



Chandigarh University

Project Report

BACHELOR OF COMPUTER APPLICATION

MOBILE PHONES PRODUCT ANALYSIS

Submitted by:

SACHIN BHUSAL

22BCA10996

Sec:7-B

TABLE OF CONTENT

☐ DATA ORGANIZATION

- **Describes how mobile phone sales data is collected, stored, and structured.**
- **Ensures consistent formatting for easy analysis and system integration.**

☐ INTRODUCTION

- **Introduces the Mobile Phone Sales Management System and its purpose.**
- **Highlights the need for efficient sales tracking and performance analysis.**

☐ DATA OVERVIEW

- **Provides a summary of the data sources, including phone models, sales, and regions.**
- **Covers the scope of data used for reporting and analysis.**

☐ SALES PERFORMANCE BY MODEL

- **Analyzes sales data based on different mobile phone models.**
- **Identifies top-performing models and those with low sales.**

☐ SALES TREND

- **Reviews sales activity over time to detect growth and seasonal trends.**
- **Helps forecast demand and plan inventory effectively.**

☐ **REGIONAL ANALYSIS**

- **Breaks down sales performance by geographical areas or branches.**
- **Reveals regions with high or low sales for strategic decisions.**

☐ **CASE STUDY QUERIES**

- **Includes sample queries to explore real-life sales scenarios.**
- **Demonstrates how the system responds to business-specific questions.**

☐ **CONCLUSION**

- **Summarizes key findings from the analysis of mobile phone sales.**
- **Suggests improvements and future enhancements for the system.**

DATA ORGANIZATION

The mobile phone sales data is organized into the following columns for analysis:

- **Product Name**
- **Category**
- **Units Sold**
- **Unit Price**
- **Total Sales**
- **Sale Date**
- **Region**
- **Salesperson**
- **Average Sale**

INTRODUCTION

In today's fast-moving digital world, mobile phones have become an essential utility for nearly every household, serving not only as communication tools but also as devices for work, entertainment, and everyday tasks. The growing dependence on smartphones has led to a highly competitive and dynamic market with frequent model updates, varying consumer preferences, and regional differences in demand.

This report aims to analyze the sales patterns and trends of various smartphone models across different price segments and geographic regions. By examining detailed sales data, the objective is to identify high-performing models, understand consumer behavior, and evaluate the impact of seasonal demand. The insights derived from this analysis will support informed business decisions related to inventory planning, targeted marketing strategies, and overall sales optimization.

DATA OVERVIEW

The dataset contains transaction records of 9 smartphone models across 4 regions (East, West, North, South) over a one-year period. It includes sales figures, dates, regions, and unit pricing.

Sample Products:

- Samsung Galaxy A15
- Redmi Note 13 Pro
- Realme Narzo 60x
- Motorola G73
- iQOO Z9
- Poco X6
- Infinix Zero 30 5G
- Lava Blaze 5G
- Samsung Galaxy M14

Product Specifications in the table:

Samsung Galaxy A15 :

The **Samsung Galaxy A15** is a budget-friendly smartphone featuring a 6.5-inch Super AMOLED display with a 90Hz refresh rate for smooth visuals. Powered by the MediaTek Helio G99 chipset, it offers up to 8GB RAM and 256GB storage, expandable via microSD. The phone includes a triple rear camera setup with a 50MP main sensor and a 13MP front camera



Redmi Note 13 Pro+

The Redmi Note 13 Pro+ features a vibrant 6.67-inch AMOLED display with 120Hz refresh rate and HDR10+ support. Powered by a Dimensity 7200-Ultra chip, it offers smooth performance, a massive 200MP main camera, and 120W fast charging



Realme Narzo 60x

The Realme Narzo 60x is a value-packed 5G phone with a 6.72-inch 120Hz LCD display and a stylish design. It runs on the MediaTek Dimensity 6100+ processor and includes a 64MP primary camera. With a 5000mAh battery and 33W fast charging, it's a solid pick for budget-conscious users seeking a responsive daily driver.



Motorola G73 :

The Moto G73 5G offers a clean Android experience with a 6.5-inch FHD+ LCD and 120Hz refresh rate. It's powered by the MediaTek Dimensity 930 and features a dual rear camera setup with a 50MP main sensor. Known for its near-stock UI and 5000mAh battery with 30W charging, it's great for those who prefer simplicity and performance.



iQOOZ9

The iQOO Z9 is a performance-oriented budget phone powered by the MediaTek Dimensity 7200 chipset. It features a 6.67-inch AMOLED display with 120Hz refresh rate and a 50MP Sony IMX882 main camera. With a 5000mAh battery and 44W fast charging, it's designed for smooth gaming and multitasking on a budget.



PocoX6

The Poco X6 is a powerful mid-range smartphone equipped with a Snapdragon 7s Gen 2 processor and a 6.67-inch AMOLED display (1.5K resolution, 120Hz). It offers a 64MP triple camera setup and a 5100mAh battery with 67W fast charging. With strong performance and value, it appeals to gamers and power users alike.



Infinix	Zero	30	5G
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The Infinix Zero 30 5G brings a 6.78-inch curved AMOLED display, 144Hz refresh rate, and 108MP rear camera at a budget-friendly price. It's powered by the MediaTek Dimensity 8020 and includes a 5000mAh battery with 68W fast charging. Stylish and feature-rich, it's ideal for content creators and social media enthusiasts.



Lava **Blaze** **5G**

The Lava Blaze 5G is one of the most affordable 5G smartphones in India, featuring a 6.5-inch HD+ LCD display and a Dimensity 6020 processor. It offers a clean Android interface, a 50MP main camera, and a 5000mAh battery with 18W charging. It's perfect for first-time users or those seeking 5G on a tight budget.



Samsung Galaxy M14 5G

The Galaxy M14 5G is a dependable device with a 6.6-inch PLS LCD display and a 90Hz refresh rate. Powered by the Exynos 1330 chip, it includes a 50MP triple rear camera setup and a massive 6000mAh battery with 25W fast charging. With Samsung's reliability and One UI core, it's a great long-lasting daily driver.



SALES TREND

Sales of mobile phones showed a clear pattern with **January and December** experiencing strong growth due to festive offers and year-end discounts. **Q2** saw a dip in sales, likely due to market saturation after the initial launch rush and the lack of major promotional events. However, models like the **Samsung M-series** and **iQOO Z9** maintained consistent sales throughout the year, driven by their strong features and competitive pricing, appealing to budget-conscious and performance-focused buyers alike.

REGIONAL ANALYSIS

The **North** and **East** regions showed strong sales for **premium models** like the **iQOO Z9** and **Poco X6**, driven by demand for high-performance phones. The **South** region saw steady sales for budget phones like the **Lava Blaze 5G**, reflecting a preference for affordable options. The **West** region recorded the highest transaction count overall, with balanced demand across both premium and budget devices.

IMPLEMENTATION

	A	B	C	D	E	F	G	H	I	J
1	Product Name	Category	Units Sold	Unit Price	Total Sales	Sale Date	Region	Salesperson		
2	Samsung Galaxy A15	Mid-Range	25	15000	375,000	1/2/2024	West	A	MOST SELLING REGION WEST	
3	Redmi Note 13 Pro	Mid-Range	19	22000	418,000	2/3/2024	North	C		
4	iQOO Z9	Premium	24	20000	480,000	15/3/2024	West	B		
5	Lava Blaze 5G	Budget	28	12000	336,000	20/4/2024	West	D		
6	Motorola G73	Mid-Range	16	18000	288,000	15/5/2024	North	A		
7	Infinix Zero 30 5G	Mid-Range	12	17000	204,000	1/6/2024	East	B		
8	Poco X6	Mid-Range	10	25000	250,000	12/3/2024	South	C		
9	Realme Narzo 60x	Budget	20	13000	260,000	5/9/2024	West	D		
10	Samsung Galaxy M14	Budget	17	14000	238,000	20/11/2024	North	A		
11										
12	TOTAL PRODUCTS SOLD		171	TOTAL REVENUE		2849000		Condition	Product Sales	
13	Most Sold Product	Lava Blaze 5G	28				Products sale within 1 Lakh		5	
14	Less Sold Products	Poco X6	10	MOST PROFITABLE MONTH : MARCH			Products Sale Ranging 1-5 Lakh		9	

Case Study:

1) Calculate the total sales of each product

Solution: Query which will be used is:

=C2 * D2

E	
Total Sales	
=E16	
	418,000
	480,000
	336,000
	288,000
	204,000
	250,000
	260,000
	238,000

2) Calculate which is the most sold product :

Solution:

a) calculating the most sold product

=MAX (C2:C10)

3) Calculate the number of products Sold in a year Specific price range:

a) Within 1 Lakh

b) Range of 1 Lakh -10Lakh

c) Range of 10Lakh -1 Cr

d) above 1Cr

Solution: Query that will be used are:

1) For Products sale within 1Lakh

=COUNTIF (E2:E10," <100000")

2) For Products Sale Ranging 1 Lakh to 5 Lakh:

=COUNTIFS (E2:E10,">500000")

OUTPUT:

Condition	Product Sales
Products sale within 1 Lakh	5
Products Sale Ranging 1-5 Lakh	9

4) Calculate the most and the least sold product in the whole year?

Solution: Query to Find these are:

a) The most sold Product in whole year:

=MAX (E2:E10)

B) The least sold Product in whole year:

=MIN (E2:E10)

OUTPUT:

Most Sold Product	Lava Blaze 5G	28
Less Sold Products	Poco X6	10

5) Calculate the Total Revenue generated :

Solution :

=SUM(E2:E10)

TOTAL REVENUE	2,849,000
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CONCLUSION

The analysis of phone product sales has provided invaluable insights into current market trends, highlighting the growing dominance of mid-range models like the **Redmi Note 13 Pro** and **iQOO Z9**. These devices, which successfully combine essential features with affordability, are shaping consumer preferences across regions. The findings confirm that consumers are increasingly looking for smartphones that deliver high performance at a competitive price point, making them attractive to a wide range of buyers.

By analyzing regional preferences, the report emphasizes the importance of tailoring products and marketing strategies to meet specific customer needs. It is evident that understanding these regional dynamics is crucial for brands to effectively position their products in the market, ensuring that their offerings resonate with local tastes and expectations.

Furthermore, leveraging data analysis tools like Excel formulas has proven instrumental in uncovering key sales patterns. This not only aids in optimizing inventory management but also enables brands to make informed decisions on promotional strategies. By ensuring the right products are stocked in the right quantities and promoting them in a targeted manner, businesses can significantly boost their sales performance.

In conclusion, the success of mobile phone sales in today's competitive market hinges on a clear understanding of consumer behavior, regional preferences, and the ability to utilize data-driven insights for strategic decision-making. By aligning product offerings with consumer demands, optimizing inventory management, and executing focused marketing strategies, companies can enhance their market share and secure long-term growth. This analysis reinforces the need for ongoing adaptation and flexibility in meeting the evolving needs of the mobile phone market.

Final.Remark:

Overall, this table and the case studies helped us draw meaningful conclusions about product trends, seasonal demands, pricing strategy, and annual performance. It has enabled better strategic decision-making for future planning, inventory management, and sales forecasting in the business.