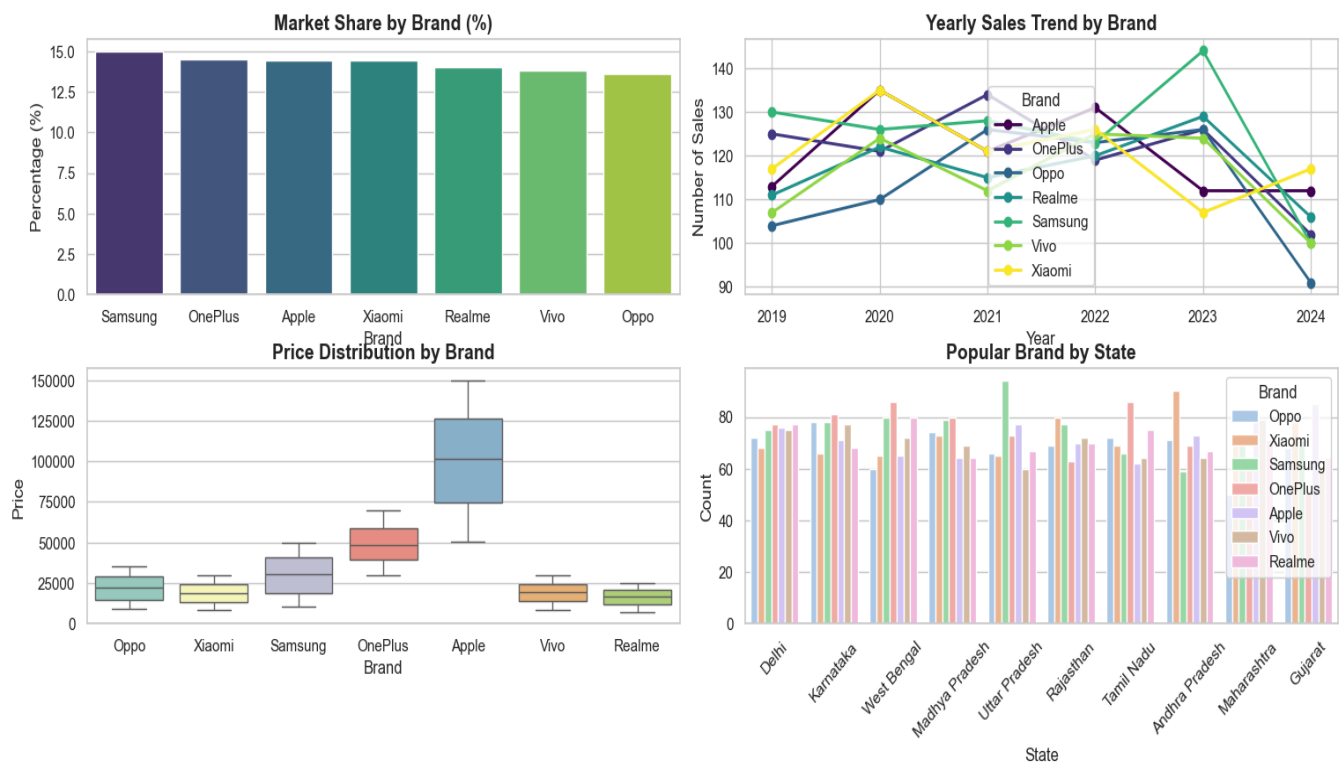


Mobile Market Analysis Dashboard (2019 - 2024)

This report provides insights into the mobile market trends from 2019 to 2024, focusing on brand performance in terms of market share, sales trends, price distribution, and popularity by region. The data visualizations offer a clear

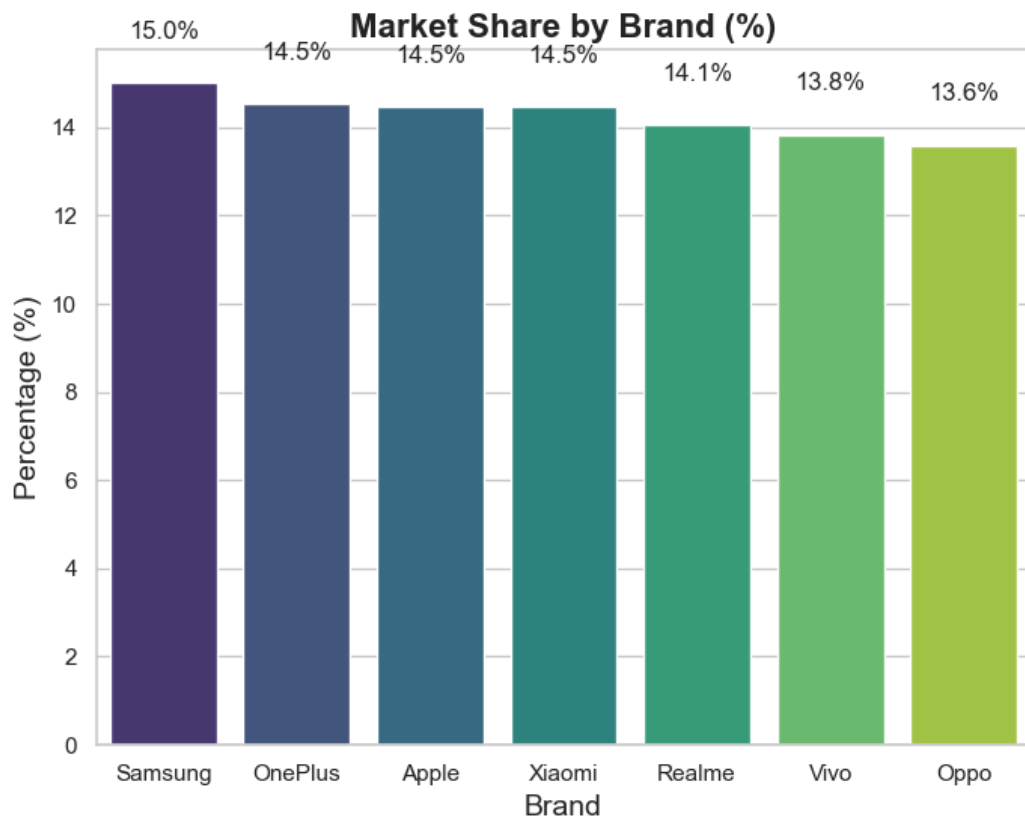
Mobile Market Analysis Dashboard (2019 - 2024)



overview of each brand's position and performance over the years.

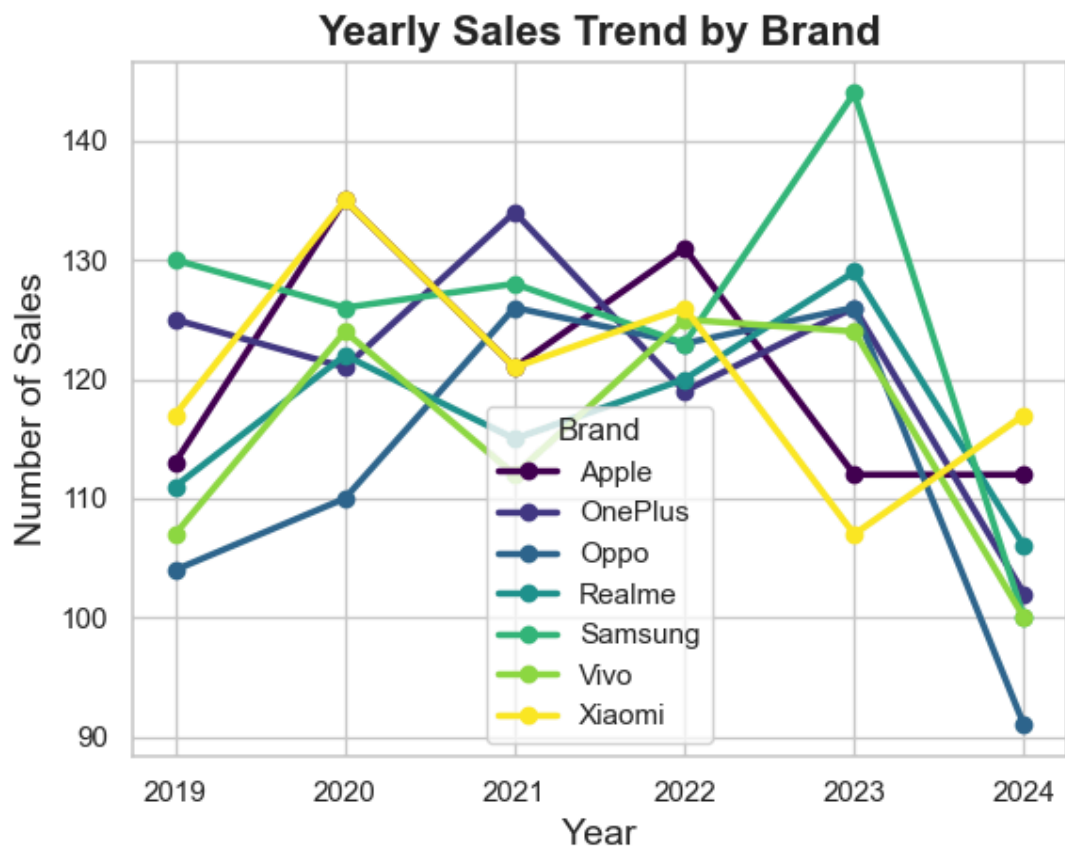
1. Market Share by Brand
2. Yearly Sales Trend by Brand
3. Price Distribution by Brand
4. Popular Brand by State
5. Key Insights &
6. Conclusion

Market Share by Brand



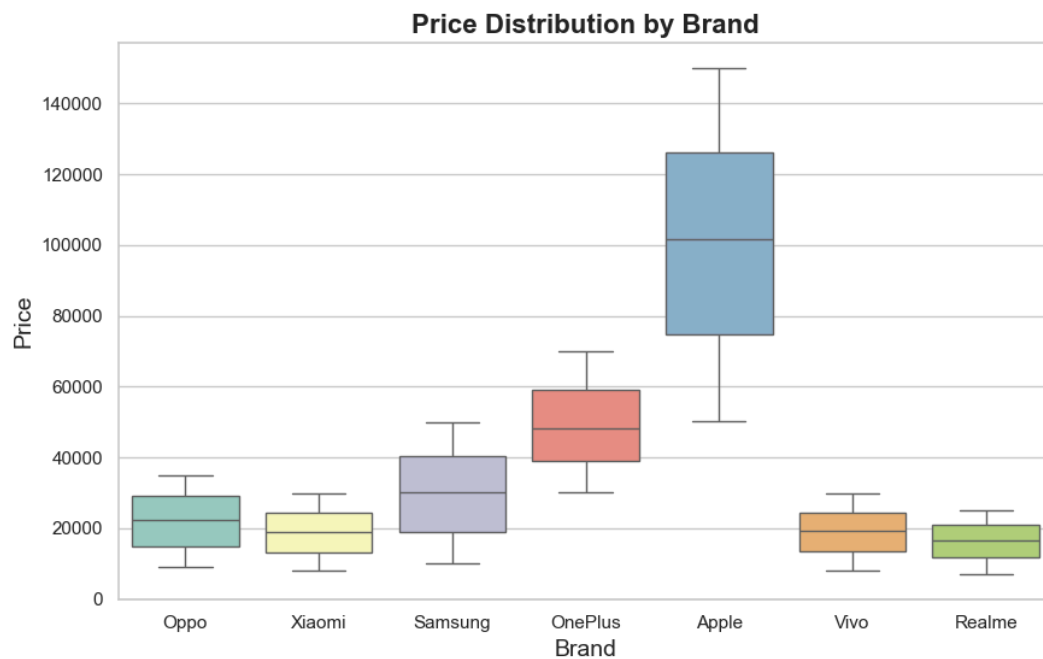
- **Description:** This bar chart displays the market share percentage for each mobile brand.
- **Observations:**
 - Samsung, OnePlus, Apple, Xiaomi, Realme, Vivo, and Oppo have nearly equal shares, ranging around 12-15%.
 - The market appears evenly distributed among these brands, indicating a highly competitive environment.

Yearly Sales Trend by Brand



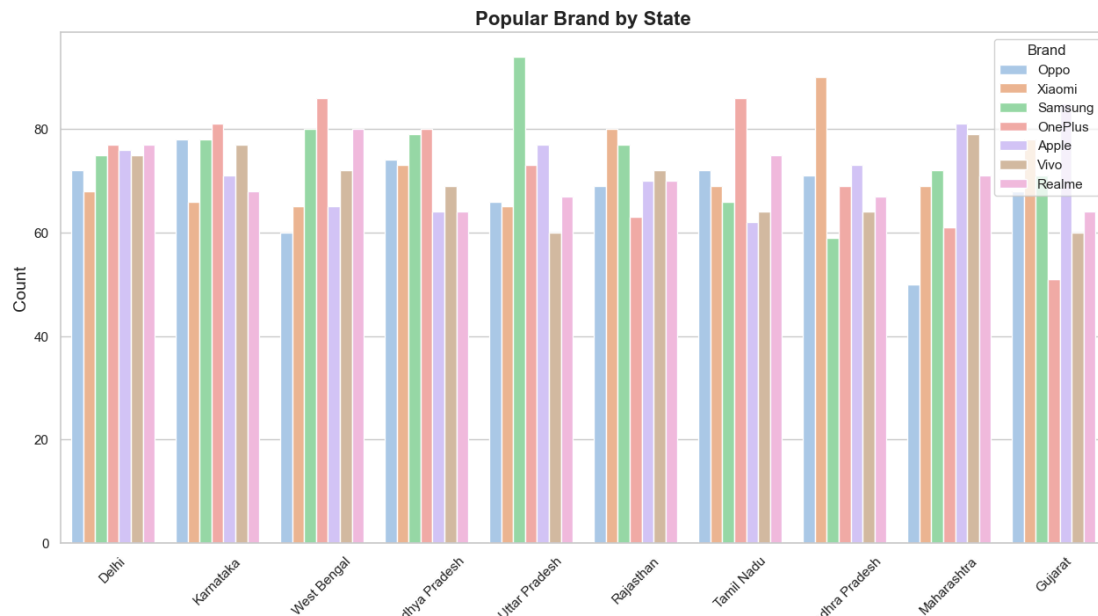
- **Description:** This line chart illustrates the yearly sales trends from 2019 to 2024 for each brand.
- **Observations:**
 - **Apple and Samsung** experienced fluctuations in sales, with peaks around 2023.
 - **Xiaomi and Oppo** also showed notable variances, but their sales trends dropped sharply by 2024.
 - **OnePlus and Realme** maintained relatively stable sales compared to other brands.
- **Interpretation:** The trend suggests market shifts influenced by consumer preferences, economic factors, or brand-specific marketing strategies.

Price Distribution by Brand



- **Description:** This box plot presents the price distribution for each brand, showcasing the range and median price points.
- **Observations:**
 - **Apple** holds the highest median price, suggesting a premium positioning in the market.
 - **Samsung** and **OnePlus** also target higher price segments, though with a wider price range.
 - **Oppo, Xiaomi, Vivo, and Realme** offer more budget-friendly options with lower price ranges.
- **Interpretation:** The distribution highlights each brand's pricing strategy, with Apple focusing on the premium segment while others capture the mid to lower-price segments.

Popular Brand by State



- **Description:** This bar chart represents the popularity of each brand across various states.
- **Observations:**
 - **Oppo** and **Samsung** have a strong presence across multiple states.
 - **Apple** and **OnePlus** have varying popularity depending on the region, possibly influenced by economic demographics.
 - **Xiaomi, Realme, and Vivo** exhibit consistent but modest popularity.
- **Interpretation:** This geographic breakdown suggests that certain brands are preferred in specific states, likely influenced by local consumer preferences and regional marketing efforts.

Key Insights

1. **Balanced Market Share:** Most brands hold a nearly equal share, which could indicate intense competition.
2. **Sales Trends:** There is significant variability in sales across years, especially for major brands like Apple and Samsung, highlighting fluctuating consumer demand.
3. **Price Segmentation:** Brands are strategically positioned across different price points, with Apple in the premium sector and others like Xiaomi and Realme catering to budget-conscious consumers.
4. **Regional Popularity:** The preference for specific brands varies by state, pointing towards demographic and regional influences on brand popularity.

Conclusion

The mobile market from 2019 to 2024 has shown a highly competitive landscape with diverse consumer preferences across brands, price ranges, and regions. Brands like Samsung and Apple dominate higher price points, while Xiaomi and Oppo cater to the more budget-friendly segments. The varied popularity by state reveals regional trends that brands can leverage for targeted marketing strategies.