

Flipkart Mobile Market Analysis

Candidate: Sahil Panjwani

Role Applied: Data Intelligence Analyst

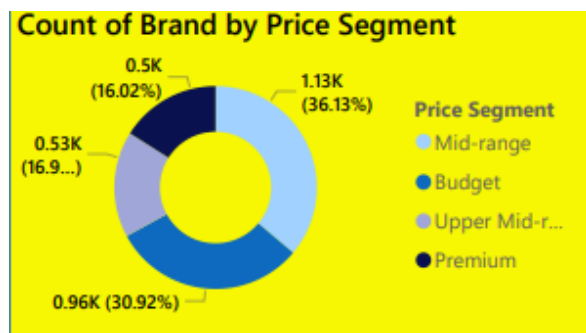
Date: June 7, 2025

1. Price Range Segments for Mobiles in India

While going through the Flipkart mobile listings dataset, I decided to categorize the phones into four price segments based on their selling price:

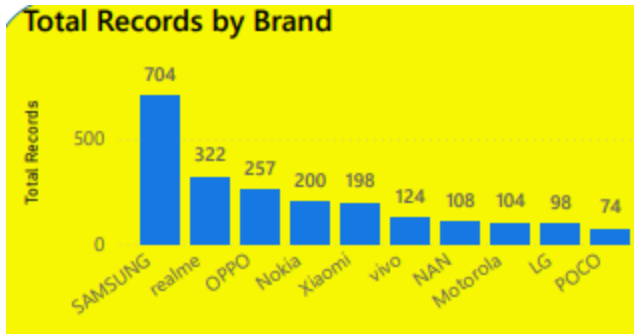
- Budget: Less than ₹10,000
- Mid-range: ₹10,000 – ₹20,000
- Upper Mid-range: ₹20,000 – ₹40,000
- Premium: Above ₹40,000

Most of the phones fall under the Budget and Mid-range categories, which shows that Indian consumers still prefer affordable and value-for-money phones.



2. Which Brand Offers the Most Mobiles?

When I analyzed the brand distribution, I found that Samsung has the highest number of mobile models listed, with over 700 products. This was followed by realme, OPPO, and Xiaomi. Samsung seems to be covering all user segments, from budget to premium, which probably explains their presence in all categories.



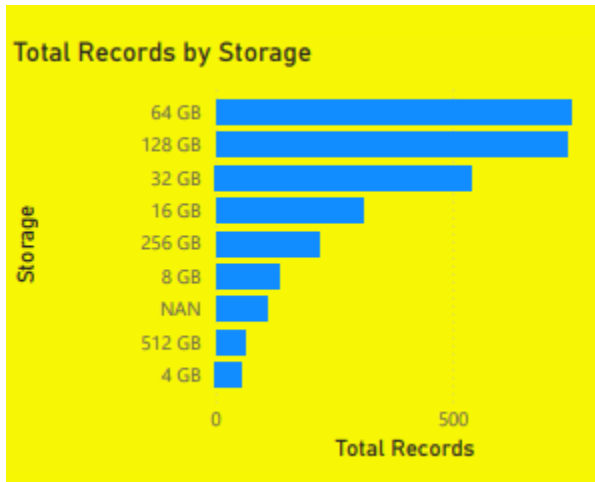
3. Brands That Cover All Price Segments

I created a matrix visual to compare each brand's presence across different price segments. From that, I noticed that Samsung, realme, and OPPO have products in every single price range: budget, mid-range, upper mid, and premium. This tells me that these brands are trying to cater to everyone – students, professionals, and premium users alike.

Brand	Budget	Mid-range	Premium	Upper Mid-range	Total
Apple			287	37	324
ASUS	50	36	21	10	117
GIONEE	110	17		1	128
Google Pixel		1	21	7	29
HTC	9	17	14	15	55
Infinix	72	78			150
IQOO				5	5
Lenovo	78	38		1	117
LG	34	30	10	24	98
Motorola	34	47	4	19	104
NAN	108				108
Nokia	124	61	3	12	200
OPPO	23	160	5	69	257
POCO	12	44		18	74
realme	72	184	5	61	322
SAMSUNG	188	250	112	154	704
vivo	4	68	13	39	124
Xiaomi	45	94	4	55	198
Total	963	1125	499	527	3114

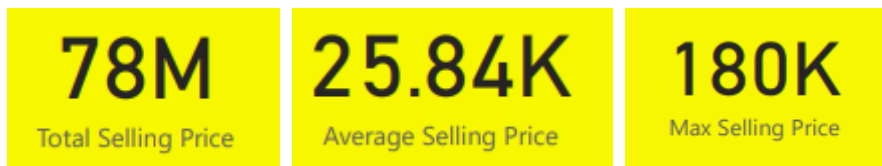
4. Most Common Specifications Across Brands

By analyzing the RAM and storage fields, I observed that 6GB RAM and 128GB storage are the most common specs. 4GB RAM and 64GB storage also appear frequently, especially in budget models. In terms of battery, 5000 mAh seems to be a common standard, and many phones have dual or triple rear cameras. Overall, it's clear that even budget phones now come with strong specs.



5. Other Interesting Insights from the Data

- The average price of a phone in the dataset is around ₹25,840.
- The maximum listed price was ₹1,80,000, which I believe is for a premium iPhone.
- Some phones are being sold with very steep discounts – one had over ₹1.5 lakh off, likely due to clearance.
- There are 3,114 phones listed from 18 different brands.
- Interestingly, phones under ₹10K still manage to hold an average rating of 4.2+, which shows people are happy with entry-level phones too.



In conclusion, this dataset reflects how competitive the Indian mobile market is, and how important pricing, storage, and user ratings are for decision making. Brands that offer versatility across price brackets are clearly winning attention on Flipkart.