# Summary Insights – Flipkart Mobile Data Assessment

## 1. What are the different price range segments for mobiles in India?

Mobiles were categorized into three price segments based on their selling price:  
- Low Range: Below ₹10,000  
- Mid Range: ₹10,000 – ₹19,999  
- Premium Range: ₹20,000 and above  
  
Distribution of Products:  
- Low Range: 843  
- Mid Range: 1,112  
- Premium Range: 1,077

## 2. Which brand provides the most product offerings for the Indian Market?

The top 5 brands based on the number of product listings:  
1. SAMSUNG – 696 models  
2. Apple – 369 models  
3. realme – 294 models  
4. OPPO – 260 models  
5. Nokia – 209 models

## 3. Which brand caters to all different segments? (Low, Mid, Premium)

The following brands offer mobile phones across all three price segments:  
- Samsung  
- OPPO  
- Nokia  
- Xiaomi  
- realme  
- Motorola  
- vivo  
- POCO  
- Lenovo  
- LG  
- ASUS  
- HTC  
- Gionee

## 4. What specifications are the most common that are offered by various brands?

- Most Common RAM (Memory): 4 GB  
- Most Common Storage: 64 GB  
  
These configurations indicate the mid-range smartphone space is highly competitive and most populated.

## 5. Additional Detailed Insights

- Samsung dominates the Indian smartphone market in terms of offerings and segment reach.  
- Apple leads in the premium category but doesn’t cater to low or mid-range users.  
- The mid-range segment (₹10,000 – ₹20,000) has the highest product count, indicating strong consumer demand.  
- The stacked bar chart shows that some brands like Motorola and Xiaomi are consistent across all segments, while brands like Apple are concentrated in the premium tier.  
  
This data suggests a healthy competition in the mid-price range and the importance for brands to diversify across segments to gain broader market share.

**Dashboard**

A screenshot of a graph

AI-generated content may be incorrect.