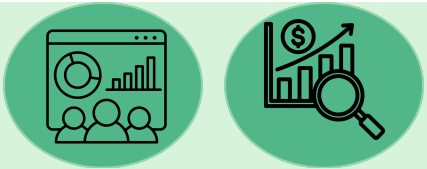
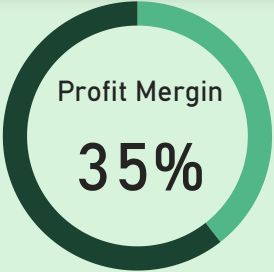


MOBILE PHONE SALES ANALYSIS



Sales Overview



Total Sales
64M

Total Profit
22M

Total Mobile Sold
76K

Most Profitable Brand
Apple

Brand	
Highest Sales	Highest Sales
Apple	Huawei
16068000	3602250

Country	
Highest Sales	Highest Sales
Colombia	Venezuela
3472900	2067660

Distributor	
Highest Sales	Highest Sales
Tottus	Saga Falabella
18302500	2791570

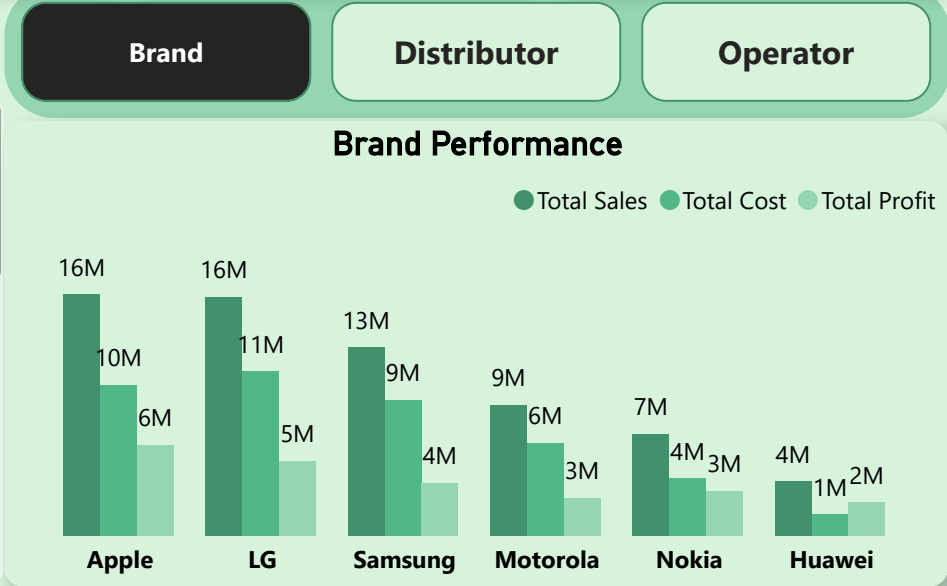
Operator	
Highest Sales	Highest Sales
Tuenti	Movistar
20991070	4394130

Country Overview

Country	Phone Sold	Total Sales	Total Profit	Profit Margin
Argentina	2760	2356550	790225	34%
Bolivia	3022	2566510	864605	34%
Brazil	3190	2789250	984665	35%
Canada	3521	2804540	975640	35%
Chile	3043	2550240	876090	34%
Colombia	4045	3472900	1266170	36%
Cuba	2851	2422310	852225	35%
Denmark	3645	3103590	1060715	34%
El Salvador	4050	3285750	1176715	36%

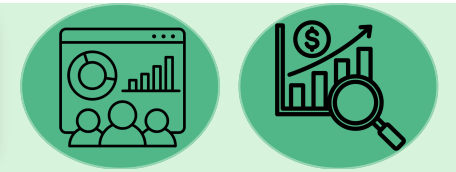
Brand Overview

Brand	Phone Sold	Total Sales	Total Profit	Profit Margin
Apple	13390	16068000	6025500	38%
Huawei	8005	3602250	2201375	61%
LG	19891	15912800	4972750	31%
Motorola	9150	8692500	2516250	29%
Nokia	10451	6793150	2978535	44%
Samsung	15285	12533700	3515550	28%



- With the highest sales and profit, **Apple** emerged as the **most profitable brand** in the industry.
- Despite having the lowest sales, **Huawei** achieved the **highest profit margin at 61%**, nearly double that of Apple. Huawei should focus on marketing to boost sales.
- With the **highest sales**, **Colombia** has become the best market for mobile companies.
- **Tottus** achieved the highest sales and became the **top profit-generating distributor**. Saga Falabella and Ripley recorded the lowest performance. They

MOBILE PHONE SALES ANALYSIS



Argentina



Bolivia



Brazil



Canada



Chile



Year

All

Apple

Huawei

LG

Motorola

Nokia

Samsung

Current Year Sales vs Previous Year Sales

25.16M

Goal: 10.93M (+130.2%)

Current Year Profit vs Previous Year Profit

8.76M

Goal: 3.71M (+135.88%)

Current Year Phone sold vs Previous Year Phone sold

30.63K

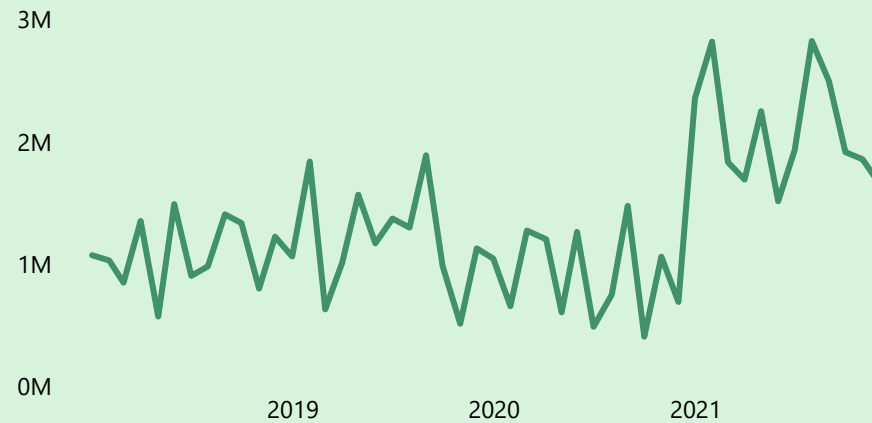
Goal: 13.03K (+135.17%)

Total Sales

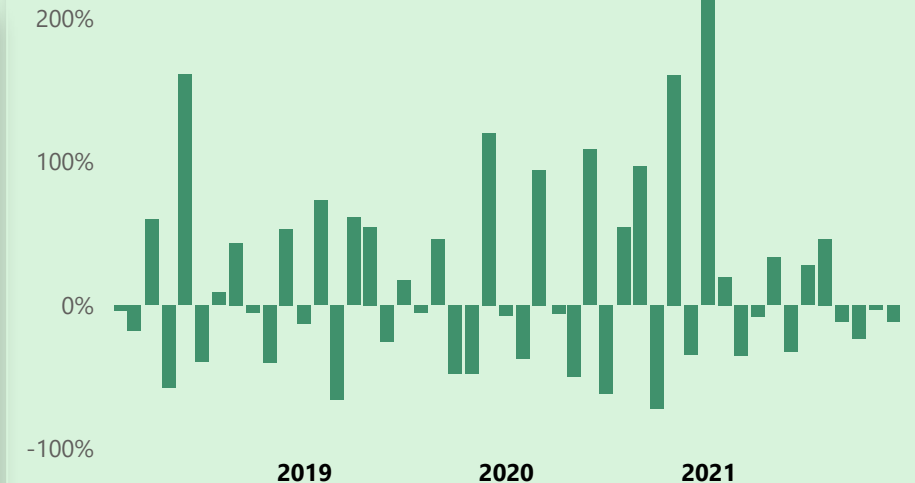
Total Profit

Total Phone Sold

Trend



MoM Sales %



- Sales declined from October 2019 to December 2020, likely due to the COVID-19 pandemic. However, there was an upward trend in sales during 2021.
- In 2021, LG and Samsung significantly increased their sales, while Apple's sales did not grow despite their premium segment phones.