

# Vivo Mobile Report

## Project Overview

**Tool Used:** Microsoft Excel

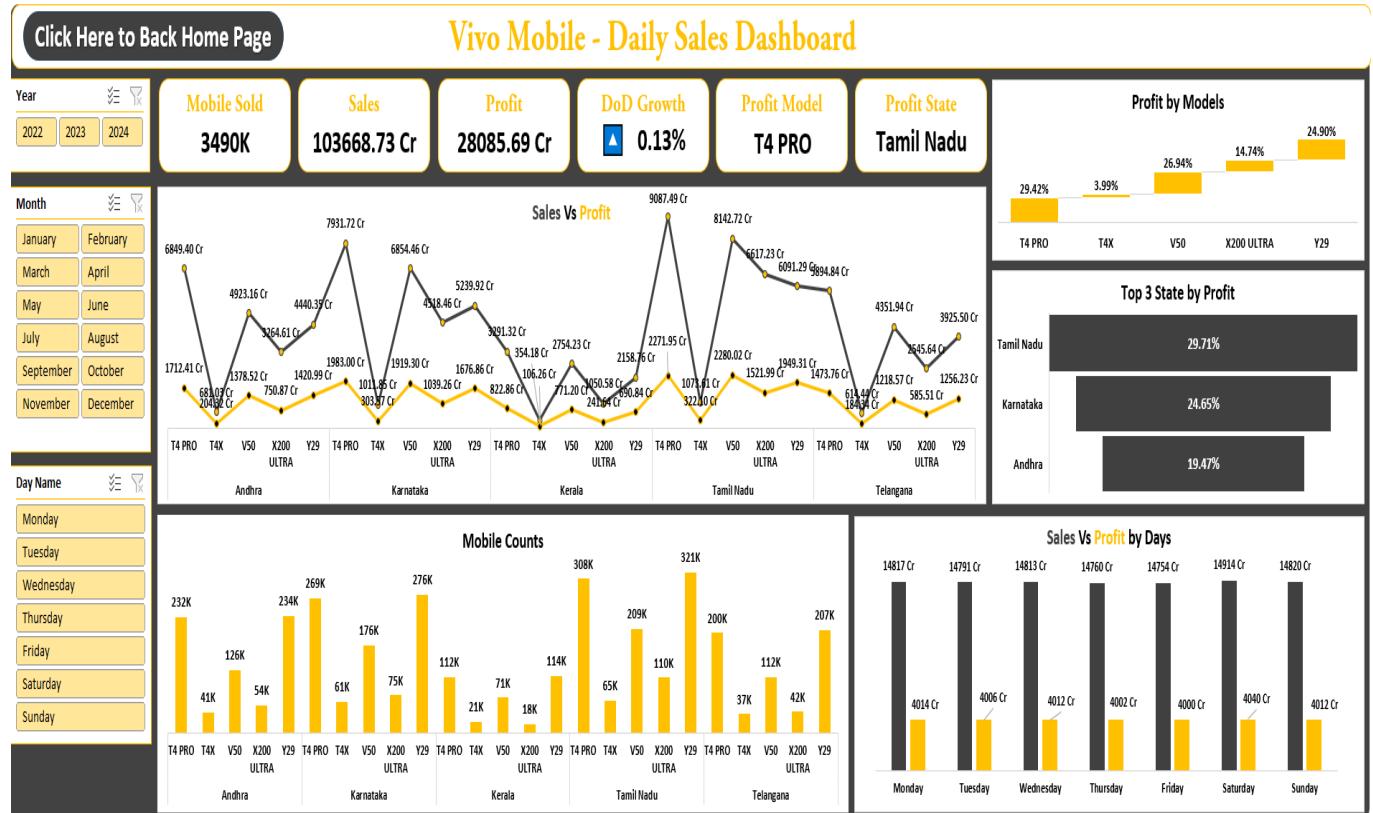
**Domain:** Mobile Sales Analysis

**Duration:** 4 Days

**Objective:** To analysis the Vivo mobile **Sales Vs Profit** Growth and Trends of

1. Daily Report
2. Weekly Report
3. Monthly Report
4. Yearly Report

## 1. Daily Report Summary



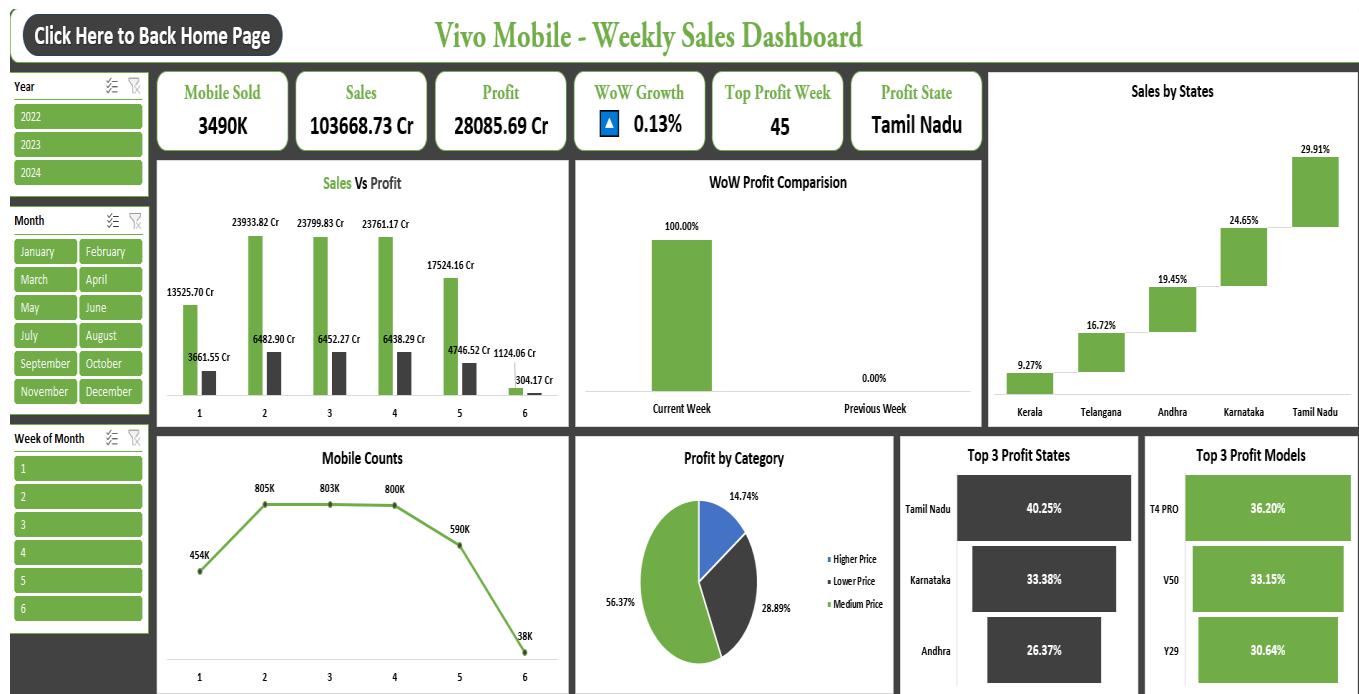
## Analysis:

1. 39L Mobile sold, 1.03L Cr sales, 28K Cr profit are happening in overall years.
2. Saturday Achieved a highest number of sales & profit. 502K mobile sold, 14K Cr sales, 4K Cr Profit Made.
3. T4 Pro & V50 are the medium Price Category Mobiles are made the 56% of total Profits.
4. Tamil Nadu and Karnataka made a highest number of Profits.

## Conclusion:

Compare to Weekdays, Weekends Achieved a 4 to 6% of highest Sales and profit. Especially T4 Pro Mobile is the Highest sold model and Highest profit make in all states. Tamil Nadu is the Highest profit maker of all the states and the profits is 30%.

## 2. Weekly Report Summary



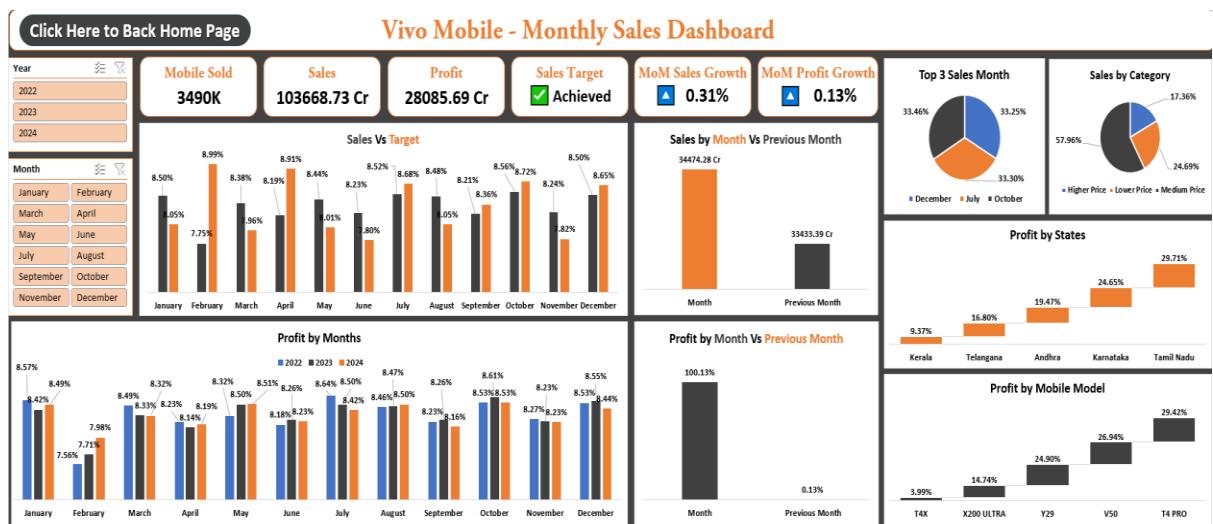
## Analysis:

1. 2 & 3 Week made a highest number of sales and profits. Mobile sold is 805k, Sales is 23K Cr, Profits is 6.8K Cr.
2. Tamil Nadu and Karnataka are the highest number of Total Sales and Profit maker states.
3. T4 Pro & V50 are the medium Price Category Mobiles are made the 56% of total Profits.

## Conclusion:

Especially 2 weeks make the highest number of growths of all the Categories of all months and all years.

## 3. Monthly Report Summary



## Analysis:

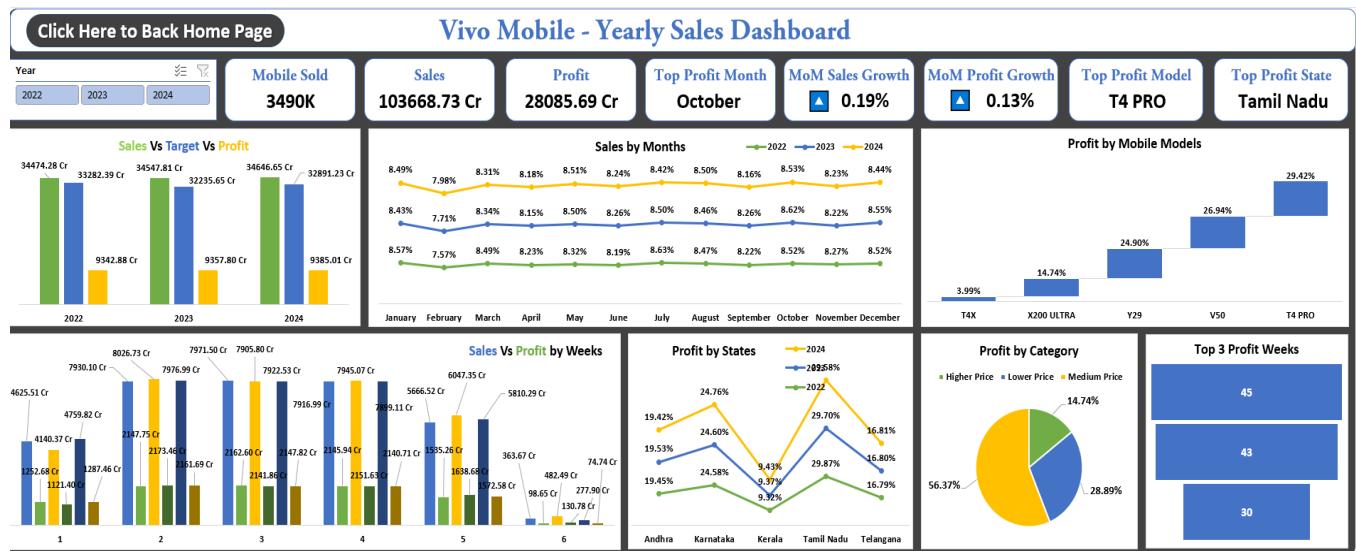
1. May, July, August, October, December is the most sales and profit month of all the years.
2. In all these years February month is the low Sales and profits month and Fixed target is not achievable month.
3. Tamil Nadu and Karnataka are the highest number of Total Sales and Profit maker states of all Months. And states contribute 55% of profit of all the months.

4. T4 Pro & V50 are the medium Price Category Mobiles are made the 55% of total sales and Profits of the months in all years.

## Conclusion:

1. All the 3 years of data October month made a top sales and profit of all the months.
2. 3 Quarter of the year made the high sales and profit of all the years.

## 4. Yearly Report Summary



## Analysis:

1. Every Years profit is increasing only less than 1%.
2. All the months are same like the previous Year months Sales and Profit. No big difference the result.
3. Middle week of all the Months made the consistent Profit & sales of all the years.
4. Weekend made the Relatively High Number of Sales & Profit in all the Years.
5. Middle Price Category made the high number of Sales & Profit of all the Years. And the Profit percentage are 56% more similarly of all the years.

6. Highest Sales & Profitable States is Tamil Nadu and Karnataka.  
And Highest Model sold is T4 PRO & V50.

## **Conclusion:**

There is no Big Difference in the Yearly Sales and Profit. All the 3 years of Profit is less than 1%.

Introduce the New mobile model in Medium Price & Low-Price Category will make a considerable amount of High Sales and Profit of upcoming Years.