APPLE IPHONE SALES ANALYSIS

Import Libraries: Pandas, Numpy, Plotly

In [1]:
```
import pandas as pd
import numpy as np
import plotly.express as px
import plotly.graph_objects as go
```

Import Apple Iphone Dataset ¶

In [2]:
```
data = pd.read_csv("apple_products.csv")
```

In [3]:
```
data
```

Out[3]:

	Product Name	Product URL	Brand	Sale Price	Mrp	Discount Percentage	Number Of Ratings	Number Of Reviews	Upc	Star Rating	Ram
0	APPLE iPhone 8 Plus (Gold, 64 GB)	https://www.flipkart.com/apple-iphone-8-plus-g...	Apple	49900	49900	0	3431	356	MOBEXRGV7EHHTGUH	4.6	2 GB
1	APPLE iPhone 8 Plus (Space Grey, 256 GB)	https://www.flipkart.com/apple-iphone-8-plus-s...	Apple	84900	84900	0	3431	356	MOBEXRGVAC6TJT4F	4.6	2 GB
2	APPLE iPhone 8 Plus (Silver, 256 GB)	https://www.flipkart.com/apple-iphone-8-plus-s...	Apple	84900	84900	0	3431	356	MOBEXRGVGETABXWZ	4.6	2 GB
3	APPLE iPhone 8 (Silver, 256 GB)	https://www.flipkart.com/apple-iphone-8-silver...	Apple	77000	77000	0	11202	794	MOBEXRGVMZWUHCBA	4.5	2 GB
4	APPLE iPhone 8 (Gold, 256 GB)	https://www.flipkart.com/apple-iphone-8-gold-2...	Apple	77000	77000	0	11202	794	MOBEXRGVPK7PFEJZ	4.5	2 GB
...	...	...	...	...	...	...	...	...	...	...	...
57	APPLE iPhone SE (Black, 64 GB)	https://www.flipkart.com/apple-iphone-se-black...	Apple	29999	39900	24	95909	8161	MOBFWQ6BR3MK7AUG	4.5	4 GB
58	APPLE iPhone 11 (Purple, 64 GB)	https://www.flipkart.com/apple-iphone-11-purpl...	Apple	46999	54900	14	43470	3331	MOBFWQ6BTFFJKGKE	4.6	4 GB

Clean the Data: Find missing values and Descriptive Analysis

In [4]:
```
print(data.isnull().sum())
```

```
Product Name           0
Product URL            0
Brand                  0
Sale Price             0
Mrp                    0
Discount Percentage    0
Number Of Ratings      0
Number Of Reviews      0
Upc                    0
Star Rating            0
Ram                    0
dtype: int64
```

In [5]:
```
print(data.describe())
```

```
         Sale Price            Mrp  Discount Percentage  Number Of Ratings  \
count     62.000000      62.000000            62.000000          62.000000
mean   80073.887097   88058.064516             9.951613       22420.403226
std    34310.446132   34728.825597             7.608079       33768.589550
min    29999.000000   39900.000000             0.000000         542.000000
25%    49900.000000   54900.000000             6.000000         740.000000
50%    75900.000000   79900.000000            10.000000        2101.000000
75%   117100.000000  120950.000000            14.000000       43470.000000
max   140900.000000  149900.000000            29.000000       95909.000000

       Number Of Reviews  Star Rating
count          62.000000    62.000000
mean         1861.677419     4.575806
std          2855.883830     0.059190
min            42.000000     4.500000
25%            64.000000     4.500000
50%           180.000000     4.600000
75%          3331.000000     4.600000
max          8161.000000     4.700000
```

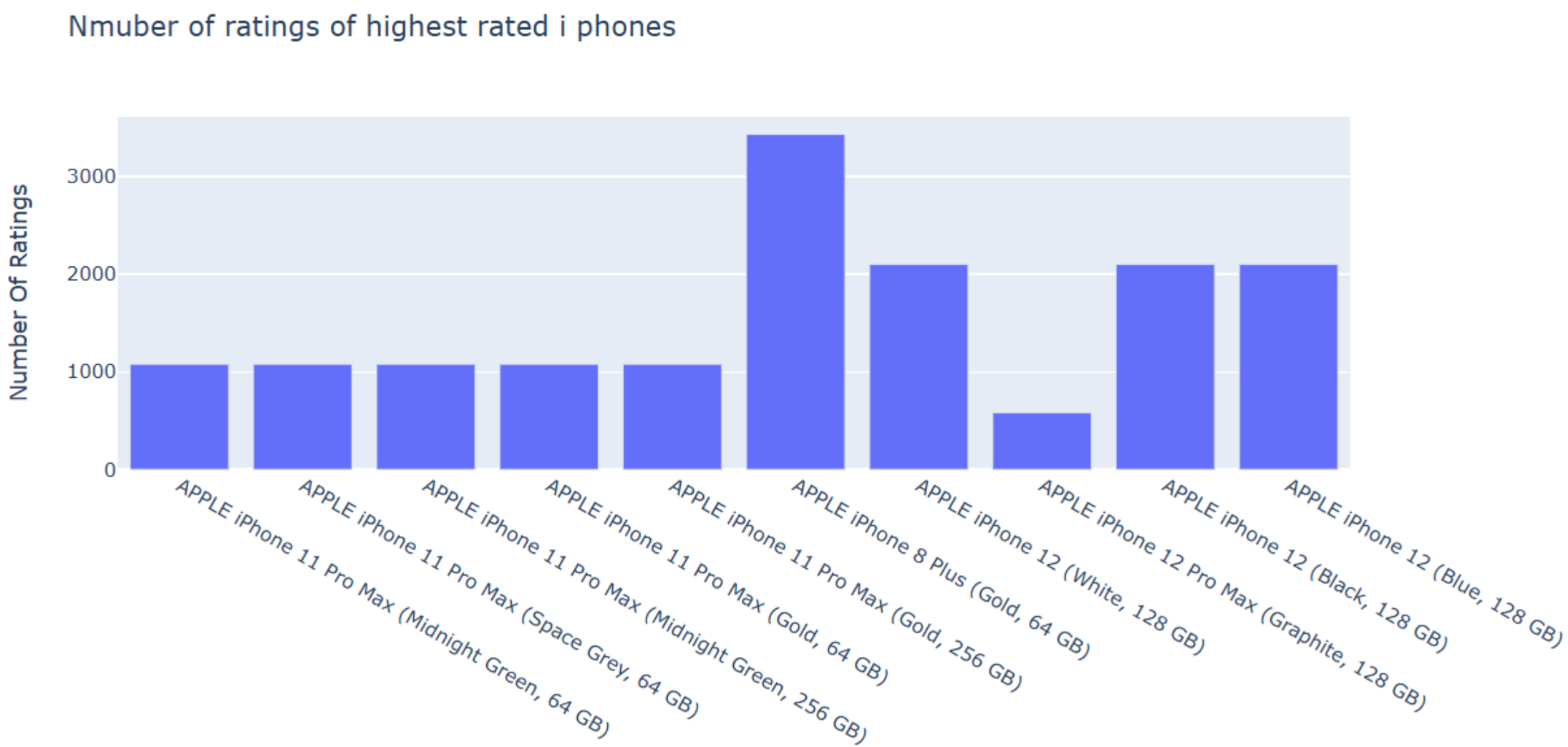
Apple Iphone Sales in india - Top 10

In [6]:
```
highest_rated = data.sort_values(by = ["Star Rating"], ascending = False)
highest_rated = highest_rated.head(10)
print(highest_rated["Product Name"])
```

```
20     APPLE iPhone 11 Pro Max (Midnight Green, 64 GB)
17         APPLE iPhone 11 Pro Max (Space Grey, 64 GB)
16    APPLE iPhone 11 Pro Max (Midnight Green, 256 GB)
15                APPLE iPhone 11 Pro Max (Gold, 64 GB)
14               APPLE iPhone 11 Pro Max (Gold, 256 GB)
0                     APPLE iPhone 8 Plus (Gold, 64 GB)
29                      APPLE iPhone 12 (White, 128 GB)
32          APPLE iPhone 12 Pro Max (Graphite, 128 GB)
35                      APPLE iPhone 12 (Black, 128 GB)
36                       APPLE iPhone 12 (Blue, 128 GB)
Name: Product Name, dtype: object
```

Number of the ratings of the highest rated i phone on flipcart - Bar graph visualization

In [7]:
```
iphones = highest_rated["Product Name"].value_counts()
labels = iphones.index
counts = highest_rated["Number Of Ratings"]
fig = px.bar(highest_rated, x=labels, y= counts, title = "Nmuber of ratings of highest rated i phones")
fig.show()
```



Sorting the data according to top 10 highest Reviews

In [7]:
```
highest_reviews = data.sort_values(by = ["Number Of Reviews"], ascending = False)
highest_reviews = highest_reviews.head(10)
print(highest_reviews["Product Name"])
```

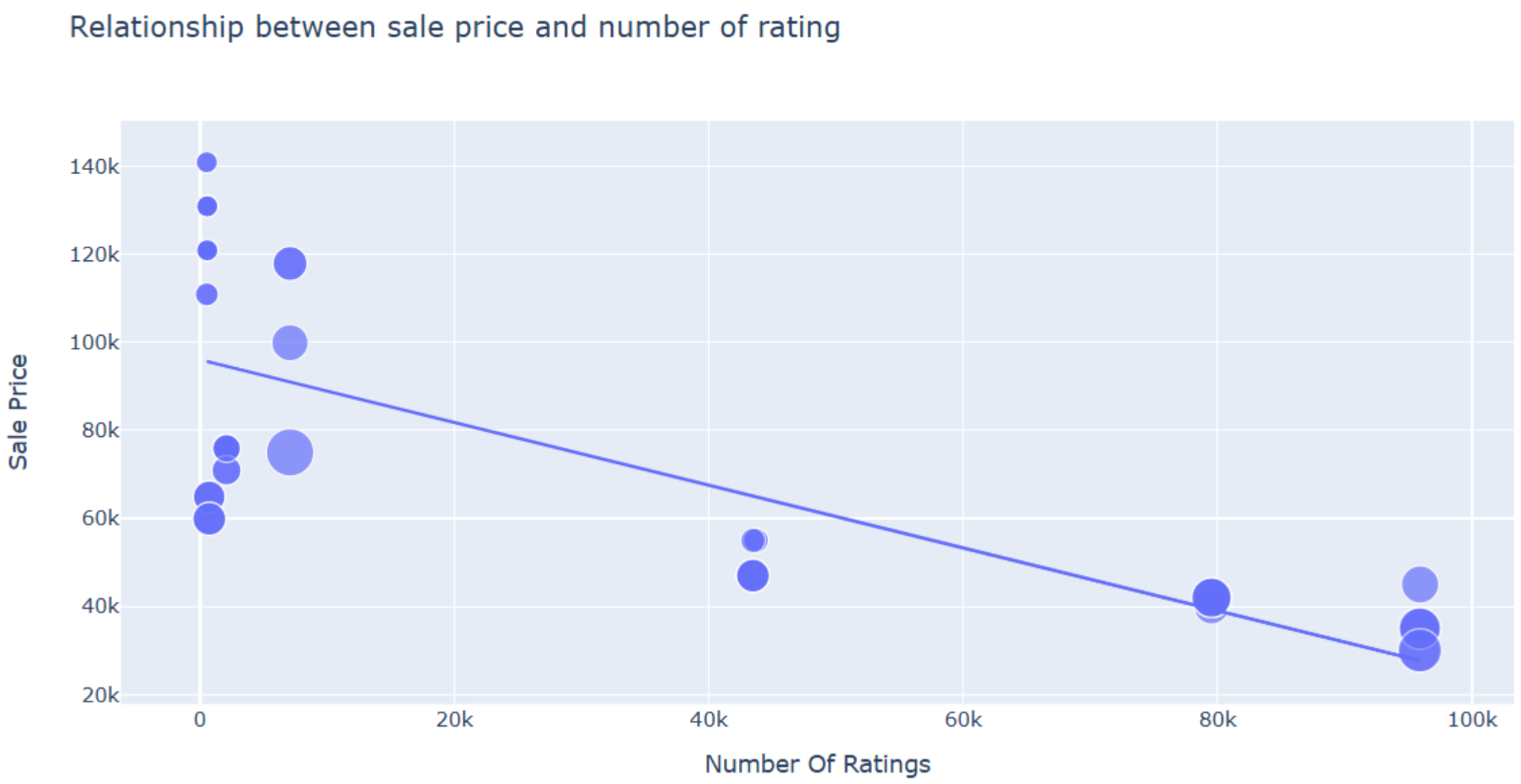
```
23    Apple iPhone SE (White, 256 GB) (Includes EarP...
53                      APPLE iPhone SE (Black, 128 GB)
55                        APPLE iPhone SE (Red, 128 GB)
57                       APPLE iPhone SE (Black, 64 GB)
52                       APPLE iPhone SE (White, 64 GB)
54                      APPLE iPhone SE (White, 128 GB)
11    Apple iPhone XR (Coral, 128 GB) (Includes EarP...
13    Apple iPhone XR (White, 128 GB) (Includes EarP...
12    Apple iPhone XR (Black, 128 GB) (Includes EarP...
9     Apple iPhone XR ((PRODUCT)RED, 128 GB) (Includ...
Name: Product Name, dtype: object
```

Number of Reviews of highest reviews I Phones - Bar graph visualization

In [10]:
```
iphones = highest_reviews["Product Name"].value_counts()
labels = iphones.index
counts = highest_reviews["Number Of Reviews"]
fig = px.bar(highest_reviews, x=labels, y= counts, title = "Nmuber of reviews of highest reviews i phones")
fig.show()
```

sales price graph (bubble graph - scatter plots) Relation between sale price and number of ratings

In [9]:
```
figure = px.scatter(data_frame = data, x = "Number Of Ratings", y = "Sale Price", size = "Discount Percentage", trendline = "ols'
figure.show()
```



Relation between discount percentage and No of ratings

In [11]:
```
figure = px.scatter(data_frame = data, x = "Number Of Ratings", y = "Discount Percentage", size = "Sale Price", trendline = "ols"
figure.show()
```