



Billeasy

Flipkart Mobiles Product Analytics Dashboard

Quick measure



4.24

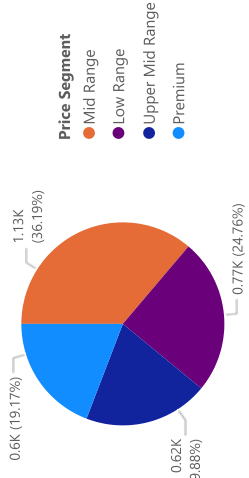
Average of Rating



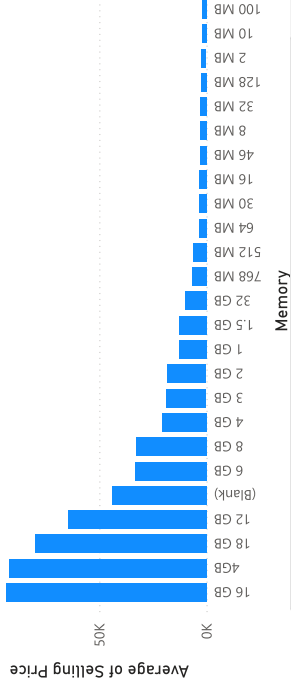
3114

Count of Brand

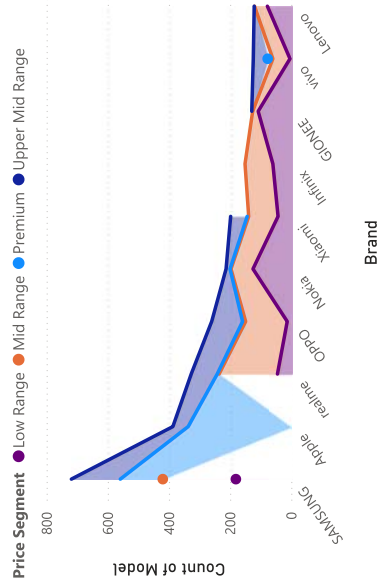
Count of Model by Price Segment



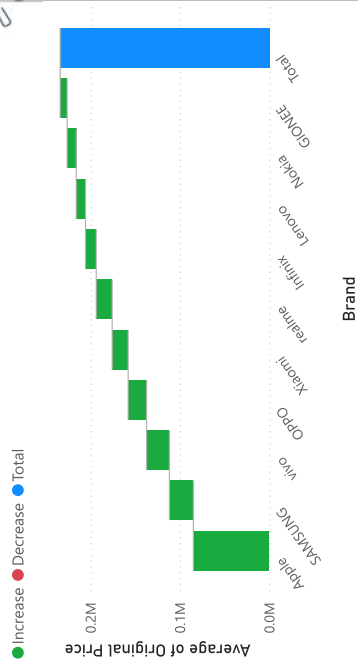
Average Selling Price by Memory Size



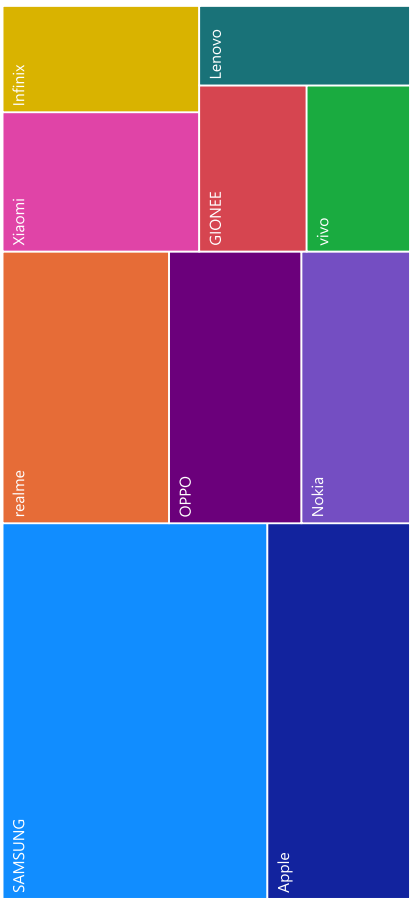
Count of Model by Brand and Price Segment



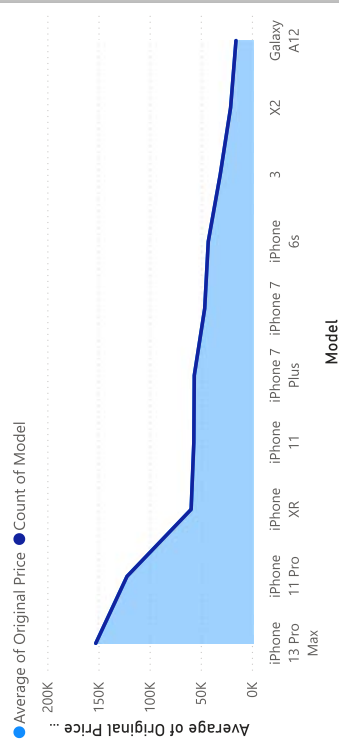
Price Drop from Original to Selling Price by Top 10 Brands



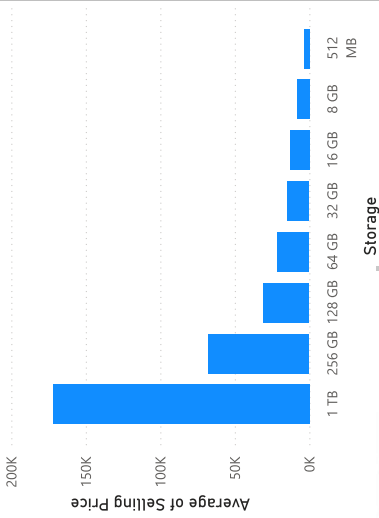
Top 10 Brands by Product Listings and Average Rating



Top 10 Most Common Mobile Models by Listing Count and Average Price



Average of Selling Price by Storage



Brand Avg Ratings

Brand	Average of Rating
Apple	4.57
ASUS	4.08
GIONEE	3.85
Google Pixel	4.51
HTC	3.97
Infinix	4.28
IQOO	4.40
Lenovo	3.98
LG	3.98
Motorola	4.14
Nokia	4.00
OPPO	4.30
POCO	4.39
realme	4.39
SAMSUNG	4.21
Total	4.24

Key Insights

- Mid-range phones (₹10,000–₹20,000) dominate the Indian mobile market.
- Samsung, Realme, and Redmi have the most product listings.
- Samsung and Realme cover all price segments: low, mid, upper mid, and premium.
- 64 GB storage and 6 GB RAM are the most common configurations.
- Devices with 16 GB RAM have the highest average price (₹93,500).
- Prices drop after 12 GB RAM, indicating reduced value at higher memory sizes.
- Motorola offers the highest average discount (₹4,324).
- Apple and Samsung offer moderate discounts (₹2,500–₹3,000).
- Very low storage/memory devices are rare and mostly under ₹2,000, indicating niche use.



This graph showcases a **comprehensive comparison of smartphone models** based on key user-centric metrics like average rating, memory, storage, pricing, and discounts.

Quick measure

Brand				
Apple		Infinix		SAMSUNG
ASUS		Lenovo		vivo
GIONEE		LG		Xiaomi
HTC		Motorola		



4.24

Average of Rating



190K

Max of Original Price



1000

Min of Original Price



3114

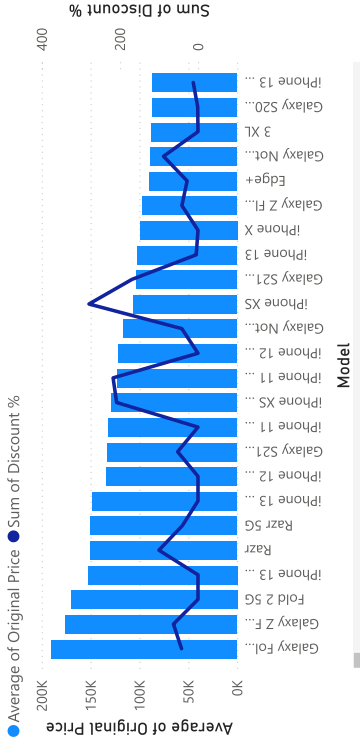
Count of Model

Brandwise Overall Comparison

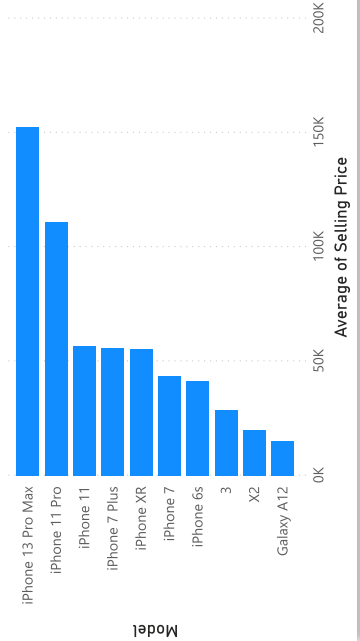
Model	Average of Rating	Storage	Memory	Average of Original Price	Average of Discount %	Average of Selling Price
X2	4.50	4 GB	4 GB	17999.00	0.00	17999.00
X2	4.50	8 GB	8 GB	20999.00	0.00	20999.00
X2	4.50	128 GB	6 GB	19999.00	8.00	18399.00
X2	4.50	128 GB	8 GB	20999.00	0.00	20999.00
X2	4.50	256 GB	8 GB	24199.00	2.61	23599.00
X2	4.50	64 GB	4 GB	17999.00	0.00	17999.00
X2	4.50	64 GB	6 GB	18999.00	21.05	14999.00
iPhone XR	4.60	128 GB	3 GB	52900.00	9.26	47999.00
iPhone XR	4.60	256 GB	3 GB	91900.00	0.00	91900.00
iPhone XR	4.60	64 GB	3 GB	47900.00	10.23	42999.00
iPhone 7 Plus	4.50	128 GB	3 GB	42900.00	0.00	42900.00
iPhone 7 Plus	4.64	256 GB	3 GB	85400.00	0.00	85400.00
iPhone 7 Blue	4.50	32 GB	3 GB	37000.00	2.38	36000.00
Total	4.51			65905.41	4.85	63852.64

Brand	Model	Color	Average of Rating
SAMSUNG	Galaxy A12	Black	4.03
SAMSUNG	Galaxy A12	Blue	4.05
SAMSUNG	Galaxy A12	White	4.05
realme	3	Black	4.45
realme	3	Diamond Red	4.47
realme	3	Dynamic Black	4.47
realme	3	Radiant Blue	4.48
realme	X2	Pearl Blue	4.50
realme	X2	Pearl Green	4.50
realme	X2	Pearl White	4.50
POCO	X2	Atlantic Blue	4.50
POCO	X2	Matrix Purple	4.50
Total			4.51

Average of Original Price and Sum of Discount % by Model



Average of Selling Price by Model



Average of Selling Price by Rating

