

Insights from the Flipkart Mobiles data

- The dataset provided showed minimum selling price 1000 and maximum selling price 169999. Based on the prices in selling price column and understanding the Indian market, I have divided the price segments as Low range for below 15000, Mid-range for below and equal to 30000 and all other than this or above this as Premium.
- The brand Samsung offers the most products for the Indian Market.
- The brands Samsung, Realme, Oppo, Nokia, Xiaomi, Vivo, ASUS, Motorola, LG, POCO, HTC cater to all different three price range segments. While other brands do cater mostly to low range segments or some to premium. Google does cater to all segments but with just a single model under the low range segment.
- From the observations and visual graphs, it's seen that black color is seen in most of the models for almost all the brands. The memory size of 4 GB is most common for the most of models offered by different brands. The storage capacity of 64 GB is the most common storage for the most of the models offered by different brands followed by the storage capacity of 128 GB for little less count of models.
- The brand Apple has the highest average ratings of 4.57 for its different models, followed by Google Pixel, IQOO, Realme, POCO being the TOP 5 brands with the highest average ratings among all brands.
- Out of all the models offered by different brands, most of the models cater to low range price segment, around 49.9% of all the models by different brands. After that 26.97% models cater to mid range price segment while around 23.12% models comes under Premium price range segment.
- The dataset indicated that most of the models offered by different brands are suitable for the Indian Market since most models cater to low price range segment, considering the high percentage of the middle class population of the Indian market.