

BRACT Vishwakarma Institute of Information Technology, Pune

Department of Artificial Intelligence and Data Science

**Viz-A-Thon**

**in Collaboration with**

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| Number of members in a team: 3 | Problem Statement Id: 1 |

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Problem Statement – 1. Flipkart Mobile Dataset

The objective is to address a hypothetical business problem for a Flipkart Authorized Seller. According to the problem the individual is looking to sell cell phones on Flipkart. For this, the seller is looking for the best product, brand, specification, and deals that can generate the most revenue with the least amount of investment and budget constraints.

Solution

Should he simply sell products for one brand, or should he try to sell models from various brands?

No, Number of sales is highest for **Realme**, but the highest revenue is earned by **Samsung**. Since he is Flipkart authorised seller, he could focus on bestselling as well as high revenue generation brands by splitting his investments.

He can initially avoid some phone/Brands likes **Xiomi and Poco** which does not fall into any of these categories and have low sales as well as earns less revenue comparatively.

Some interesting conclusions are-

**OUTPUT SCREEN SHOTS WITH EXPLANATION**

* **Sales and Revenue of brands**

Representing the number of phones sold by individual brand along with the trend line for revenue.

We can clearly conclude from the visualisation that even tough **Samsung** sells less phones, but it has higher revenue share in the market. Same is the case with **Apple.**

**Realme and Xiomi** are sold in larger numbers but has low share in revenue. This is because their bestselling phones are low budget phones.

Display size and Phone Models

Discount Provided by Brands

Few phones having greater discounts (for example – **Samsung A50s**) were sold in larger numbers.   
Realme and Samsungs have great discounts on their phones which are low budget phones and liked by people.

Processors Used by Brands

**SKILLS USED, LEARNINGS AND TOOLS FUNCTIONALITIES**

* Used Tableau for Data Visualization and got great visual representation of data.
* Used filters to perform analysis of each brand. Filters can be selected from dashboard and performance of each brand can be easily understood.
* Used multiple buttons to make Visualization more interactive.
* Used Data Visualization to find out insights and relation between different features of dataset