



MOBILE SALES ANALYSIS

Country

All

Distribut...

All

Operator

All

Brand

All

Year

All

Unit Sold
152K

Total Sales
\$127M

Total Profit
\$44M

Profit %
36%

Growth

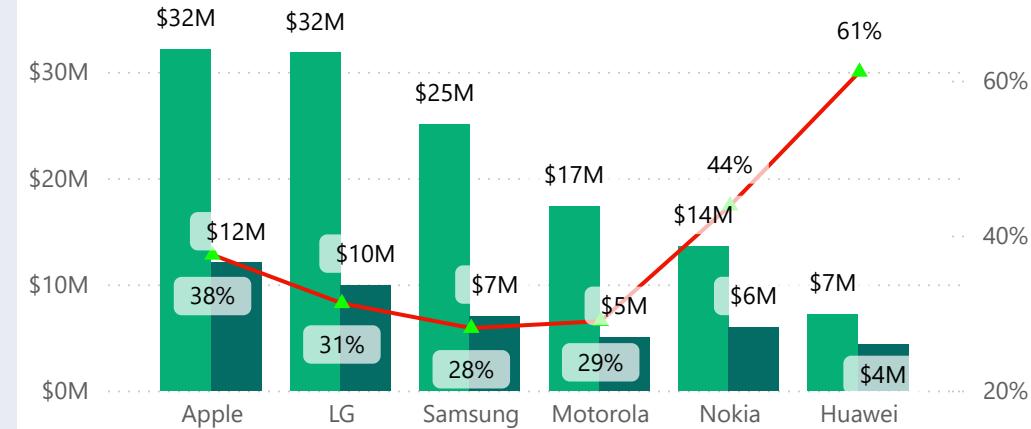
Trends

Key Influencers

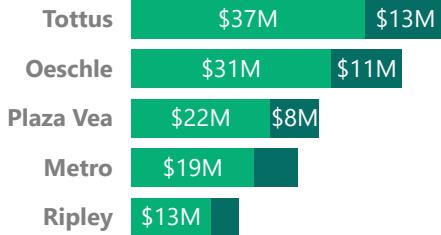
Sales and Profit by Country

● Sales ● Profit

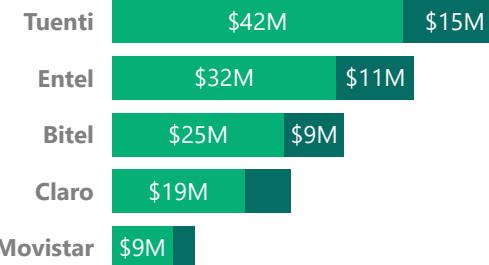

Sales, Profit and Profit % by Brand

● Sales ● Profit ▲ Profit %


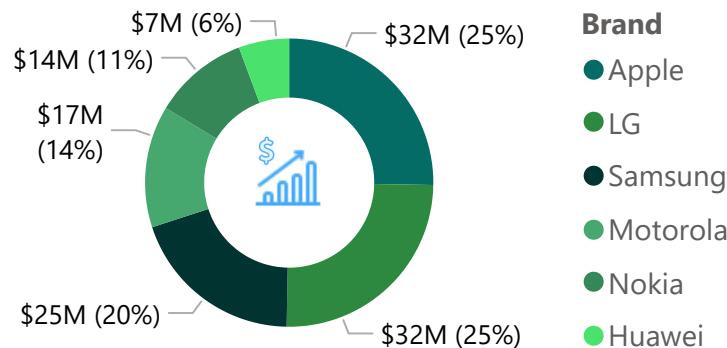
Sales and Profit by Distributor

● Sales ● Profit


Sales and Profit by Operator

● Sales ● Profit


Sales by Brand



At \$32,136,000, Apple had the highest Sales and was 346.05% higher than Huawei, which had the lowest Sales at \$7,204,500.

At \$32 M , Apple had the highest Sales and Huawei had the lowest Sales at \$7 M.

Sales and total Profit are positively correlated with each other.

Apple accounted for 25.26% of Sales.

Across all 6 Brands , Sales ranged from \$7 M to \$32 M , Profit ranged from \$4 M to \$12M and Profit % ranged from 28% to 61%.

Sales and Profit diverged the most when the Country was Ireland, when Sales were \$4,477,160 higher than Profit.



MOBILE SALES ANALYSIS

Year	Sales	Sales last year	Salesgrowth%	Profit	Profitgrowth%
2018	\$1,030,460			\$344,630	
2019	\$1,436,580	1030460	39.41%	\$464,270	34.72%
2020	\$1,068,580	1436580	-25.62%	\$351,370	-24.32%
2021	\$3,150,620	1068580	194.84%	\$1,048,810	198.49%
2022		3150620	-100.00%		-100.00%

Country	Sales	Profit
Ireland		
Apple	\$940,800	\$352,800
Huawei	\$170,100	\$103,950
LG	\$2,305,600	\$720,500
Motorola	\$1,086,800	\$314,600
Nokia	\$664,300	\$291,270
Samsung	\$1,518,640	\$425,960

At \$3,150,620, 2021 had the highest Sales and was 205.75% higher than 2018, which had the lowest Sales at \$1,030,460.

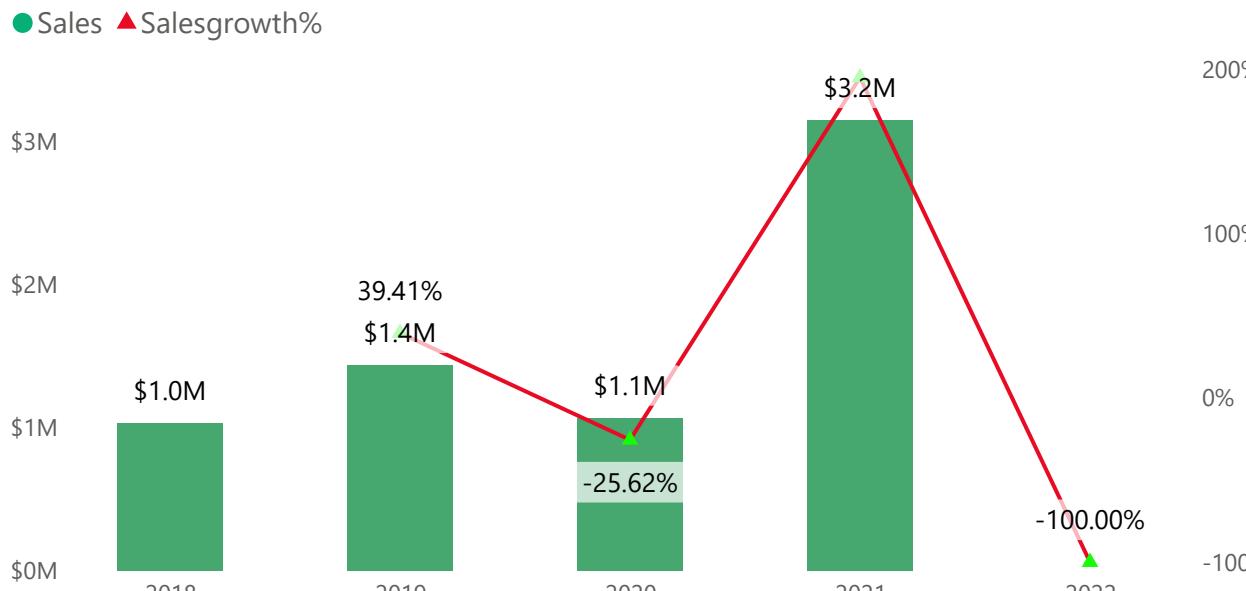
Sales and total Salesgrowth% are positively correlated with each other.

2021 accounted for 47.12% of Sales.

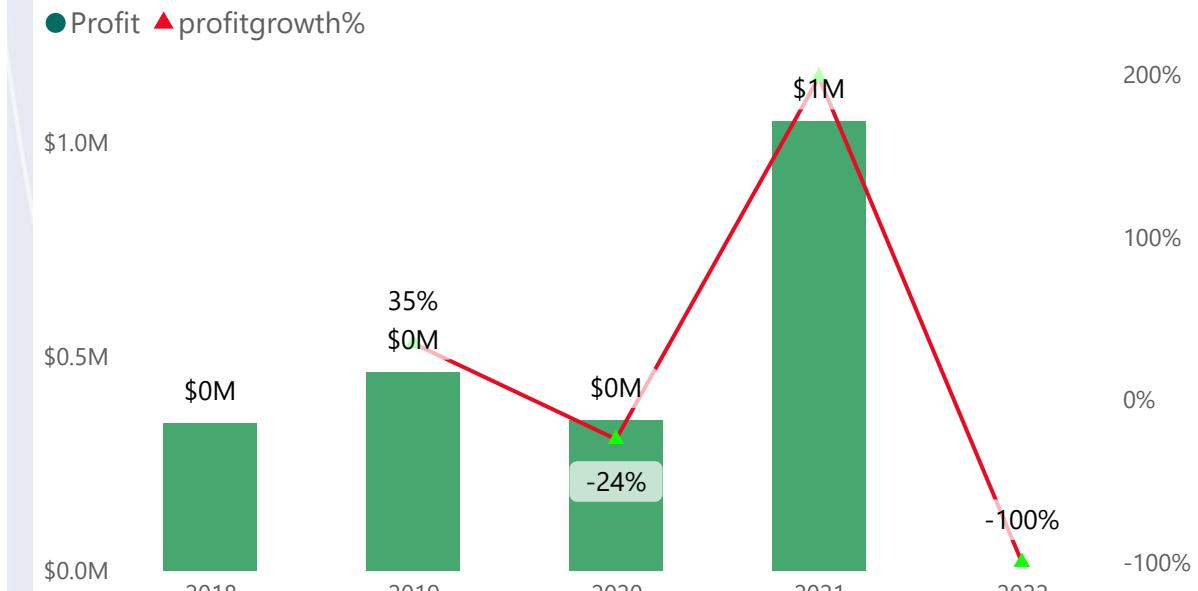
Sales and Salesgrowth% diverged the most when the Year was 2021, when Sales were \$3,150,618.051582474 higher than Salesgrowth%.

Across all 5 Year, Profit ranged from \$344,630 to \$1,048,810 and profitgrowth% ranged from -100.00% to 198.49%.

Sales Growth



Profit Growth



[HOME](#)Unit Sold
152KTotal Sales
\$127MTotal Profit
\$44M

Filters

Brand

All

Year

All



At \$50,323,720, 2021 had the highest Sales and was 130.20% higher than 2020, which had the lowest Sales at \$21,861,060.

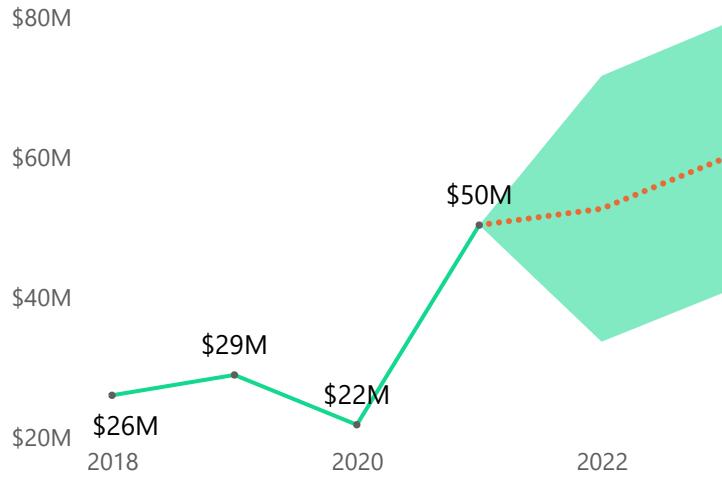
2021 had the highest Sales at \$50,323,720, followed by 2019, 2018, and 2020.

2021 accounted for 39.56% of Sales.

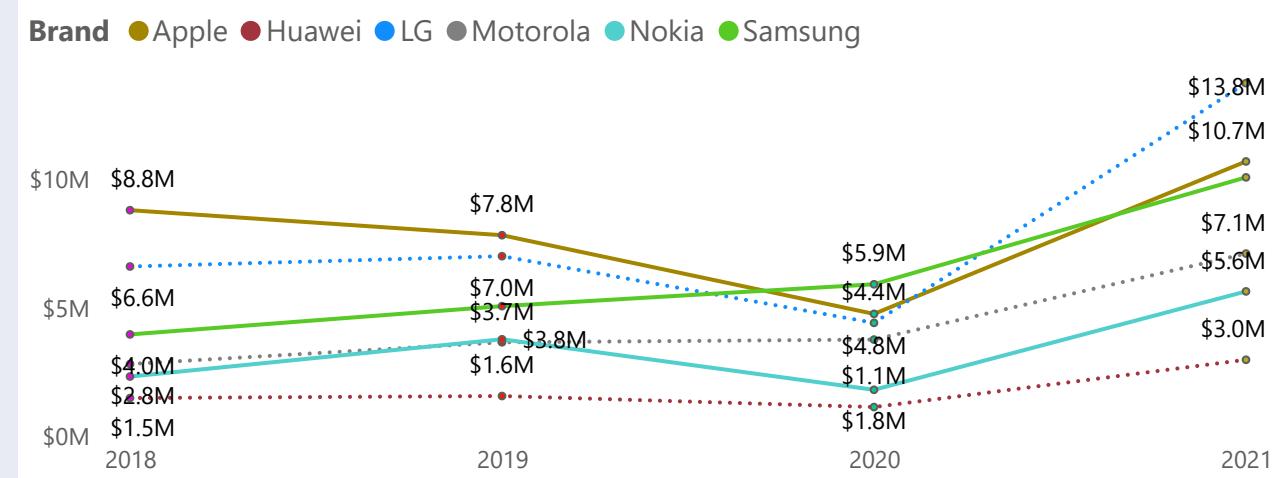
Across all 4 Year, Sales ranged from \$21,861,060 to \$50,323,720.

2021 in Brand LG made up 10.82% of Sales.

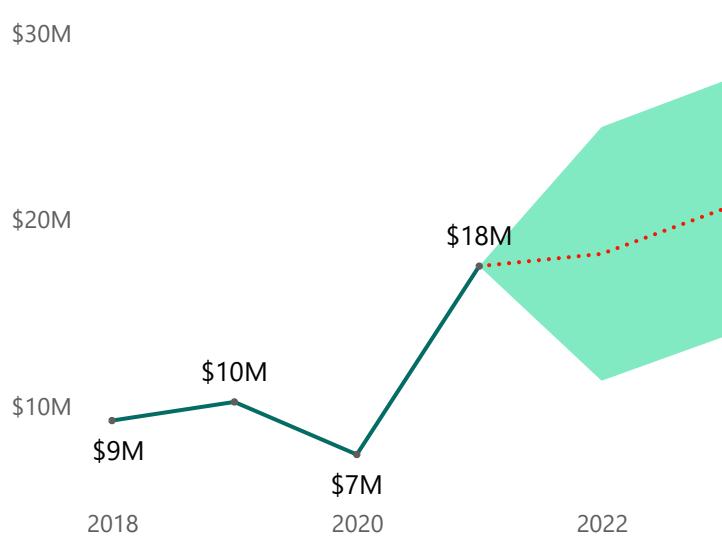
Forcast Sales



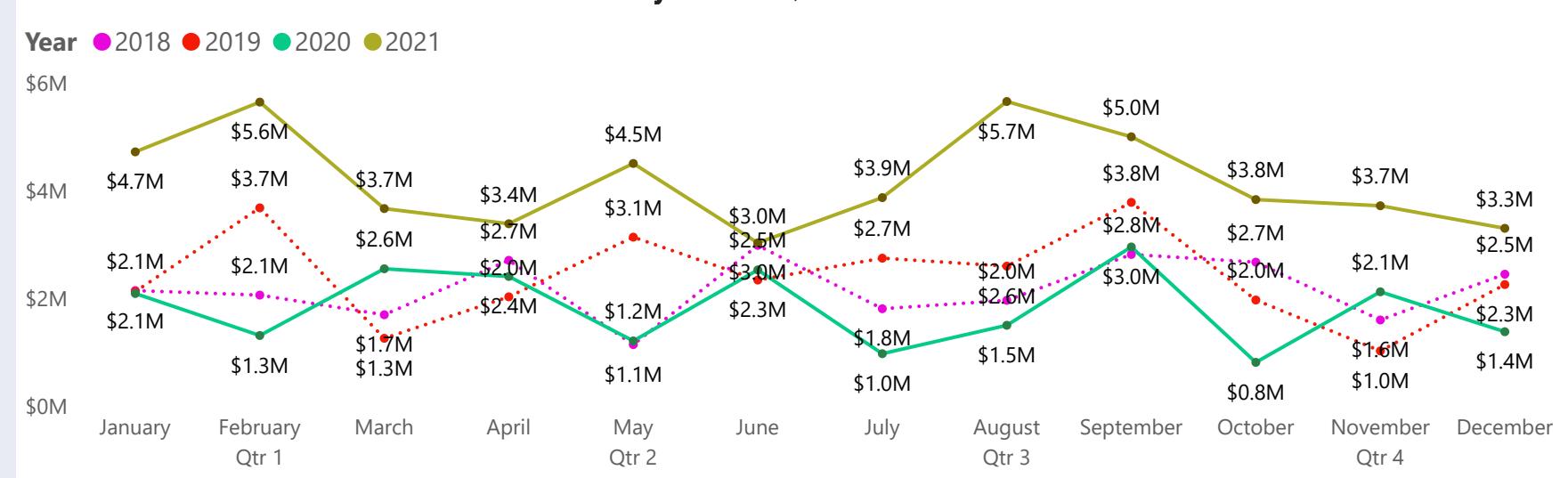
Sales by Band



Forcast Profit



Sales by Quarter, Month and Year



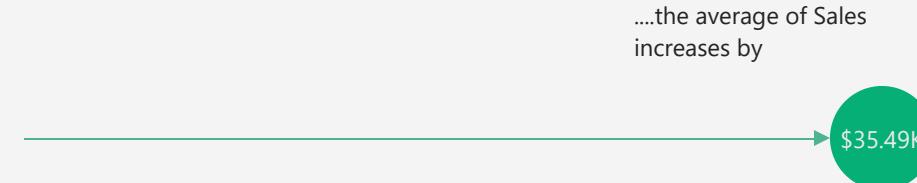
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KEY INFLUENCES

[Key influencers](#) [Top segments](#)What influences Sales to [Increase](#) ?

When...

Operator is Tuenti



Brand is Apple



Operator is Entel

[←](#) Sales is more likely to increase when Operator is Tuenti than otherwise (on average).