

Flipkart Mobile Data Project Analysis

NAME : S.SINDHUJA

BATCH NUMBER : TN_DA_FNB07

MOBILE NUMBER : +91 967786045

MAIL ID : sindhujadurai21@gmail.com

PROJECT NAME : Flipkart Mobile Data Analysis

PROJECT DOMAIN : E-Commerce

SUBMISSION DATE : December 10,2025

MENTOR NAME : KUMURAN M

RAW DATASET LINK :

<https://github.com/Sindhuja-durai/Flikart-Mobile-Data-Project-Analysis/blob/main/RAW%20DATASET.xlsx>

CLEANED DATASET LINK:

<https://github.com/Sindhuja-durai/Flikart-Mobile-Data-Project-Analysis/blob/main/CLEANED%20DATASET.xlsx>

INDEX

TITLE	PAGE NUMBER
1.Project Overview	03
2.Purpose of the Project	03
3.Mission Statement	03
4.Project Objectives	03
5.Dataset Description	04
6.Data Cleaning Process (Excel)	05-07
7.Data Transformation Steps	08-09
8.Calculated Columns & Measures	10-17
9.Dashboard Planning & Visualization Blueprint	18-20
10.Insights & Key Findings	20
11.Conclusion	21
12.Future Enhancements	21

1. PROJECT OVERVIEW

This project analyzes Flipkart mobile phone listings to understand market trends in price, features, brand presence, 5G adoption, ratings, and discounts.

The goal is to convert raw data into a professional, interactive dashboard that supports data-driven decision-making.

2. PURPOSE OF THE PROJECT

The purpose of this project is to:

- Organize raw Flipkart data into a clean, structured dataset
- Identify mobile market trends
- Build Excel and Power BI dashboards
- Provide insights for buyers, sellers, and market analysts
- Demonstrate end-to-end data analytics workflow

3. MISSION STATEMENT

“To transform raw e-commerce mobile data into meaningful insights using Excel and Power BI for better understanding of pricing trends, brand performance, and feature adoption.”

4. PROJECT OBJECTIVES

Business Objectives

- Identify top-performing mobile brands
- Understand price range distribution
- Compare 5G vs Non-5G mobile availability
- Analyze discount and rating patterns
- Evaluate storage and battery trends

Technical Objectives

- Clean and standardize dataset in Excel
- Build DAX measures for analysis
- Create professional interactive dashboards
- Deliver actionable insights

5. DATASET DESCRIPTION

The dataset includes the following key columns:

- Mobile Name
- Brand
- Price
- Rating
- Reviews
- RAM
- Battery
- 5G Support
- Discount Price
- Display
- Camera

6. DATA CLEANING PROCESS (EXCEL)

Excel Cleaning Steps

- ✓ Remove extra spaces
- ✓ Extract Brand from Mobile Name
- ✓ Standardize Storage (64/128/256 GB)
- ✓ Create Discount price categories
- ✓ Get 5G and Not 5G ranges using Mobile Brand
- ✓ Extract numeric values from rating/reviews

Useful Excel Formulas

- Using `=LEFT(A2, FIND(" ", A2)-1)` separate Mobile name into individual Mobile Brand.

BEFORE

Name
SAMSUNG Galaxy F14 5G (B.A.E. Purple, 128 GB)
SAMSUNG Galaxy F14 5G (GOAT Green, 128 GB)
OnePlus Nord CE 2 Lite 5G (Blue Tide, 128 GB)
SAMSUNG Galaxy F14 5G (OMG Black, 128 GB)
vivo T2x 5G (Glimmer Black, 128 GB)
APPLE iPhone 14 (Starlight, 128 GB)
REDMI 12 (Jade Black, 128 GB)
POCO C55 (Cool Blue, 128 GB)
REDMI 12C (Lavender Purple, 64 GB)

AFTER

A
Mobile Brand
SAMSUNG
SAMSUNG
OnePlus
SAMSUNG
vivo
APPLE
REDMI
POCO
REDMI

- Using Delimiter Space **RAM,ROM,DISPLAY,CAMERA,BATTERY** are separated into individual columns and applied **Numeric Values**.

	F	G	H	I	J
1	Ram	Display	Camera	Battery	Processor
2	6 GB RAM 128 GB ROM Expandable Upto 1 TB	16.76 cm (6.6 inch) Full HD+ Display	50MP + 2MP 13MP Front Camera	6000 mAh Battery	Exynos 1330, Octa Core Processor
3	6 GB RAM 128 GB ROM Expandable Upto 1 TB	16.76 cm (6.6 inch) Full HD+ Display	50MP + 2MP 13MP Front Camera	6000 mAh Battery	Exynos 1330, Octa Core Processor
4	6 GB RAM 128 GB ROM	16.74 cm (6.59 inch) Display	64MP Rear Camera 16MP Front Camera	5000 mAh Battery	12 Months
5	6 GB RAM 128 GB ROM Expandable Upto 1 TB	16.76 cm (6.6 inch) Full HD+ Display	50MP + 2MP 13MP Front Camera	6000 mAh Battery	Exynos 1330, Octa Core Processor
6	6 GB RAM 128 GB ROM	16.71 cm (6.58 inch) Full HD+ Display	50MP + 2MP 8MP Front Camera	5000 mAh Battery	Dimensity 6020 Processor
7	128 GB ROM	15.49 cm (6.1 inch) Super Retina XDR Display	12MP + 12MP 12MP Front Camera	Bionic Chip, 6 Core Processor	ear Warranty for Phone and 6 Months Warranty for In-Box Access
8	6 GB RAM 128 GB ROM Expandable Upto 1 TB	17.25 cm (6.79 inch) Full HD+ Display	50MP + 8MP + 2MP 8MP Front Camera	5000 mAh Battery	Helio G88 Processor
9	6 GB RAM 128 GB ROM Expandable Upto 1 TB	17.04 cm (6.71 inch) HD+ Display	50MP Dual Rear Camera 5MP Front Camera	5000 mAh Battery	Mediatek Helio G85 Processor
0	4 GB RAM 64 GB ROM Expandable Upto 1 TB	17.04 cm (6.71 inch) HD+ Display	50MP Rear Camera 5MP Front Camera	5000 mAh Battery	Helio G85 Processor
1	6 GB RAM 128 GB ROM	16.71 cm (6.58 inch) Full HD+ Display	50MP + 2MP 8MP Front Camera	5000 mAh Battery	Dimensity 6020 Processor
2	8 GB RAM 128 GB ROM	16.71 cm (6.58 inch) Full HD+ Display	50MP + 2MP 8MP Front Camera	5000 mAh Battery	Dimensity 6020 Processor
3	8 GB RAM 128 GB ROM	16.71 cm (6.58 inch) Full HD+ Display	50MP + 2MP 8MP Front Camera	5000 mAh Battery	Dimensity 6020 Processor
4	4 GB RAM 128 GB ROM	16.71 cm (6.58 inch) Full HD+ Display	50MP + 2MP 8MP Front Camera	5000 mAh Battery	Dimensity 6020 Processor

Ram	Rom	Display	Camera	Battery
6 GB	128 GB	16.76cm	50MP + 2MP 13MP	6000 mAh
6 GB	128 GB	16.76cm	50MP + 2MP 13MP	6000 mAh
6 GB	128 GB	16.74cm	64MP 16MP	5000 mAh
6 GB	128 GB	16.76cm	50MP + 2MP 13MP	6000 mAh
6 GB	128 GB	16.71cm	50MP + 2MP 8MP	5000 mAh
8 GB	128 GB	15.49cm	12MP + 12MP 12MP	5000 mAh
6 GB	128 GB	17.25cm	50MP + 8MP + 2MP 8MP	5000 mAh
6 GB	128 GB	17.04cm	50MP 5MP	5000 mAh
4 GB	64 GB	17.04cm	50MP 5MP	5000 mAh
6 GB	128 GB	16.71cm	50MP + 2MP 8MP	5000 mAh
8 GB	128 GB	16.71cm	50MP + 2MP 8MP	5000 mAh
8 GB	128 GB	16.71cm	50MP + 2MP 8MP	5000 mAh
4 GB	128 GB	16.71cm	50MP + 2MP 8MP	5000 mAh
4 GB	128 GB	16.71cm	50MP + 2MP 8MP	5000 mAh
4 GB	64 GB	16.56cm	8MP 5MP	5000 mAh
4 GB	128 GB	17.25cm	50MP + 8MP + 2MP 8MP	5000 mAh
4 GB	64 GB	16.51cm	13MP + 2MP 5MP	5000 mAh
6 GB	128 GB	17.25cm	50MP + 8MP + 2MP 8MP	5000 mAh

- Using Star,Ratings,Reviews Value as separated columns and applied **Numeric Values**.

Before

Stars	Ratings	Reviews
4.2	65,587 Ratings	4,599 Reviews
4.2	65,587 Ratings	4,599 Reviews
4.4	1,33,702 Ratings	9,324 Reviews
4.2	65,587 Ratings	4,599 Reviews
4.4	2,45,230 Ratings	13,393 Reviews
4.6	2,31,506 Ratings	8,887 Reviews
4.2	22,389 Ratings	1,569 Reviews
4.2	85,891 Ratings	5,085 Reviews
4.2	9,001 Ratings	482 Reviews
4.4	2,45,230 Ratings	13,393 Reviews
4.3	49,056 Ratings	2,898 Reviews
4.3	49,056 Ratings	2,898 Reviews

After

Star	Ratings	Reviews
4.2	65,587	4,599
4.2	65,587	4,599
4.4	1,33,702	9,324
4.2	65,587	4,599
4.4	2,45,230	13,393
4.6	2,31,506	8,887
4.2	22,389	1,569
4.2	85,891	5,085
4.2	9,001	482
4.4	2,45,230	13,393
4.3	49,056	2,898
4.3	49,056	2,898
4.4	1,26,853	6,707
4.4	1,26,853	6,707
4.4	1,26,853	6,707
4	1,29,671	7,248

- (Ctrl + H) Replace â,¹ - INTO - (₹)RUPEES using Discount formula $[B2-(0.1*B2)]$ into separate column as "DISCOUNT PRICE"

Price	Price	D
â,¹14,990	₹ 14,990	Discount Price
â,¹14,990	₹ 14,990	₹ 13,491
â,¹16,990	₹ 16,990	₹ 13,491
â,¹14,990	₹ 14,990	₹ 15,291
â,¹12,999	₹ 12,999	₹ 13,491
â,¹61,999	₹ 61,999	₹ 11,699
â,¹10,499	₹ 10,499	₹ 55,799
â,¹7,999	₹ 7,999	₹ 9,449
â,¹6,799	₹ 6,799	₹ 7,199
â,¹12,999	₹ 12,999	₹ 6,119
		₹ 11,699
		₹ 13,499
		₹ 13,499
		₹ 10,799
		₹ 10,799
		₹ 10,799
		₹ 5,849
		₹ 8,549
		₹ 7,649

- Using $=IF(ISNUMBER(SEARCH("5G", B2)), "5G", "Not 5G")$ got a "5G Support Column" with two separate ranges as 5G and Not 5G in the column .

	A	B	C
1	Mobile Brand	Model	5G Support
2	SAMSUNG	Galaxy F14	5G
3	SAMSUNG	Galaxy F14	5G
4	OnePlus	Nord CE 2 Lite	5G
5	SAMSUNG	Galaxy F14	5G
6	vivo	T2x	5G
7	APPLE	iPhone 14	Not 5G
8	REDMI	12	Not 5G
9	POCO	C55	Not 5G
10	REDMI	12C	Not 5G
11	vivo	T2x	5G
12	vivo	T2x	5G
13	POCO	C51	5G
14	REDMI	12	5G
15	SAMSUNG	Galaxy F04	5G
16	REDMI	12	5G
17	REDMI	12C	Not 5G
18	SAMSUNG	Galaxy F04	Not 5G
19	APPLE	iPhone 12	Not 5G
20	POCO	M5	Not 5G
21	REDMI	12C	Not 5G

DATA VISULIZATION USING POWER BI

7. DATA TRANSFORMATION IN POWER BI

Key Steps

- Load the Cleaned Dataset in Power Query with 4 Tables
- Table1 as “Cleaned Dataset”.
- Table 2 as “Price Values”.
- Table 3 as “Feedback Values”.
- Table 4 as “Mobile Memory Values”.

Table with 5 columns: RAM, ROM, Display, Camera, Battery. The formula bar shows: `Table.TransformColumns(#"Renamed Columns",{{"RAM", Text.Upper, type text}})`

	RAM	ROM	Display	Camera	Battery
1	6 GB	128 GB	16.76cm	50MP + 2MP 13MP	6000 mAh
2	6 GB	128 GB	16.76cm	50MP + 2MP 13MP	6000 mAh
3	6 GB	128 GB	16.74cm	64MP 16MP	5000 mAh
4	6 GB	128 GB	16.76cm	50MP + 2MP 13MP	6000 mAh
5	6 GB	128 GB	16.71cm	50MP + 2MP 8MP	5000 mAh
6	8 GB	128 GB	15.49cm	12MP + 12MP 12MP	5000 mAh
7	6 GB	128 GB	17.25cm	50MP + 8MP + 2MP 8MP	5000 mAh
8	6 GB	128 GB	17.04cm	50MP 5MP	5000 mAh
9	4 GB	64 GB	17.04cm	50MP 5MP	5000 mAh
10	6 GB	128 GB	16.71cm	50MP + 2MP 8MP	5000 mAh

In Table 1 Cleaned Dataset Table Changed Mobile Brand and Model Columns as **Text** Range.

Table with 7 columns: Mobile Brand, Model, Price, Discount Price, Stars, Ratings, Reviews. The formula bar shows: `Table.TransformColumnTypes(#"Promoted Headers",{{"Model", type text}, {"Mobile Brand", type text}})`

	Mobile Brand	Model	Price	Discount Price	Stars	Ratings	Reviews
1	SAMSUNG	Galaxy F14	14990	13491	4.2	65587	
2	SAMSUNG	Galaxy F14	14990	13491	4.2	65587	
3	OnePlus	Nord CE	16990	15291	4.4	133702	
4	SAMSUNG	Galaxy F14	14990	13491	4.2	65587	
5	vivo	T2x	12999	11699.1	4.4	245230	
6	APPLE	iPhone 14	61999	55799.1	4.6	231506	
7	REDMI	12	10499	9449.1	4.2	22389	
8	POCO	C55	7999	7199.1	4.2	85891	
9	REDMI	12C	6799	6119.1	4.2	9001	

In Table 2 Price Values Renamed the Price and Discount Price Columns as Price (INR) and Discount Price (INR).

Queries [4] fx = Table.TransformColumnTypes(#"Renamed Columns",{{"Ratings", Int64.Type}, {"Reviews", Int64.Type}, {"Ram", type text}})

	ABC 123 Mobile Brand	AB 123 Model	AB 123 Price (INR)	AB 123 Discount Price (INR)	ABC 123 Stars	123 Ratings	123 Reviews
1	SAMSUNG	Galaxy F14	14990	13491	4.2	65587	
2	SAMSUNG	Galaxy F14	14990	13491	4.2	65587	
3	OnePlus	Nord CE	16990	15291	4.4	133702	
4	SAMSUNG	Galaxy F14	14990	13491	4.2	65587	
5	vivo	T2x	12999	11699.1	4.4	245230	
6	APPLE	iPhone 14	61999	55799.1	4.6	231506	
7	REDMI	12	10499	9449.1	4.2	22389	
8	POCO	C55	7999	7199.1	4.2	85891	
9	REDMI	12C	6799	6119.1	4.2	9001	
10	vivo	T2x	12999	11699.1	4.4	245230	
11	vivo	T2x	14999	13499.1	4.3	49056	
12	vivo	T2x	14999	13499.1	4.3	49056	

Query Settings

PROPERTIES

Name

Cleaned Dataset

APPLIED STEPS

Source

Navigation

Promoted Headers

Filtered Rows

Changed Type

Renamed Columns

Changed Type1

In Table 3 Feedback Values Changed the Column type as Decimal Number in Star column,Whole Number in Both Ratings and Reviews Column.

Queries [4] fx = Table.TransformColumnTypes(#"Removed Columns",{{"Stars", type number}, {"Ratings", Int64.Type}, {"Reviews", Int64.Type}})

	12 Stars	123 Ratings	123 Reviews
1	4.2	65587	4599
2	4.2	65587	4599
3	4.4	133702	9324
4	4.2	65587	4599
5	4.4	245230	13393
6	4.6	231506	8887
7	4.2	22389	1569
8	4.2	85891	5085
9	4.2	9001	482
10	4.4	245230	13393
11	4.3	49056	2898
12	4.3	49056	2898

Query Settings

PROPERTIES

Name

FEEDBACK VALUES

APPLIED STEPS

Source

Navigation

Promoted Headers

Changed Type

Removed Columns

Changed Type1

In Table 4 Mobile Memory Values of RAM,ROM,DISPLAY,CAMERA,BATTERY as in the format of GB,cm,mAH

	AB RAM	AB ROM	AB Display	AB Camera	AB Battery
1	6 GB	128 GB	16.76cm	50MP + 2MP 13MP	6000 mAh
2	6 GB	128 GB	16.76cm	50MP + 2MP 13MP	6000 mAh
3	6 GB	128 GB	16.74cm	64MP 16MP	5000 mAh
4	6 GB	128 GB	16.76cm	50MP + 2MP 13MP	6000 mAh
5	6 GB	128 GB	16.71cm	50MP + 2MP 8MP	5000 mAh
6	8 GB	128 GB	15.49cm	12MP + 12MP 12MP	5000 mAh
7	6 GB	128 GB	17.25cm	50MP + 8MP + 2MP 8MP	5000 mAh
8	6 GB	128 GB	17.04cm	50MP 5MP	5000 mAh
9	4 GB	64 GB	17.04cm	50MP 5MP	5000 mAh
10	6 GB	128 GB	16.71cm	50MP + 2MP 8MP	5000 mAh

CALCULATED COLUMNS & MEASURES

Calculated Columns

Price-Band Column: Price_Band = SWITCH (TRUE(), [Price (INR)] < 10000, "Under 10K", [Price (INR)] < 15000, "10K - 15K", [Price (INR)] < 20000, "15K - 20K", [Price (INR)] < 30000, "20K - 30K", "Above 30K")

The screenshot shows the Power BI Desktop interface. The formula bar at the top contains the DAX formula for the Price_Band column:

```
1 Price_Band =  
2 SWITCH(  
3 TRUE(),  
4 [Price (INR)] < 10000, "Under 10K",  
5 [Price (INR)] < 15000, "10K - 15K",  
6 [Price (INR)] < 20000, "15K - 20K",  
7 [Price (INR)] < 30000, "20K - 30K",  
8 "Above 30K"  
9 )
```

The data table below shows the results of this calculation:

Mobile Brand	Model	Price (INR)	Discount Price (INR)	Price_Category	Price_Band	Mobiles_Full Name	Discount_Amount	Discount_Percentage
SAMSUNG	Galaxy F14	14990	13491	Mid-Range	10K - 15K	SAMSUNG Galaxy F14	1499	10.00%
SAMSUNG	Galaxy F14	14990	13491	Mid-Range	10K - 15K	SAMSUNG Galaxy F14	1499	10.00%
OnePlus	Nord CE	16990	15291	Mid-Range	15K - 20K	OnePlus Nord CE	1699	10.00%
SAMSUNG	Galaxy F14	14990	13491	Mid-Range	10K - 15K	SAMSUNG Galaxy F14	1499	10.00%
vivo	T2x	12999	11699	Mid-Range	10K - 15K	vivo T2x	1300	10.00%
APPLE	iPhone 14	61999	55799	Premium	Above 30K	APPLE iPhone 14	6200	10.00%
REDMI	12	10499	9449	Mid-Range	10K - 15K	REDMI 12	1050	10.00%
POCO	C55	7999	7199	Budget	Under 10K	POCO C55	800	10.00%
REDMI	12C	6799	6119	Budget	Under 10K	REDMI 12C	680	10.00%
vivo	T2x	12999	11699	Mid-Range	10K - 15K	vivo T2x	1300	10.00%
vivo	T2x	14999	13499	Mid-Range	10K - 15K	vivo T2x	1500	10.00%

Price-Category Column: Price_Category = SWITCH(TRUE(), [Price (INR)] < 10000, "Budget", [Price (INR)] < 20000, "Mid-Range", [Price (INR)] < 40000, "Upper Mid-Range", [Price (INR)] >= 40000, "Premium")

The screenshot shows the Power BI Desktop interface. The formula bar at the top contains the DAX formula for the Price_Category column:

```
1 Price_Category =  
2 SWITCH(  
3 TRUE(),  
4 [Price (INR)] < 10000, "Budget",  
5 [Price (INR)] < 20000, "Mid-Range",  
6 [Price (INR)] < 40000, "Upper Mid-Range",  
7 [Price (INR)] >= 40000, "Premium"  
8 )
```

The data table below shows the results of this calculation:

Mobile Brand	Model	Price (INR)	Discount Price (INR)	Price_Category	Price_Band	Mobiles_Full Name	Discount_Amount	Discount_Percentage
SAMSUNG	Galaxy F14	14990	13491	Mid-Range	10K - 15K	SAMSUNG Galaxy F14	1499	10.00%
SAMSUNG	Galaxy F14	14990	13491	Mid-Range	10K - 15K	SAMSUNG Galaxy F14	1499	10.00%
OnePlus	Nord CE	16990	15291	Mid-Range	15K - 20K	OnePlus Nord CE	1699	10.00%
SAMSUNG	Galaxy F14	14990	13491	Mid-Range	10K - 15K	SAMSUNG Galaxy F14	1499	10.00%
vivo	T2x	12999	11699	Mid-Range	10K - 15K	vivo T2x	1300	10.00%
APPLE	iPhone 14	61999	55799	Premium	Above 30K	APPLE iPhone 14	6200	10.00%
REDMI	12	10499	9449	Mid-Range	10K - 15K	REDMI 12	1050	10.00%
POCO	C55	7999	7199	Budget	Under 10K	POCO C55	800	10.00%
REDMI	12C	6799	6119	Budget	Under 10K	REDMI 12C	680	10.00%
vivo	T2x	12999	11699	Mid-Range	10K - 15K	vivo T2x	1300	10.00%
vivo	T2x	14999	13499	Mid-Range	10K - 15K	vivo T2x	1500	10.00%
vivo	T2x	14999	13499	Mid-Range	10K - 15K	vivo T2x	1500	10.00%
vivo	T2x	11999	10799	Mid-Range	10K - 15K	vivo T2x	1200	10.00%
vivo	T2x	11000	10700	Mid-Range	10K - 15K	vivo T2x	1300	10.00%

Total Rating score Column: Total_Rating_score = 'FEEDBACK VALUES'[Ratings]*'FEEDBACK VALUES'[Stars]

The screenshot shows the Power BI Desktop interface. The formula bar at the top contains the DAX formula for the Total_Rating_score column:

```
1 Total_Rating_score = 'FEEDBACK VALUES'[Ratings]*'FEEDBACK VALUES'[Stars]
```

The data table below shows the results of this calculation:

Reviews	Rating_Category	Total_Rating_score	Popularity_Index
65587	Good	275465	4599
4.2	Good	275465	4599
4.2	Good	275465	4599
4.2	Good	94034	1569
4.2	Good	360742	5085
4.2	Good	37804	482
4.2	Good	327873	4401
4.2	Good	94034	1569
4.2	Good	37804	482
4.2	Good	327873	4401
4.2	Good	49253	799

Final Price Column: Final Price = 'Cleaned Dataset'[Discount Price (INR)]

The screenshot shows a data table with columns: INR, Discount Price (INR), Stars, Ratings, Reviews, Ram, Rom, Display, Camera, Battery, 5G Support, Final Price, Discount %, and Total Phones. The 'Final Price' column is highlighted, showing values derived from the 'Discount Price (INR)' column. The 'Data' pane on the right shows the 'Final Price' column selected.

INR	Discount Price (INR)	Stars	Ratings	Reviews	Ram	Rom	Display	Camera	Battery	5G Support	Final Price	Discount %	Total Phones
61999	55799	4.6	231506	8887	8 GB	128 GB	15.49cm	12MP + 12MP 12MP	5000 mAh	Not 5G	55799	10.00%	601
14999	13499	4.3	49056	2898	8 GB	128 GB	16.71cm	50MP + 2MP 8MP	5000 mAh	5G	13499	10.00%	601
14999	13499	4.3	49056	2898	8 GB	128 GB	16.71cm	50MP + 2MP 8MP	5000 mAh	5G	13499	10.00%	601
40999	36899	4.6	203774	13554	8 GB	64 GB	15.49cm	12MP + 12MP 12MP	5000 mAh	Not 5G	36899	10.00%	601
14999	13499	4.3	49056	2898	8 GB	128 GB	16.71cm	50MP + 2MP 8MP	5000 mAh	5G	13499	10.00%	601
41999	37799	4.6	203774	13554	8 GB	64 GB	15.49cm	12MP + 12MP 12MP	5000 mAh	Not 5G	37799	10.00%	601
21704	19534	4.4	24381	1756	8 GB	256 GB	17.07cm	108MP	5000 mAh	5G	19534	10.00%	601
22999	20699	4.4	9145	1447	8 GB	128 GB	16.64cm	50MP + 13MP 32MP	5000 mAh	Not 5G	20699	10.00%	601
21665	19499	4.4	24381	1756	8 GB	256 GB	17.07cm	108MP	5000 mAh	5G	19499	10.00%	601
19608	17647	4.4	24381	1756	8 GB	128 GB	17.07cm	108MP	5000 mAh	5G	17647	10.00%	601
68999	62099	4.6	50958	2974	8 GB	128 GB	17.02cm	12MP + 12MP 12MP	5000 mAh	Not 5G	62099	10.00%	601

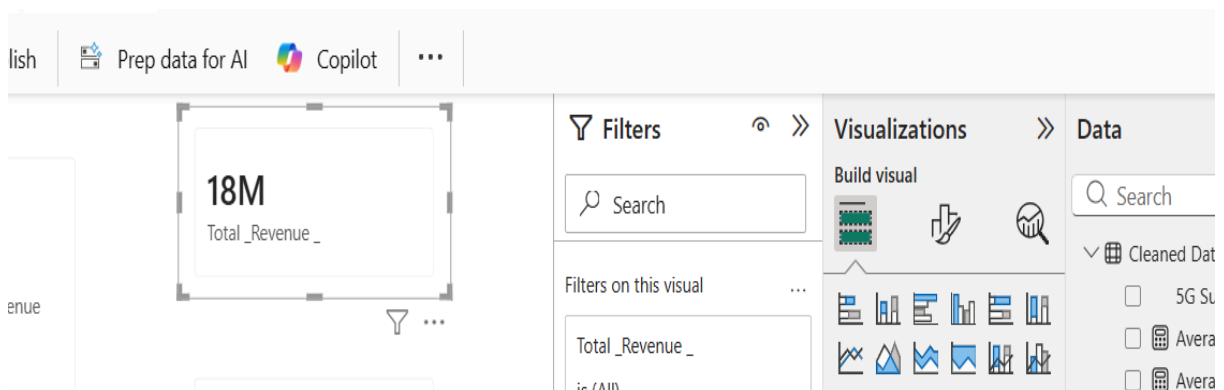
Popularity Index Column: Popularity_Index = ('FEEDBACK VALUES'[Reviews]*0.6)+('FEEDBACK VALUES'[Reviews]*0.4)

The screenshot shows a data table with columns: Stars, Ratings, Reviews, Rating_Category, Total_Rating_score, and Popularity_Index. The 'Popularity_Index' column is highlighted, showing values calculated from the 'Reviews' column. The 'Data' pane on the right shows the 'Popularity_Index' column selected.

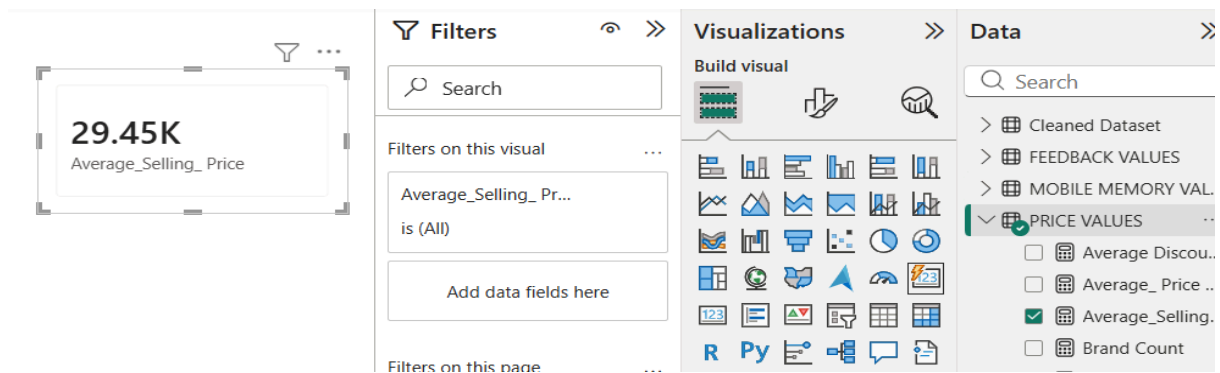
Stars	Ratings	Reviews	Rating_Category	Total_Rating_score	Popularity_Index
4.2	65587	4599	Good	275465	4599
4.2	65587	4599	Good	275465	4599
4.2	65587	4599	Good	275465	4599
4.2	22389	1569	Good	94034	1569
4.2	85891	5085	Good	360742	5085
4.2	9001	482	Good	37804	482
4.2	78065	4401	Good	327873	4401
4.2	22389	1569	Good	94034	1569

Calculated Measures

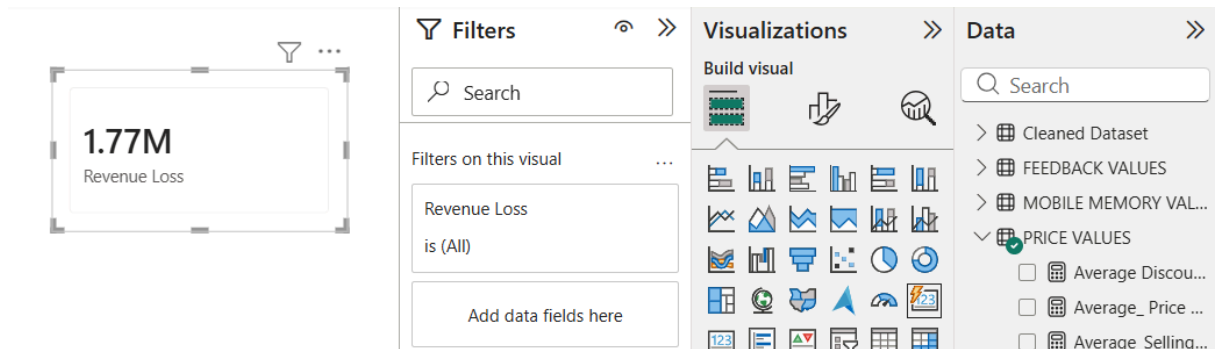
Total_Revenue _ = SUM('PRICE VALUES'[Price (INR)])



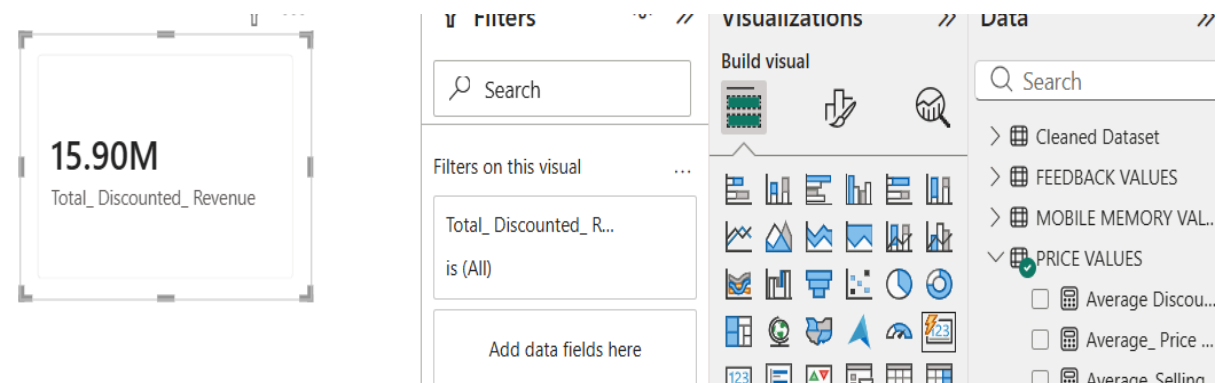
Average_Selling_Price = AVERAGE('PRICE VALUES'[Price (INR)])



Revenue Loss = SUM('PRICE VALUES'[Discount_Amount])

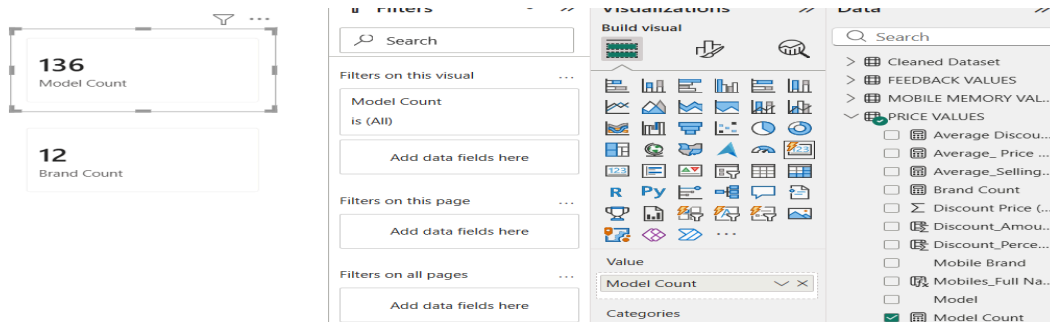


Total_Discouted_Revenue = SUM('PRICE VALUES'[Discount Price (INR)])



Model Count = DISTINCTCOUNT('PRICE VALUES'[Model])

Brand Count = DISTINCTCOUNT('PRICE VALUES'[Mobile Brand])



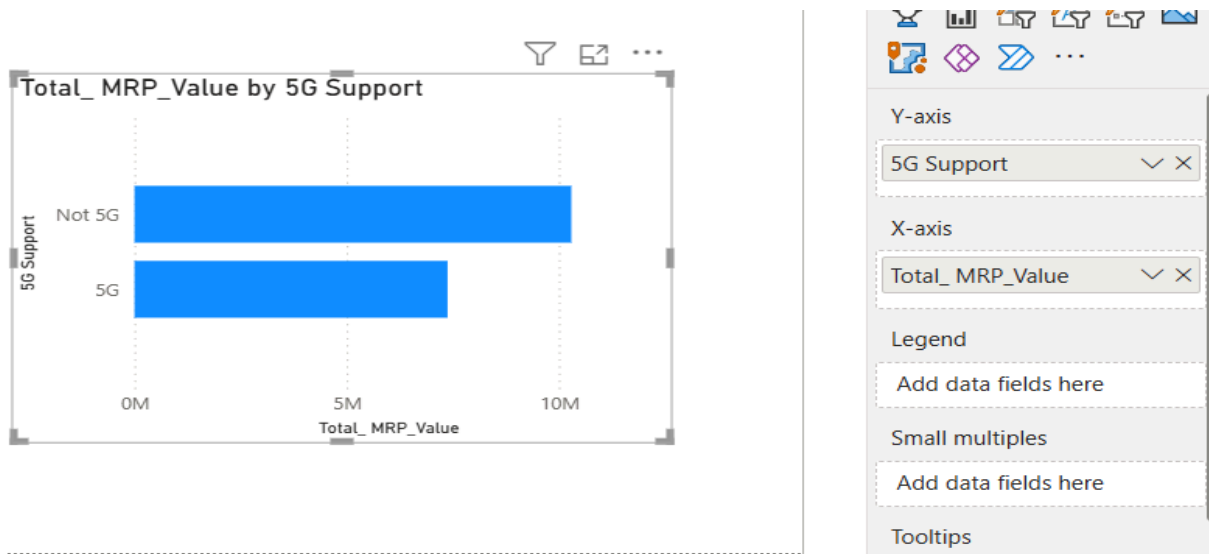
9. DASHBOARD PLANNING & VISUALIZATION

Charts

BAR CHART : TOTAL_MRP_VALUE and 5G SUPPORT

X- Axis: Total_MRP-Value

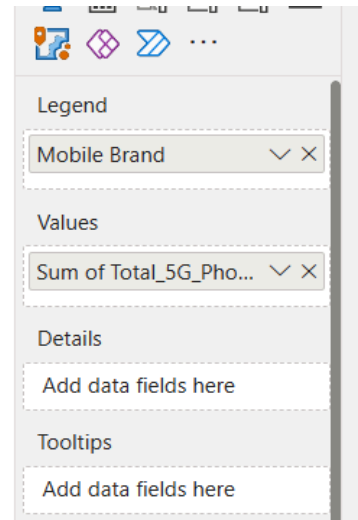
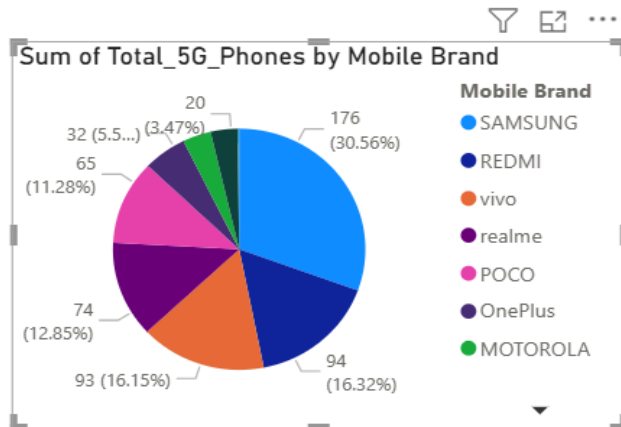
Y- Axis: 5G Support



PIE CHART : MOBILE BRAND and SUM OF TOTAL 5G PHONES

LEGEND: Mobile Brand

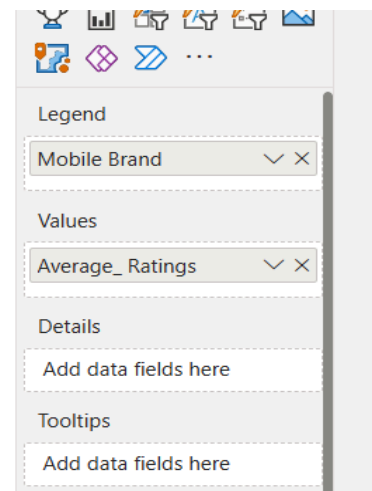
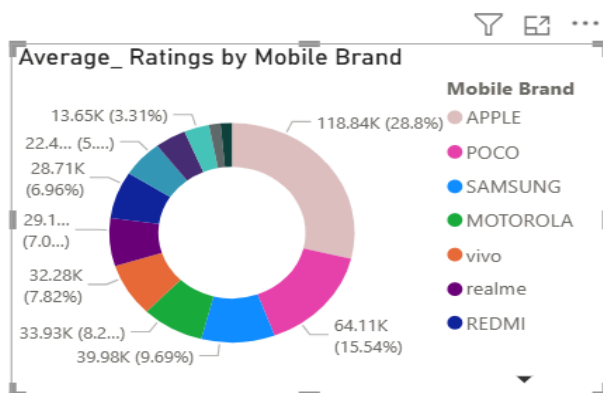
VALUE: Sum of Total 5G Phones



DONUT CHART : MOBILE BRAND and AVERAGE RATINGS

LEGEND: Mobile Brand

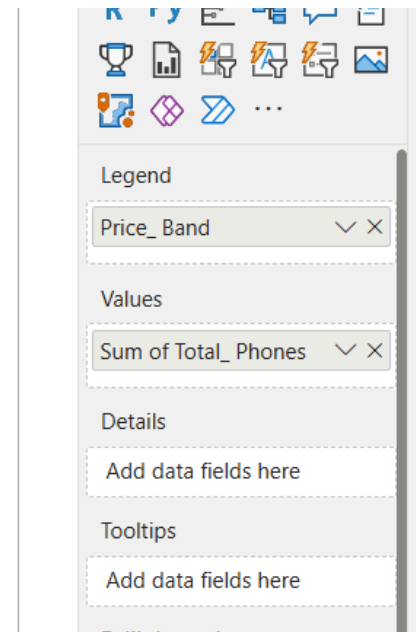
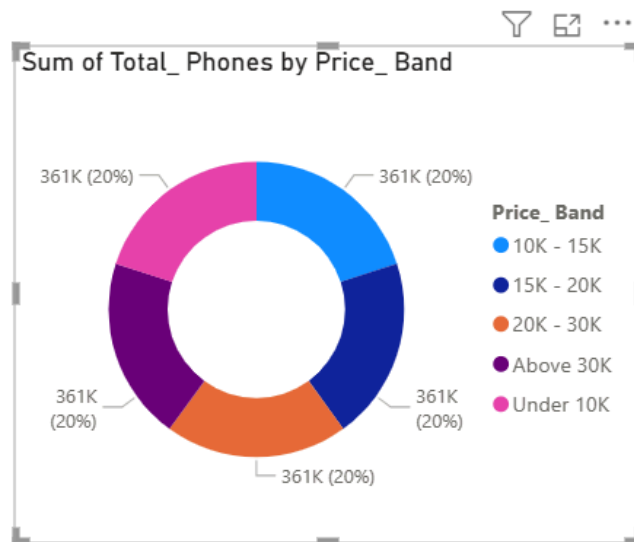
VALUE: Average Ratings



DONUT CHART : PRICE BAND and SUM OF TOTAL PHONES

LEGEND: Price Band

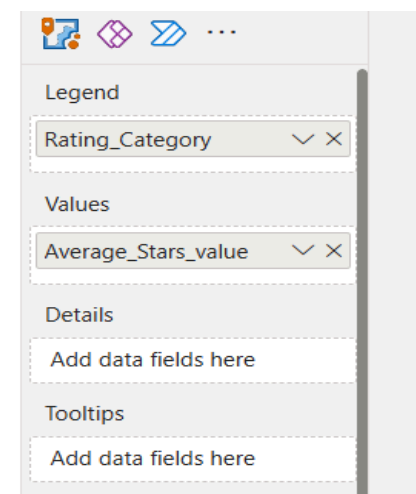
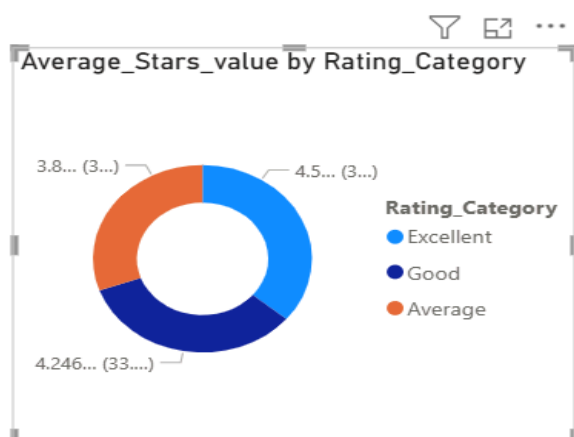
VALUE: Sum of Total 5G Phones



DONUT CHART : RATING CATEGORY and AVERAGE STARS VALUE

LEGEND: Rating Category

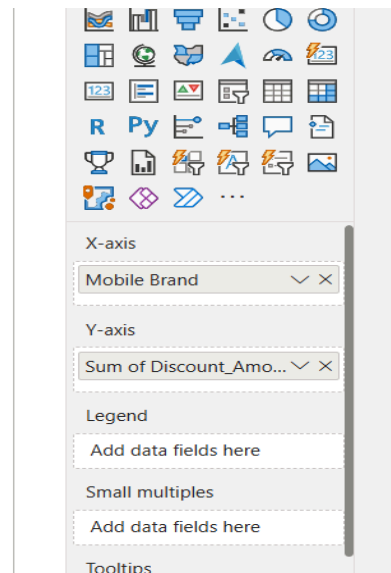
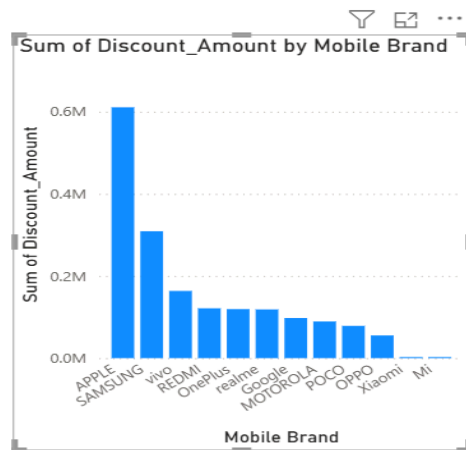
VALUE: Average Stars Value



COLUMN CHART : SUM OF DISCOUNTED AMOUNT and MOBILE BRAND

X- Axis: Mobile Brand

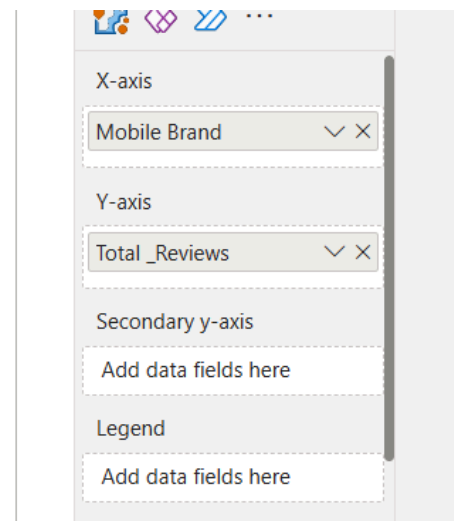
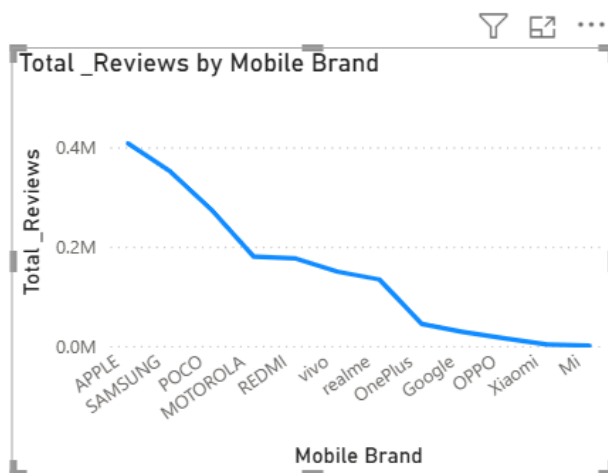
Y- Axis: Sum of Discounted Amount



LINE CHART : TOTAL REVIEWS and MOBILE BRAND

X- Axis: Mobile Brand

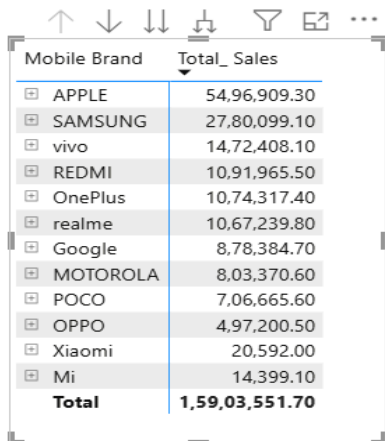
Y- Axis: Total Reviews



MATRIX : TOTAL SALES and MOBILE BRAND&MODEL

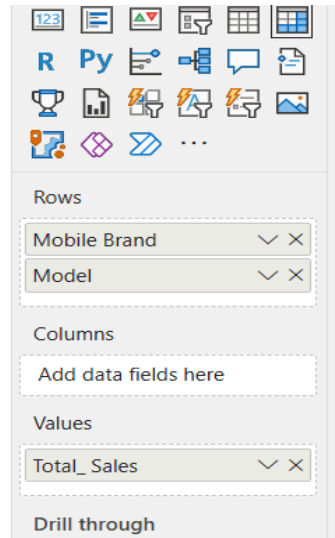
Rows: Mobile Brand & Model

Values: Total Sales



A screenshot of a data table with two columns: 'Mobile Brand' and 'Total_Sales'. The table lists various mobile brands and their corresponding total sales values. The brands are listed in descending order of sales. The total sales for all brands combined is 1,59,03,551.70.

Mobile Brand	Total_Sales
APPLE	54,96,909.30
SAMSUNG	27,80,099.10
vivo	14,72,408.10
REDMI	10,91,965.50
OnePlus	10,74,317.40
realme	10,67,239.80
Google	8,78,384.70
MOTOROLA	8,03,370.60
POCO	7,06,665.60
OPPO	4,97,200.50
Xiaomi	20,592.00
Mi	14,399.10
Total	1,59,03,551.70

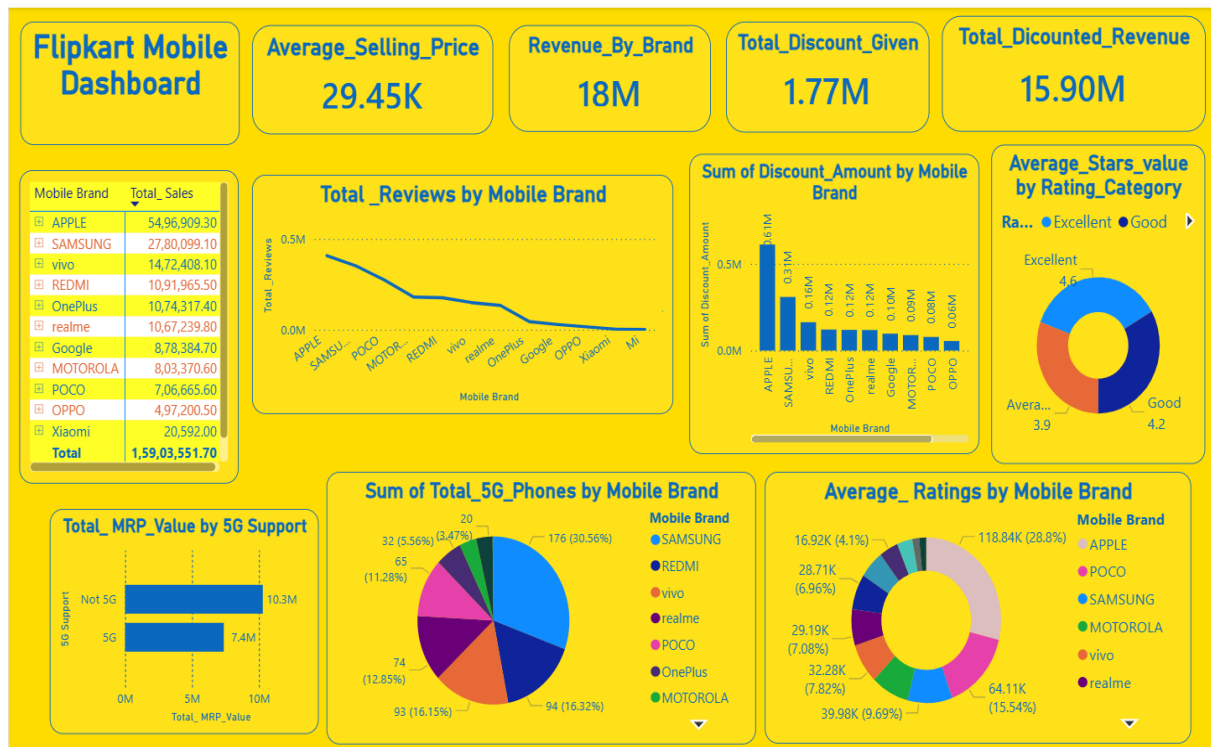


FINAL DASHBOARD: FLIPKART MOBILE DATA DASHBOARD

Using Measure Values and Charts

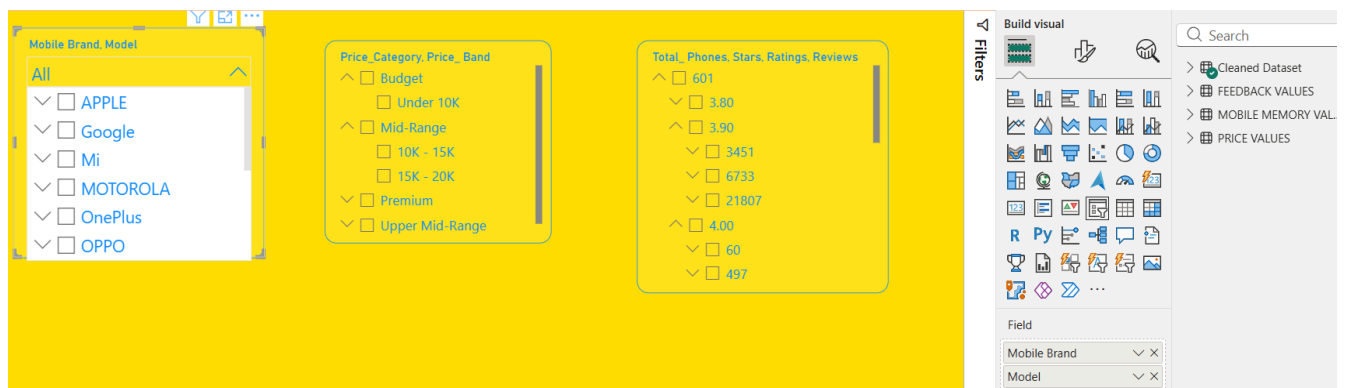
1. Average Selling Price
2. Revenue By Brand
3. Total Discount Given
4. Total Discounted Revenue
5. Bar Chart
6. Column Chart
7. Pie Chart
8. Donut Chart
9. Line Chart
10. Matrix

DASHBOARD



Slicers

1. Slicers using Mobile Brand and Model,
2. Price Category and Price Band,
3. Total Phones Stars,Ratings,Reviews.

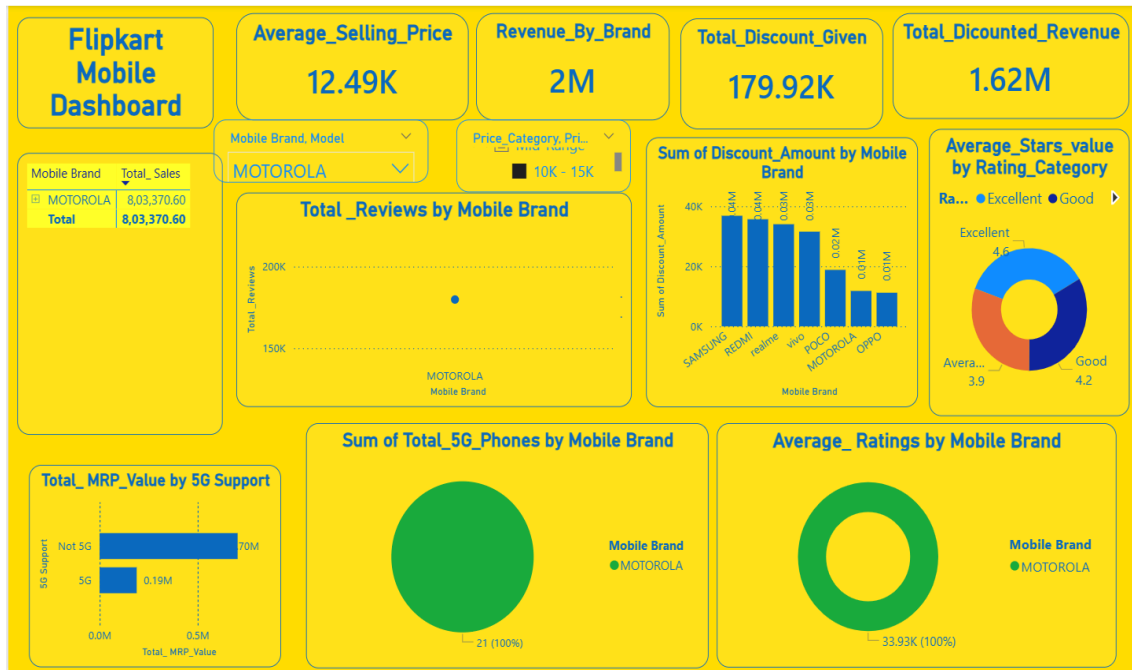


After Using Slicers: Slicers between

Mobile Brand&Mobile: MOTOROLA

Price Category: 10k -15k

Price Band:Budget

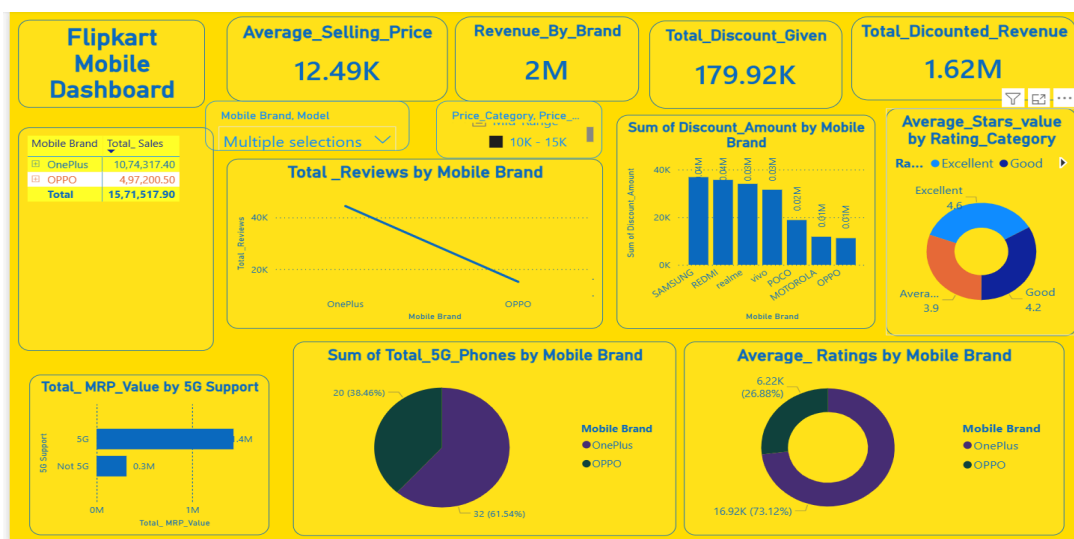


After Using Slicers: Slicers between

Mobile Brand&Mobile: ONEPLUS,OPPO

Price Category: 15k -20k

Price Band: Mid-Range



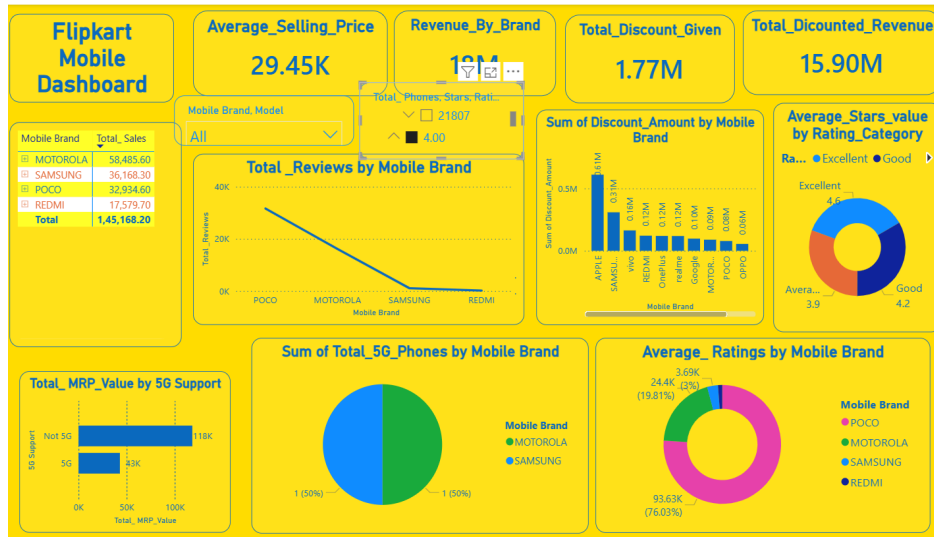
After Using Slicers: Slicers between

Mobile Brand&Mobile:SAMSUNG,POCO,REDMI,MOTOROLA

Star Value : 4

Rating :1436

Review: 5061



10. INSIGHTS & KEY FINDINGS

- **Samsung and Redmi** dominate the market by number of models
- **5G phones** now represent more than 65% of listings
- **Budget and Mid-range** smartphones make up the majority
- Models with **higher reviews generally fall in mid-range price**
- **Flagship models** have higher ratings but fewer reviews
- Brands like **Mi and POCO** offer high specs at lower price

11. CONCLUSION

This project converts e-commerce mobile listings into valuable insights. Using Excel and Power BI, you built a complete data analytics pipeline including cleaning, transformation, modeling, visualization, and reporting.

12. FUTURE ENHANCEMENTS

- Add competitor data (Amazon, Croma)
- Add dynamic price change tracking
- Forecast pricing using time-series modeling
- Build machine learning model for "price prediction"
- Include sentiment analysis of reviews.