0	\$618.6	Xiaomi 14 Ultra
Total		18548	\$14,525,413.0	\$784.7	OnePlus 12 Pro



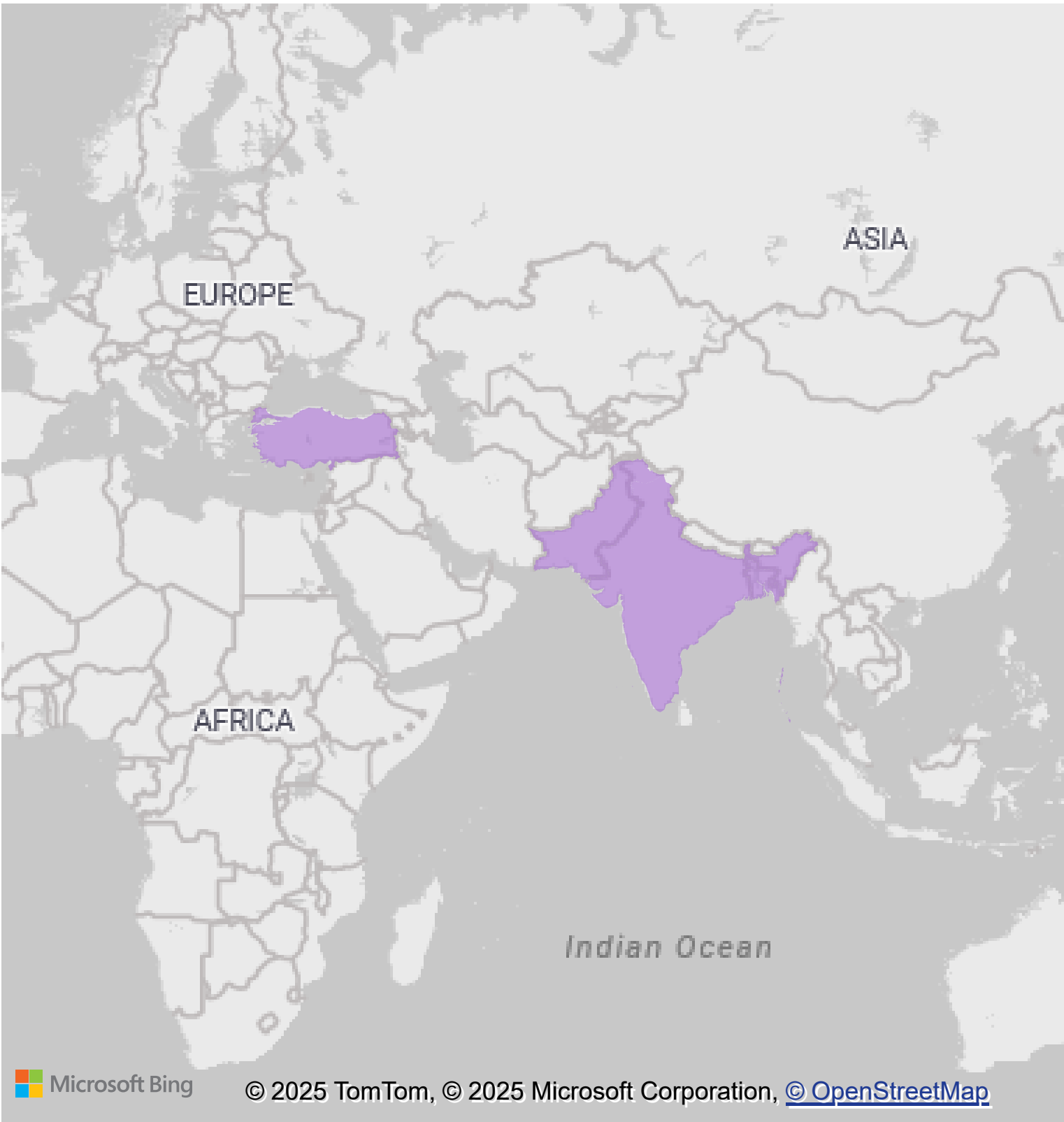
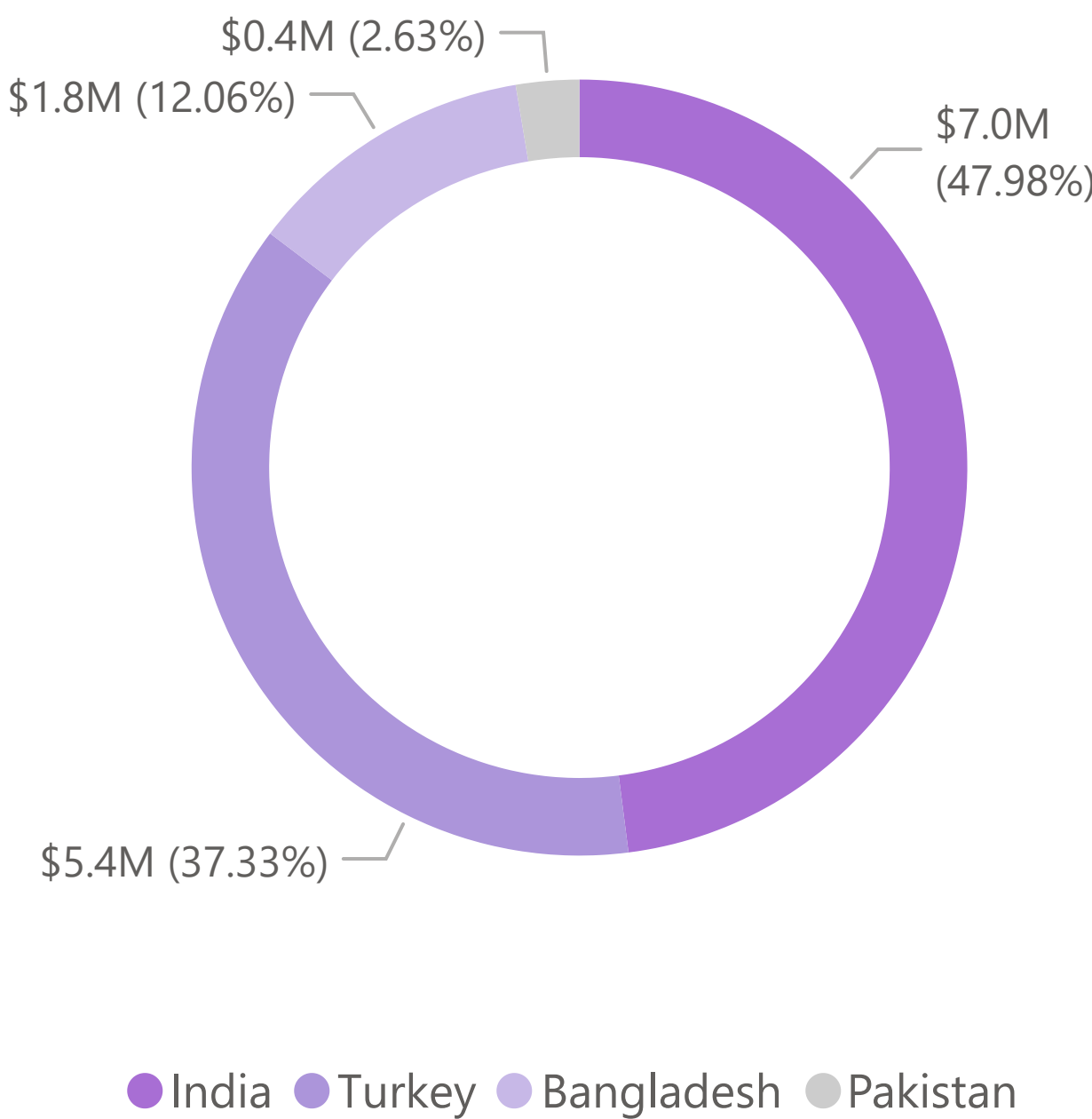
Mobile Sales Performance | Geographical Analysis

Units Sold

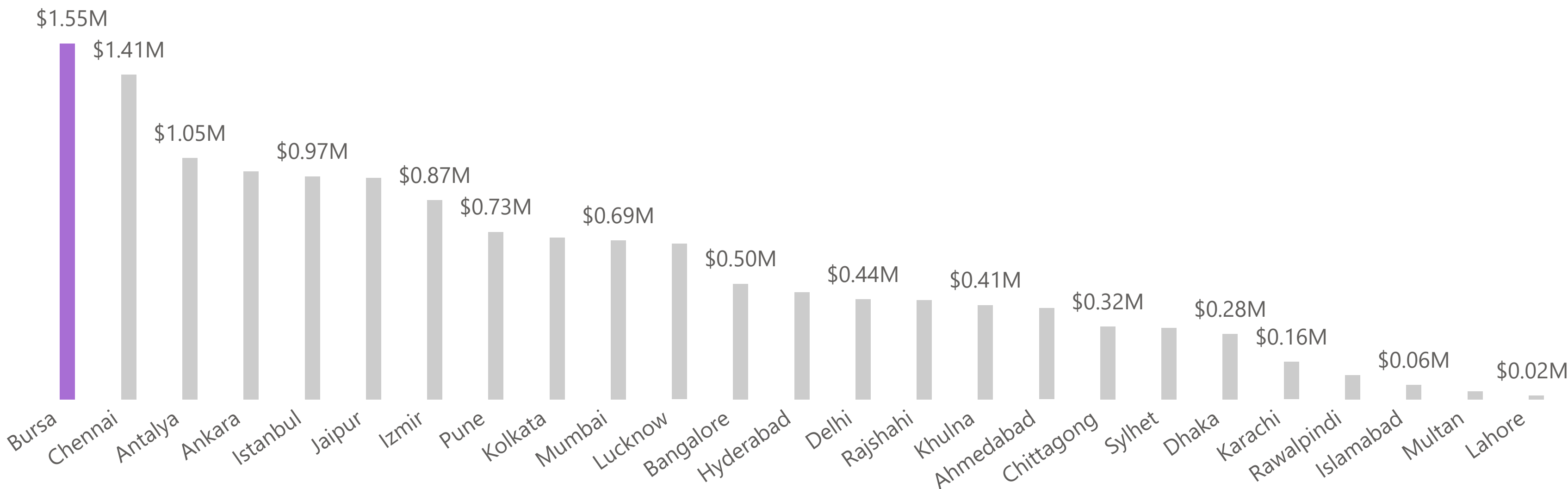
Revenue



Revenue by Country



Revenue by City



Model Split by Country & City

Country	City	Units Sold	Revenue	Avg Price	Top Model
India	Pune	912	\$728,023.0	\$816.5	Galaxy S25 Ultra
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	Lucknow	839	\$676,096.0	\$890.3	iPhone 15
	Ahmedabad	572	\$396,337.0	\$701.9	OnePlus 11R
	Bangalore	821	\$501,721.0	\$640.1	OnePlus 11R
	Hyderabad	719	\$465,120.0	\$673.1	OnePlus 11R
	Jaipur	1237	\$962,815.0	\$746.4	OnePlus 11R
	Delhi	532	\$435,299.0	\$891.6	OnePlus Nord 4
	Kolkata	787	\$702,708.0	\$978.2	OnePlus Nord 4
	Chennai	1305	\$1,410,880.0	\$1,038.1	Z Fold 6
	Total	8612	\$6,969,334.0	\$823.8	OnePlus 11R
Turkey	Istanbul	1345	\$969,225.0	\$795.9	OnePlus 12 Pro
	Izmir	1230	\$865,853.0	\$644.5	OnePlus 12 Pro
	Antalya	1376	\$1,048,662.0	\$775.5	Pixel 9
	Bursa	1799	\$1,546,416.0	\$818.8	Pixel 9 Pro
	Ankara	1131	\$991,696.0	\$811.5	Xiaomi 14 Ultra
	Total	6881	\$5,421,852.0	\$766.6	OnePlus 12 Pro
Bangladesh	Chittagong	520	\$316,413.0	\$659.0	Galaxy A55
	Dhaka	457	\$283,999.0	\$640.6	Mi 13T Pro
	Rajshahi	548	\$431,273.0	\$769.9	OnePlus Nord 4
	Sylhet	486	\$310,648.0	\$617.9	OnePlus Nord 4
	Khulna	490	\$409,586.0	\$925.9	Pixel 8a
	Total	2501	\$1,751,919.0	\$736.3	OnePlus Nord 4
Pakistan	Rawalpindi	88	\$105,952.0	\$1,204.0	Galaxy S25 Ultra
	Islamabad	137	\$62,415.0	\$450.3	iPhone SE
	Lahore	31	\$16,565.0	\$534.5	Pixel 8a
	Multan	65	\$34,515.0	\$531.0	Pixel 8a
	Karachi	233	\$162,861.0	\$677.0	Xiaomi 14 Ultra
	Total	554	\$382,308.0	\$618.6	Xiaomi 14 Ultra
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