



- Overview
- Product Analysis
- Customer Insights
- Demographics Analysis



Mobile Sales Analysis | Overview

How do top-performing models and brands vary across different regions and evolve over time?

☒ Revenue

☐ Units Sold

Total Revenue

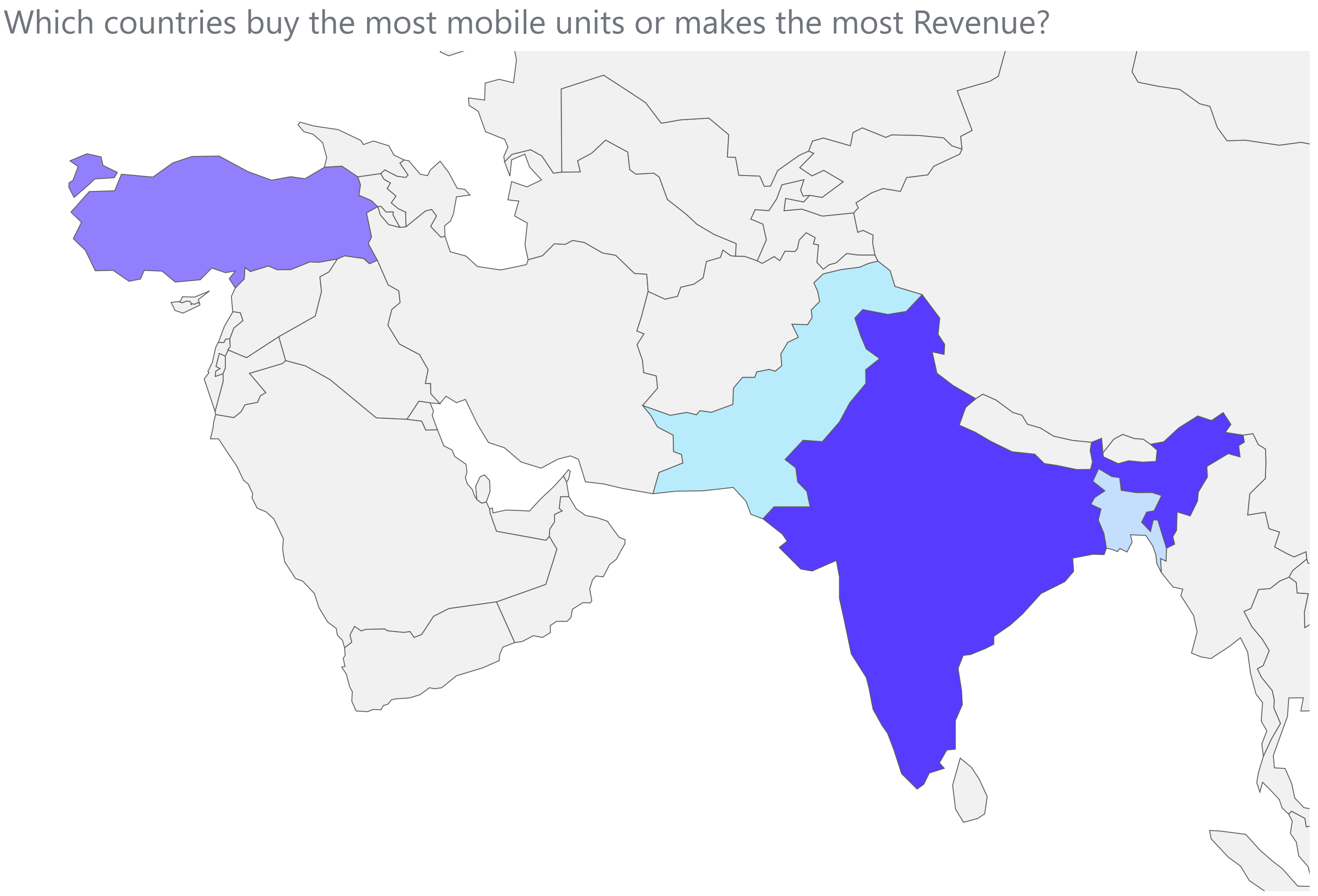
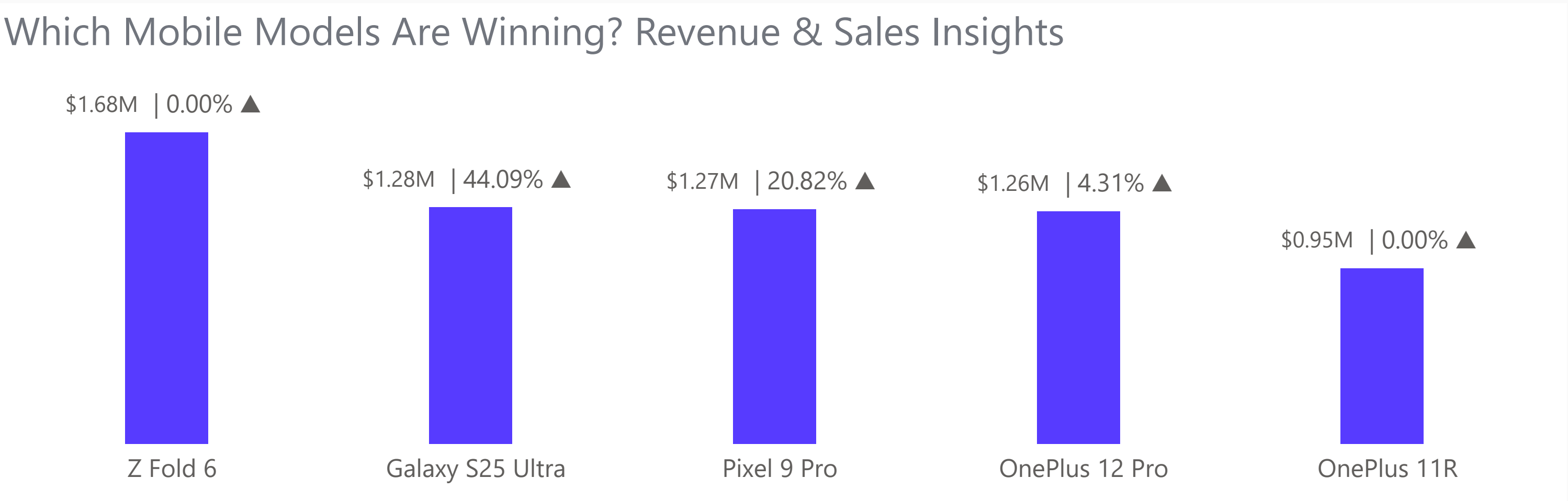
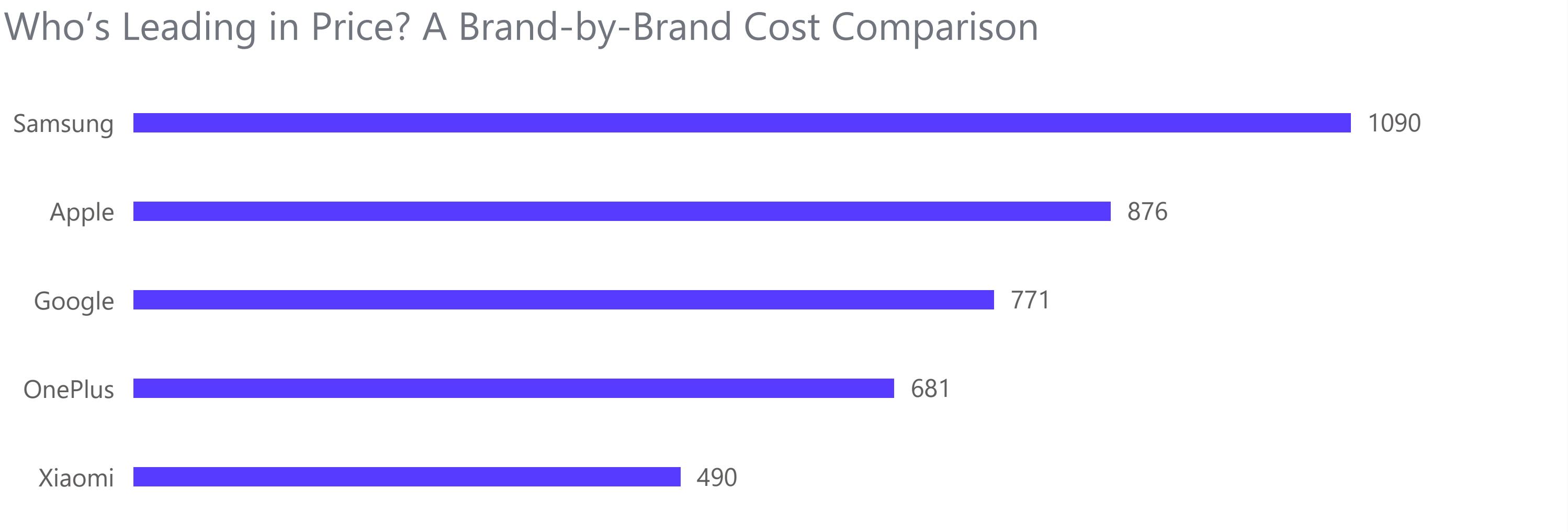
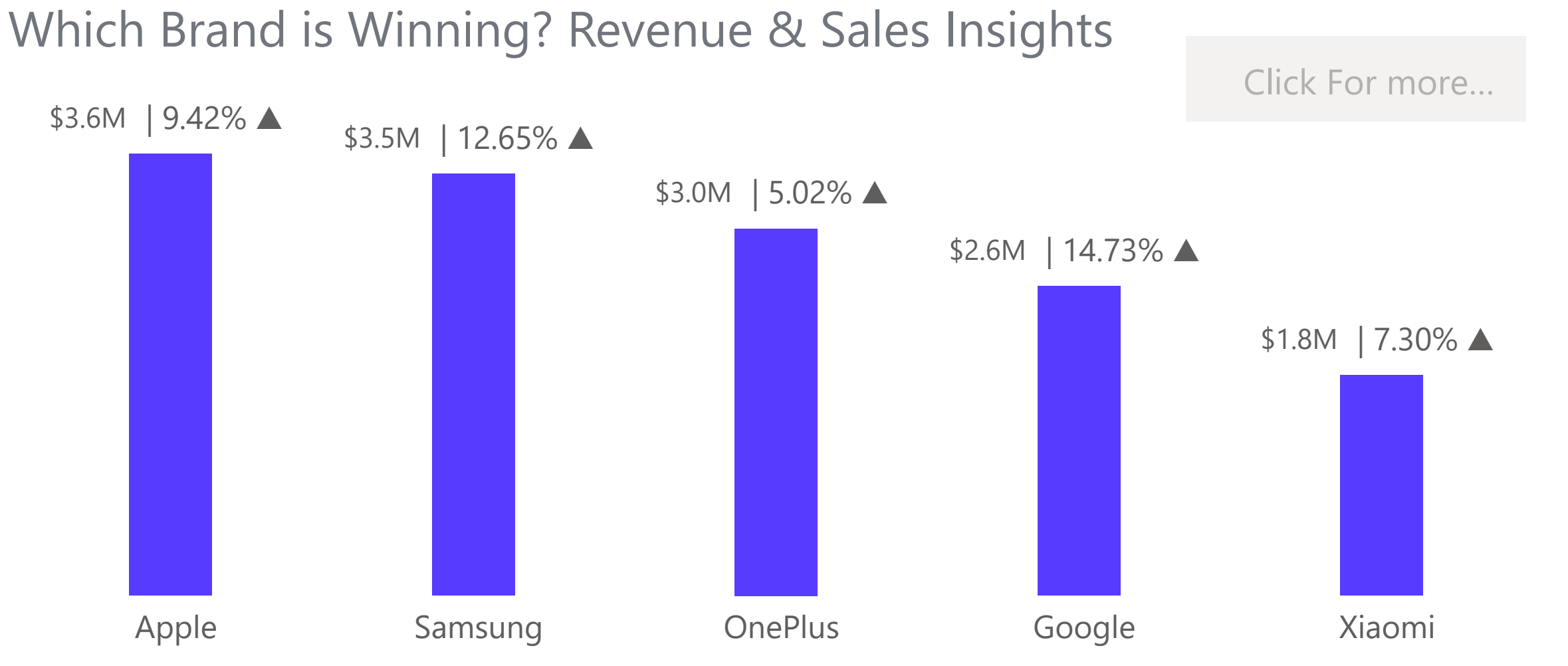
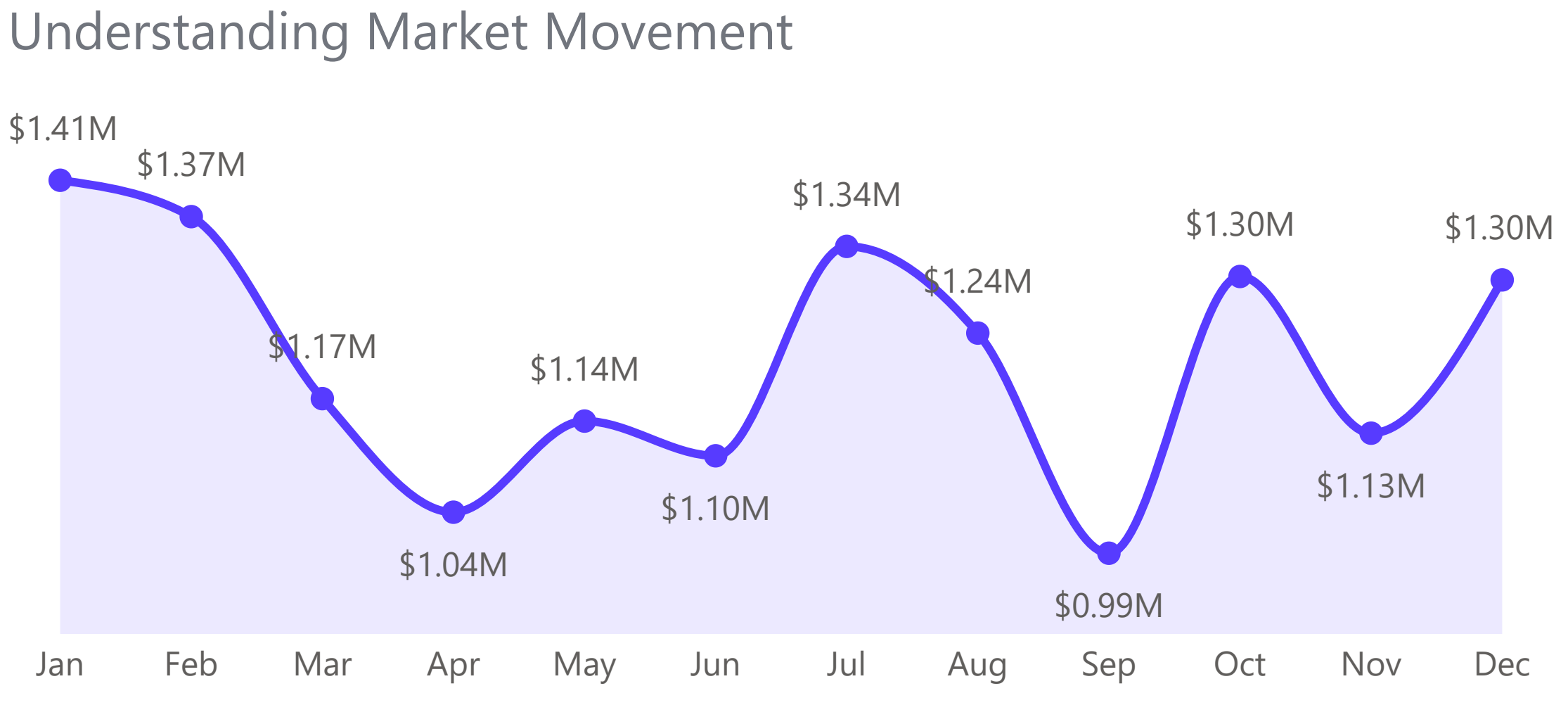
\$14.53M

PM \$13.22M | 9.84% ▲

Total Units Sold

19K

PM 17K | 8.78% ▲





- Overview
- Product Analysis
- Customer Insights
- Demographics Analysis



Mobile Sales Analysis | Product Analysis

Clear all slicers



Which mobile models and configurations (brand, OS, storage, color) are most preferred by customers and driving revenue and unit sales?

Revenue

Units Sold

Best Selling Brand

Apple

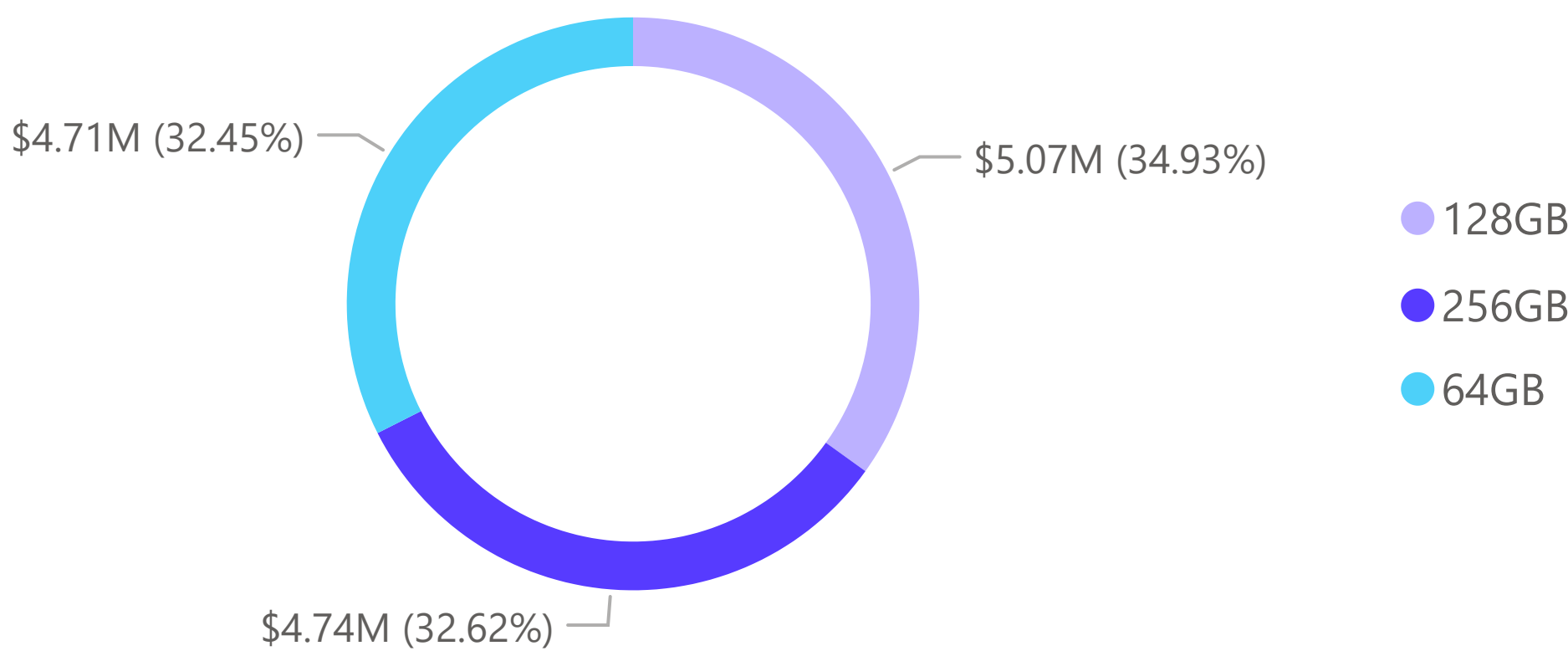
Total Revenue 3.64M

Best Selling Mobile

Z Fold 6

Total Revenue 1.68M

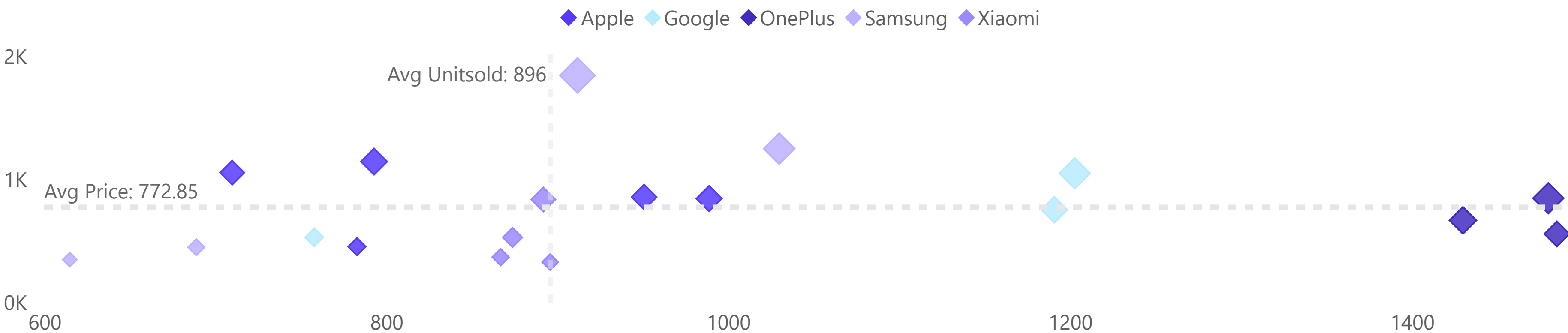
What storage size is most preferred by customers?



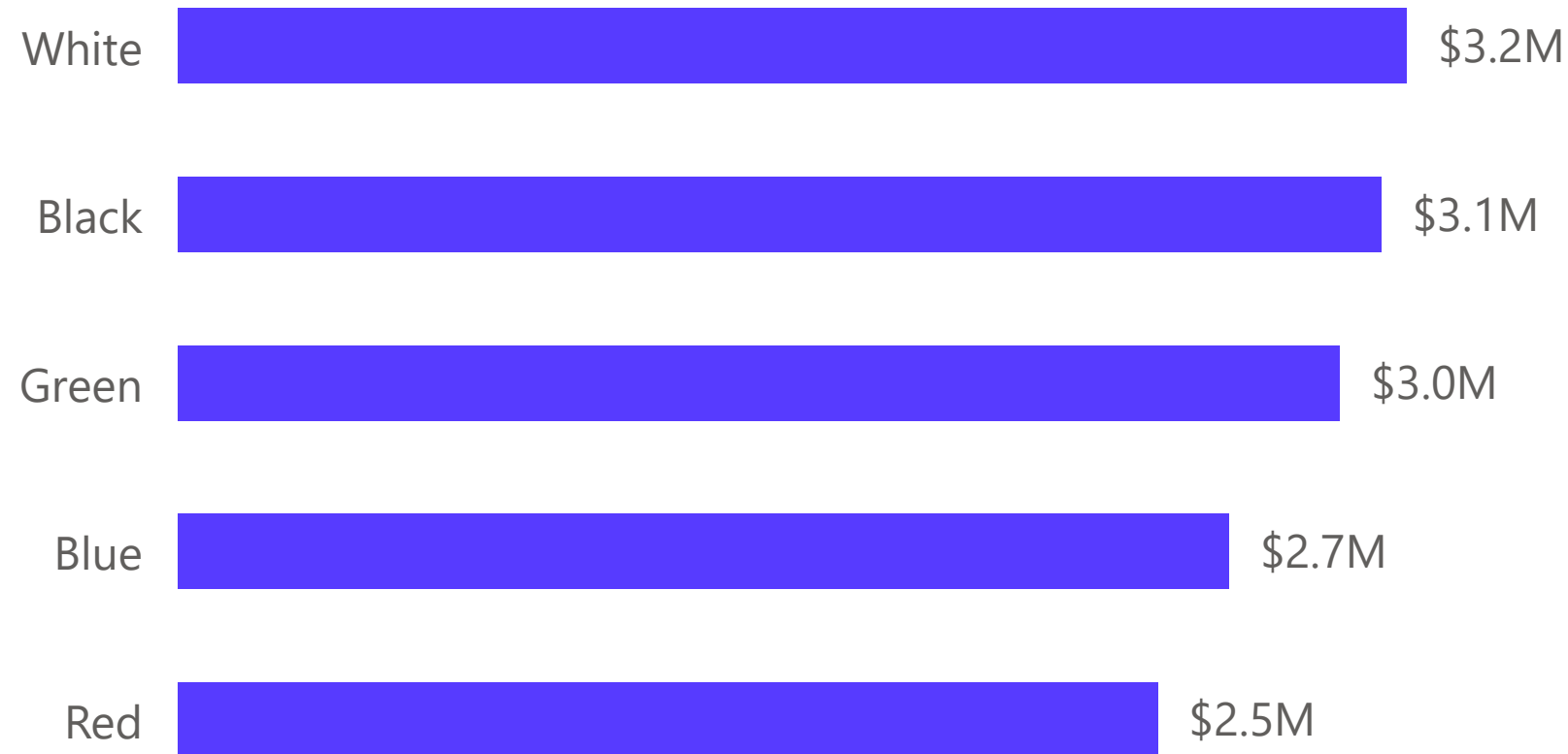
Which mobile models are driving the most revenue and units sold for each brand?

Mobile_Model	Average Price	Revenue	Growth %
Galaxy A55	447.27	\$308,156.00	0.00%
Galaxy M15	346.54	\$213,328.00	0.00%
Galaxy S25 Ultra	1,248.86	\$1,277,620.00	44.09%
iPhone 14	842.55	\$831,688.00	17.38%
iPhone 14 Pro	1,053.65	\$743,685.00	6.41%
iPhone 15	855.00	\$811,322.00	21.11%
iPhone 15 Pro	1,143.44	\$903,603.00	0.00%
iPhone SE	452.33	\$352,590.00	1.18%
Mi 13T Pro	526.85	\$459,545.00	0.00%
OnePlus 11R	665.54	\$948,013.00	0.00%
OnePlus 12 Pro	846.13	\$1,255,362.00	4.31%
OnePlus Nord 4	555.11	\$823,990.00	12.69%
Pixel 8a	528.00	\$400,689.00	2.48%
Total	784.73	\$14,525,413.00	9.84%

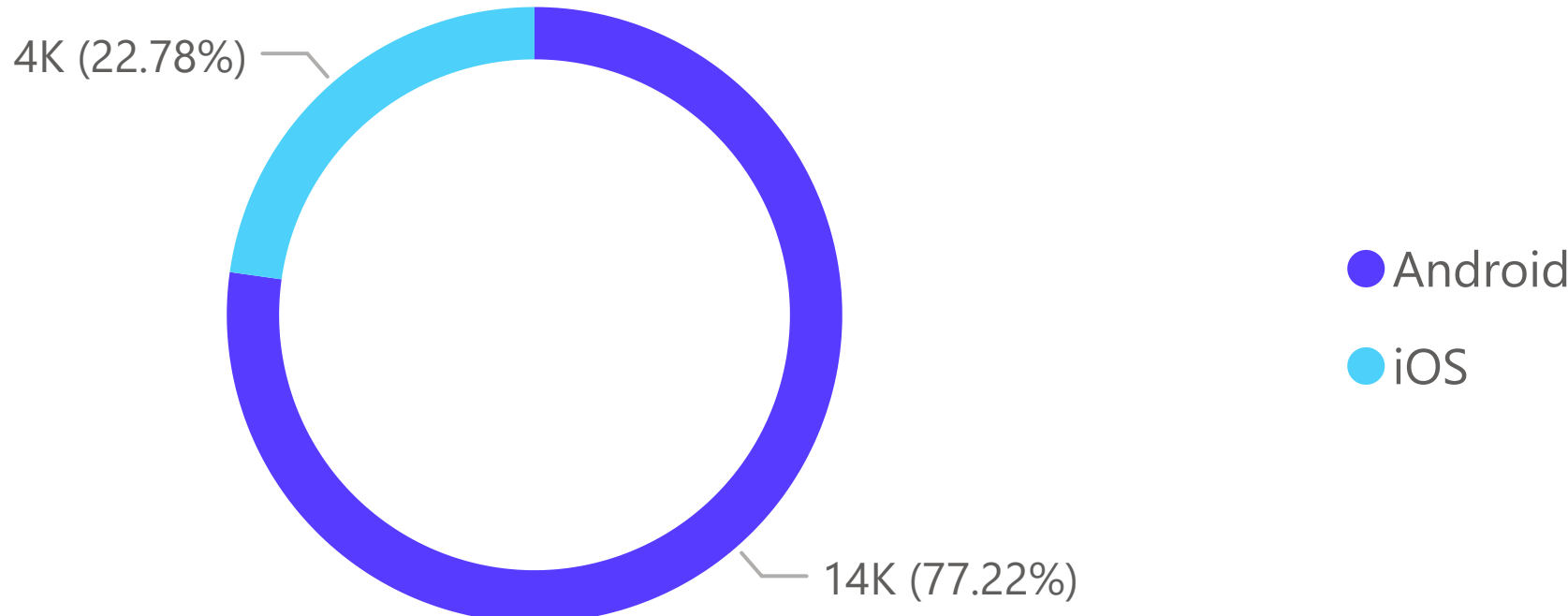
How do individual product prices compare to the average brand pricing?



Which colors are most preferred by customers?



Which Operating system is driving the most revenue and units sold for each brand?





- Overview
- Product Analysis
- Customer Insights
- Demographics Analysis



Mobile Sales Analysis | Customer Insights

Clear all slicers



What are the key drivers of revenue across different customer segments, sales channels, and payment types?

Revenue

Units Sold

Most Preferred SalesChannel

Online

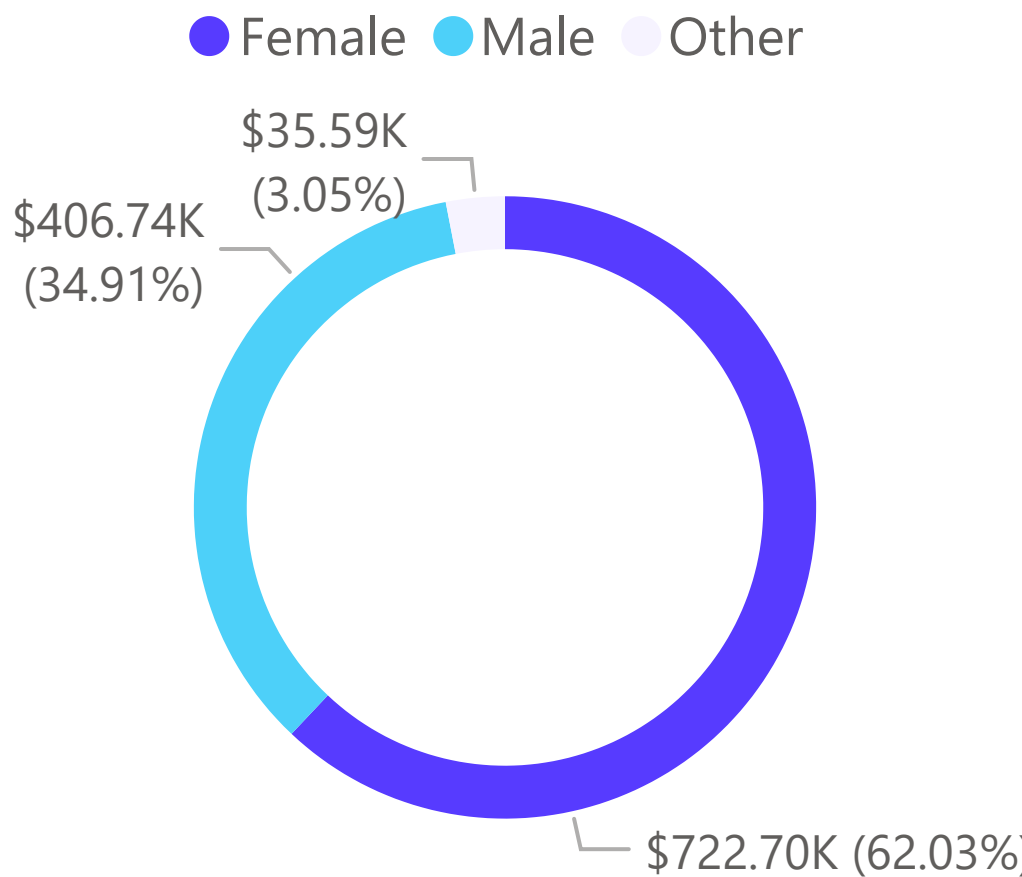
Total Revenue 0.81M

Most preferred PaymentType

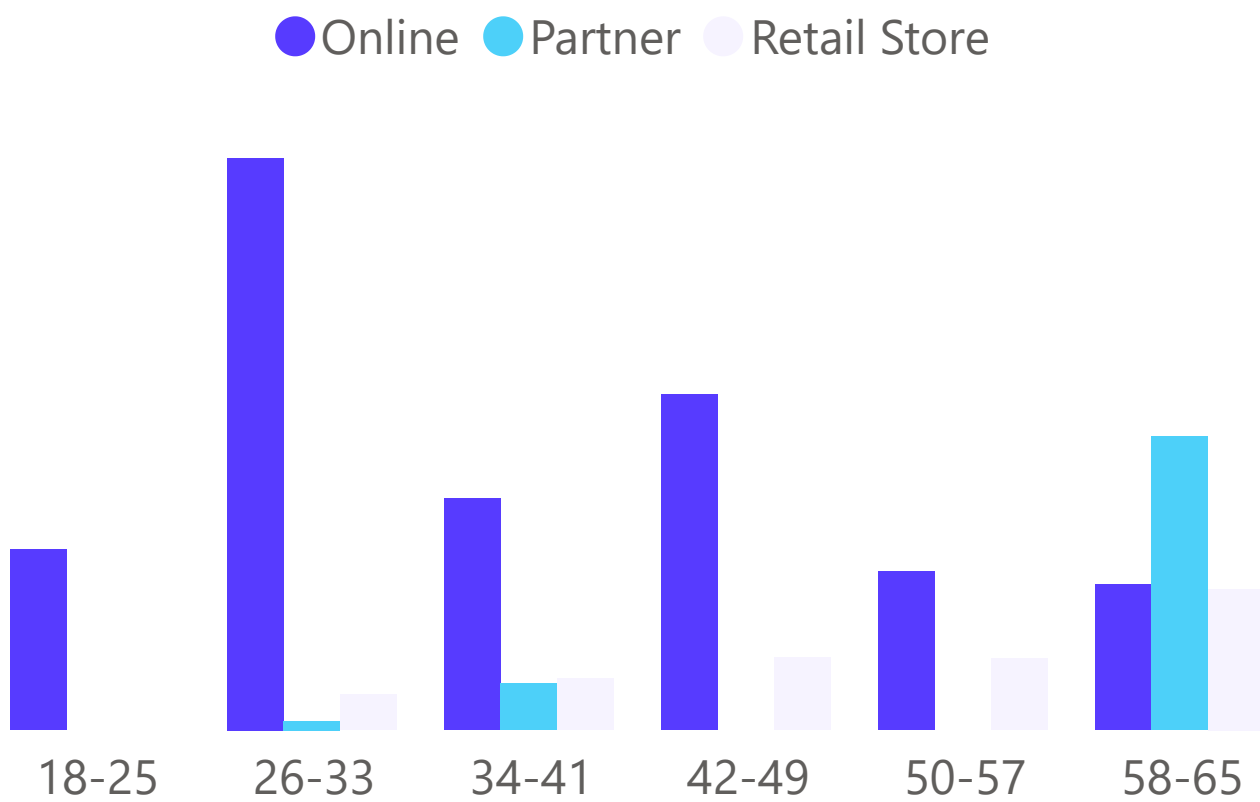
Cash

Total Revenue 0.44M

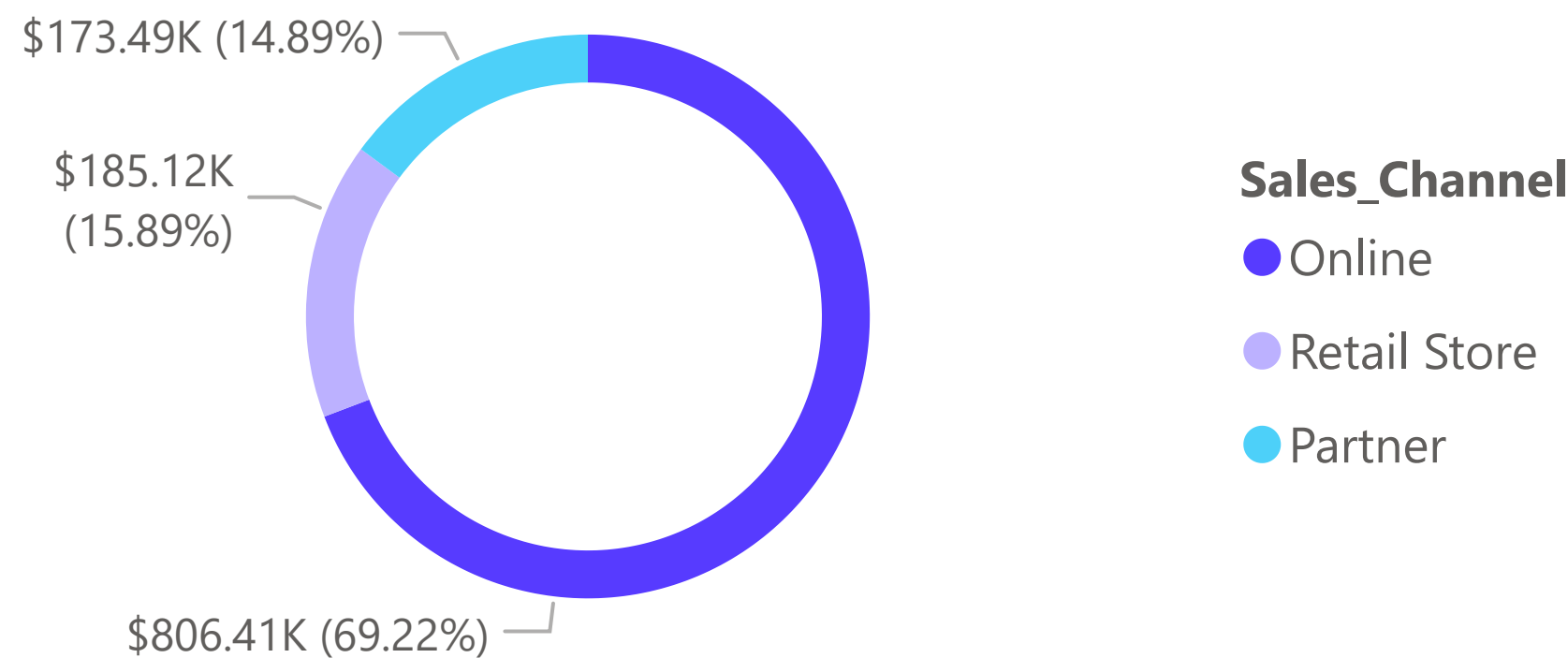
Gender-Based Contribution Analysis



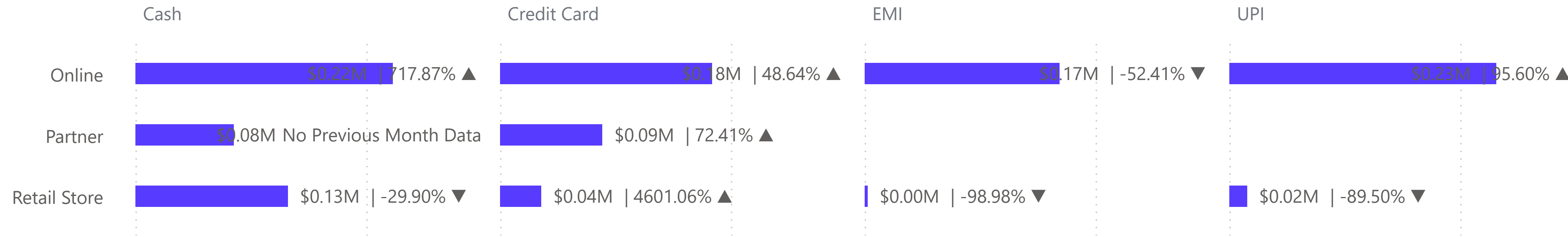
Analyzing Consumer Buying Habits: Sales Channel Preferences Across Age Groups?



Where Transactions Happen: The Sales Channels & Payment Methods Driving Revenue or Units sold

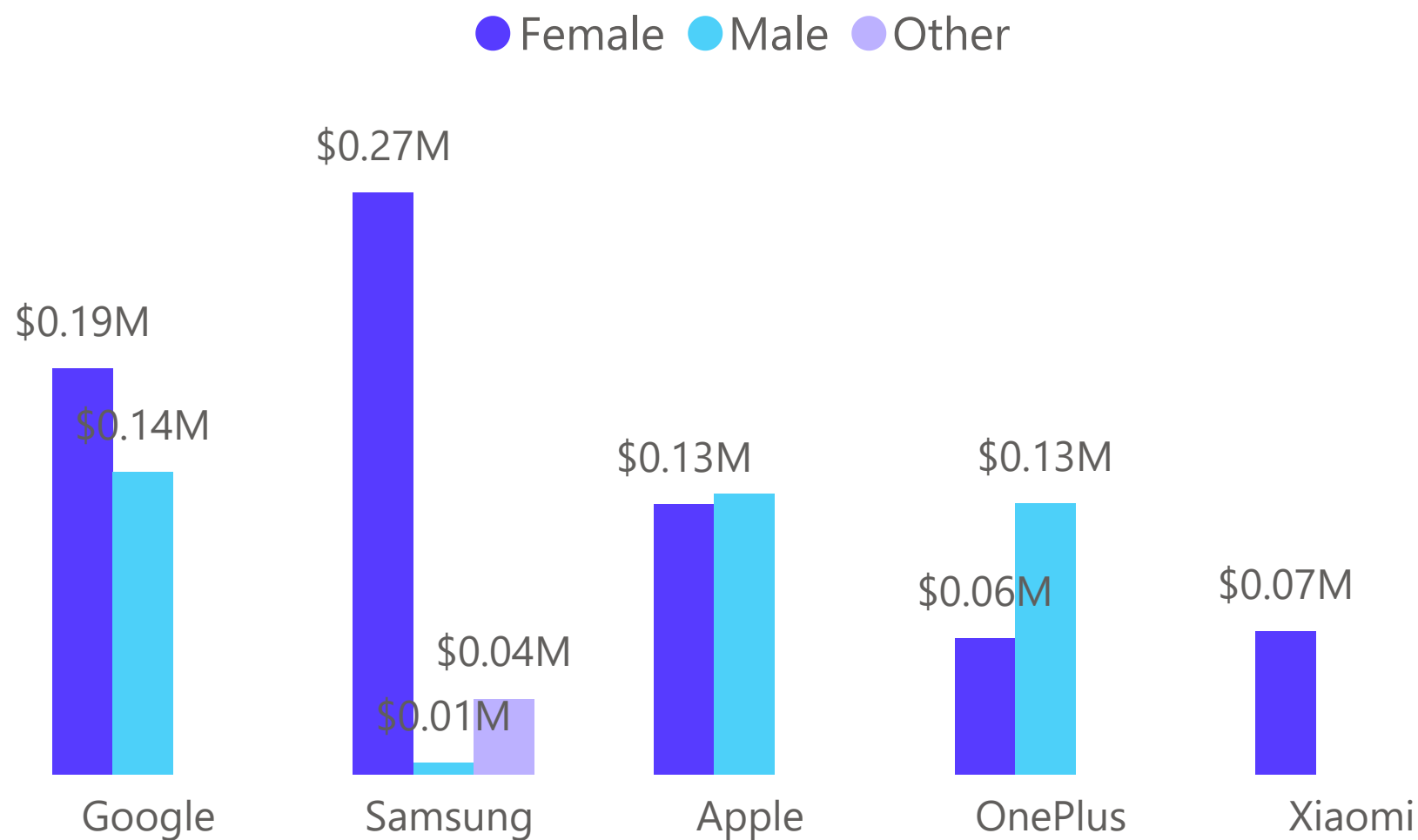


What Payment Methods Dominate Each Sales Channel?

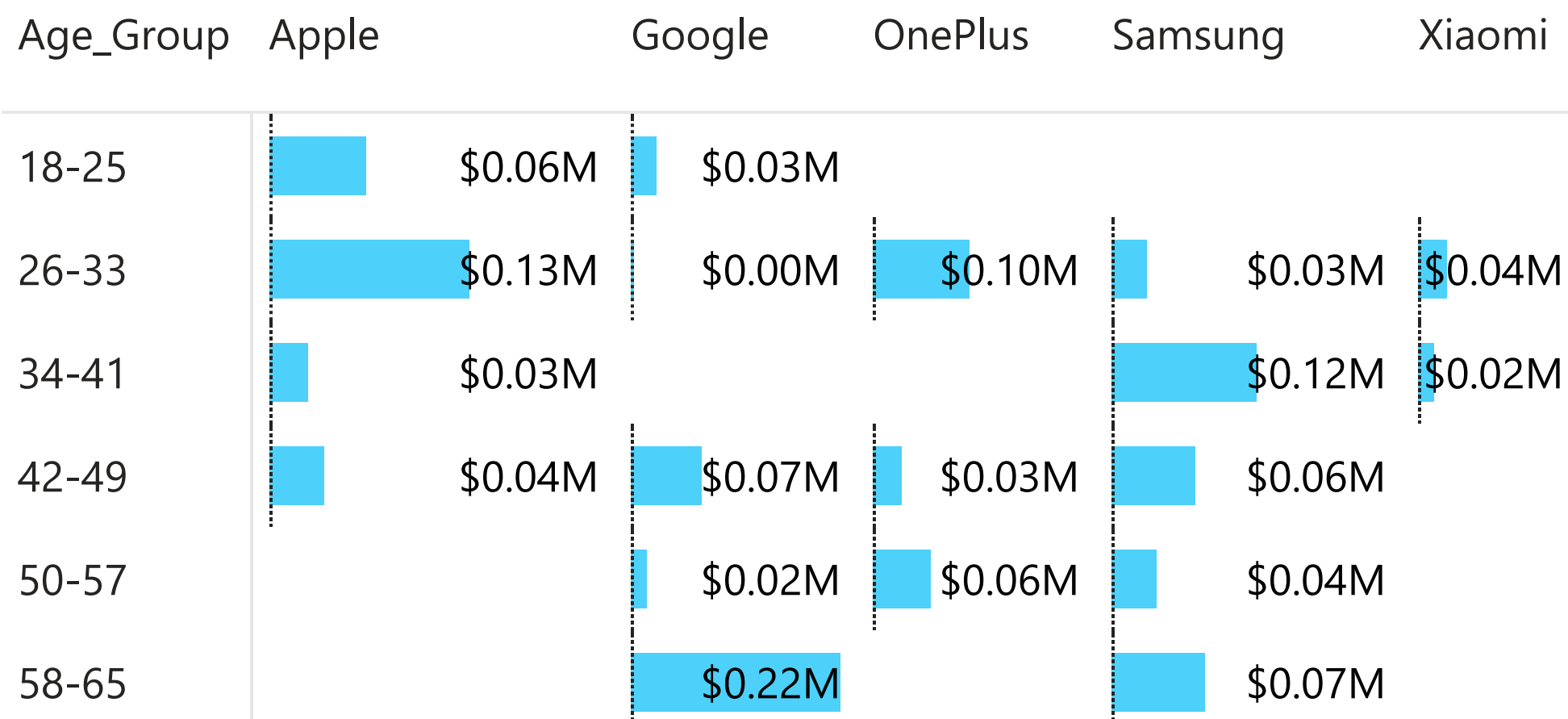


Cash		\$0.44M	37.8%
Credit Card		\$0.31M	26.4%
UPI		\$0.25M	21.2%
EMI		\$0.17M	14.7%

Brand Popularity Across Genders: Who Buys What?



Brand Popularity Across Age Groups: Who Buys What?



Who Spends More? Revenue Insights by Gender & Age

AgeGroup	Female	Male	Other
18-25	\$89,543.00		
26-33	\$137,033.00	\$169,257.00	
34-41	\$163,697.00		
42-49	\$96,817.00	\$106,091.00	
50-57	\$17,312.00	\$61,321.00	\$35,587.00
58-65	\$218,296.00	\$70,070.00	



- Overview
- Product Analysis
- Customer Insights
- Demographics Analysis



Mobile Sales Analysis | Demographics Analysis

Clear all slicers



How do sales vary demographics, and what trends emerge across regions?

Revenue

Units Sold

Best Selling Country

India

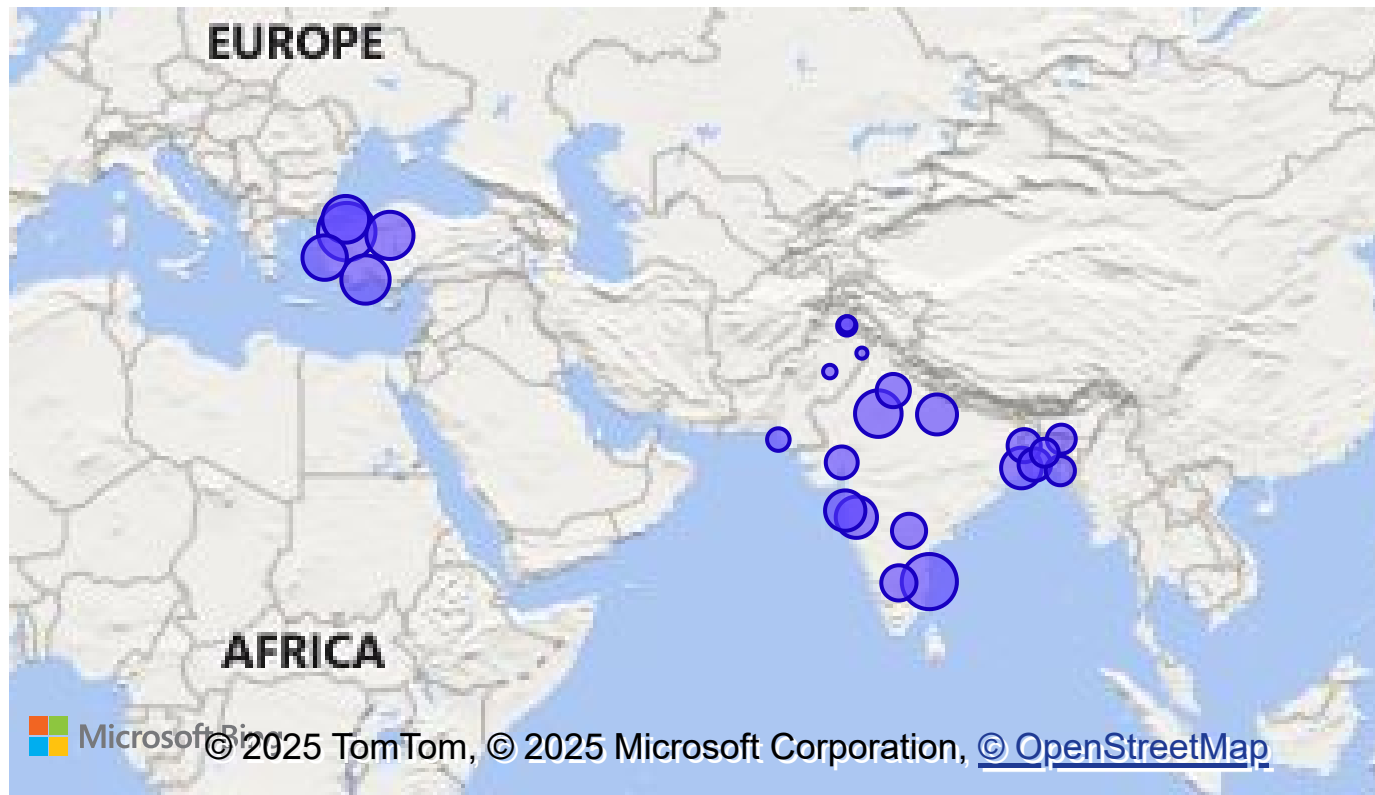
Total Revenue 6.97M

Best Selling City

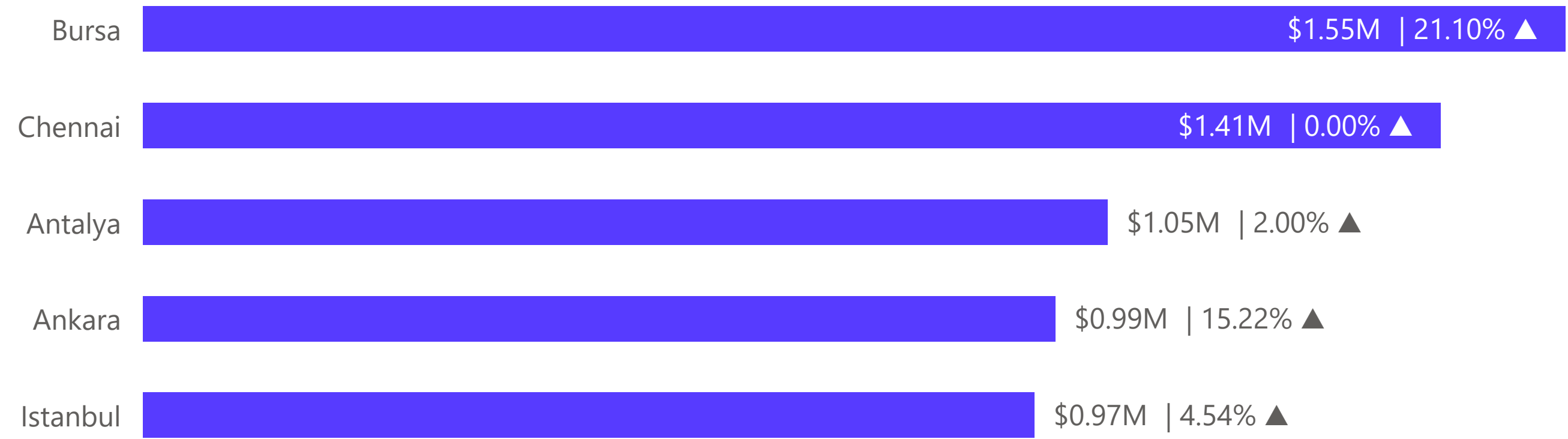
Bursa

Total Revenue 1.55M

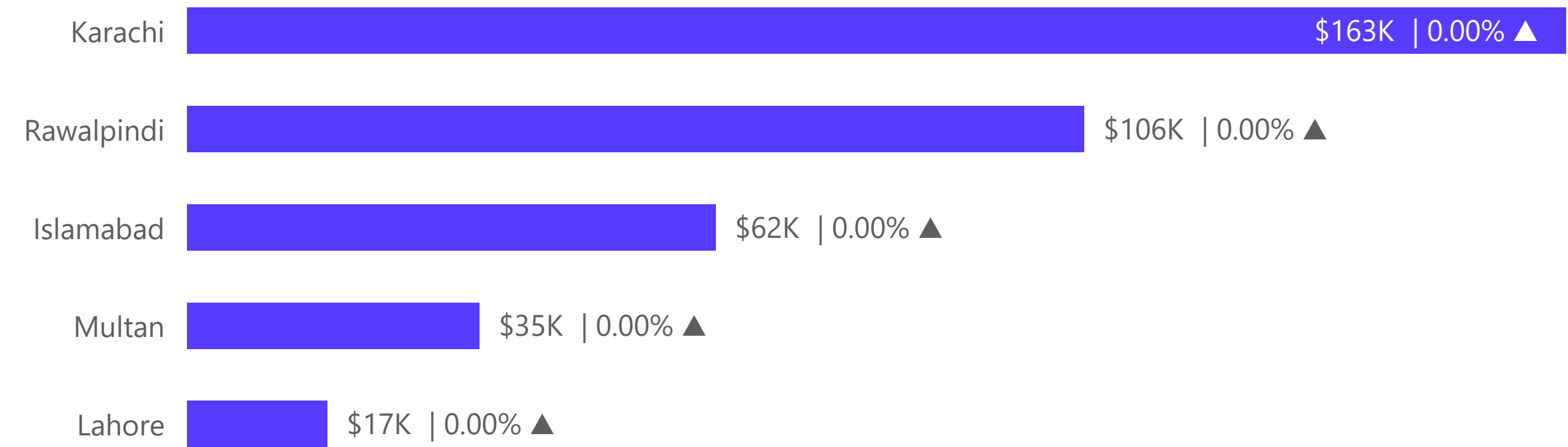
Which countries buy the most mobile units or makes the most Revenue?



Where Is Business Booming? A Look at the Leading Cities



Where Is Business Thriving? A Look at the Leading Cities



Country-Level Revenue Analysis: Where Transactions Are Happening

Brand					
Apple		\$0.54M	\$1.85M	\$0.05M	\$1.21M
iPhone 14		\$0.11M	\$0.44M		\$0.28M
iPhone 14 Pro		\$0.18M	\$0.44M		\$0.12M
iPhone 15		\$0.07M	\$0.46M		\$0.29M
iPhone 15 Pro		\$0.15M	\$0.38M		\$0.38M
iPhone SE		\$0.04M	\$0.12M	\$0.05M	\$0.14M
Google		\$0.25M	\$1.25M	\$0.05M	\$1.00M
Pixel 8a		\$0.11M	\$0.10M	\$0.05M	\$0.14M
Pixel 9		\$0.05M	\$0.48M		\$0.35M
Pixel 9 Pro		\$0.09M	\$0.67M		\$0.51M
OnePlus		\$0.35M	\$1.31M		\$1.37M
OnePlus 11R		\$0.08M	\$0.61M		\$0.26M
OnePlus 12		\$0.01M	\$0.45M		\$0.80M
OnePlus Nord 4		\$0.25M	\$0.25M		\$0.32M
Samsung		\$0.25M	\$2.09M	\$0.11M	\$1.03M
Galaxy A55		\$0.09M	\$0.16M		\$0.07M
Galaxy M15			\$0.15M		\$0.06M
Galaxy S25 Ultra			\$0.91M	\$0.11M	\$0.26M
Z Fold 6		\$0.17M	\$0.88M		\$0.63M
Xiaomi		\$0.36M	\$0.47M	\$0.18M	\$0.82M
Mi 13T Pro		\$0.06M	\$0.16M		\$0.24M
Poco X6 Pro		\$0.07M	\$0.11M	\$0.04M	\$0.11M
Redmi Note 13		\$0.04M	\$0.19M		\$0.07M
Xiaomi 14		\$0.19M	\$0.02M	\$0.14M	\$0.40M
Total		\$1.75M	\$6.97M	\$0.38M	\$5.42M