



iPhone Data Analysis

Uncovering Trends and Insights from iPhone Sales Data



Home



Sales and Revenue Analysis



Customer Engagement Analysis



Pricing and Discounts



Product Performance



Settings

The iPhone, introduced by Apple in 2007, revolutionized the smartphone industry by combining a sleek design with advanced functionality. Known for its high-quality build, intuitive user interface, and seamless integration with Apple's ecosystem, the iPhone quickly became a global symbol of innovation. With each new release, the iPhone continues to push the boundaries of technology, offering enhanced features such as powerful processors, improved camera systems, and regular software updates. Today, the iPhone remains one of the best-selling smartphones worldwide, influencing trends in mobile technology and design.

This project aims to analyze iPhone sales data to uncover patterns, trends, and insights. The dataset includes attributes like product name, brand, sale price, MRP, discount percentage, star rating, RAM, and customer feedback metrics. The analysis focuses on pricing strategies, customer reviews, product popularity, and more.





Sales and Revenue Dashboard



Total Revenue

6.17bn



Highest Revenue Product

Apple iPhone SE

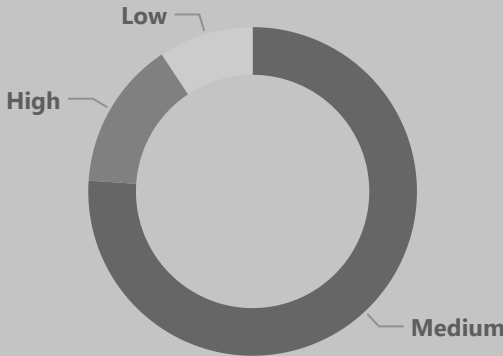
Total Quantity Sold

139K

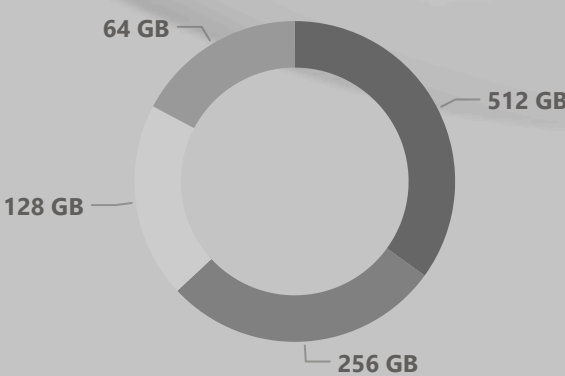
Average Sale Price

80.07K

Total Revenue by Price Category



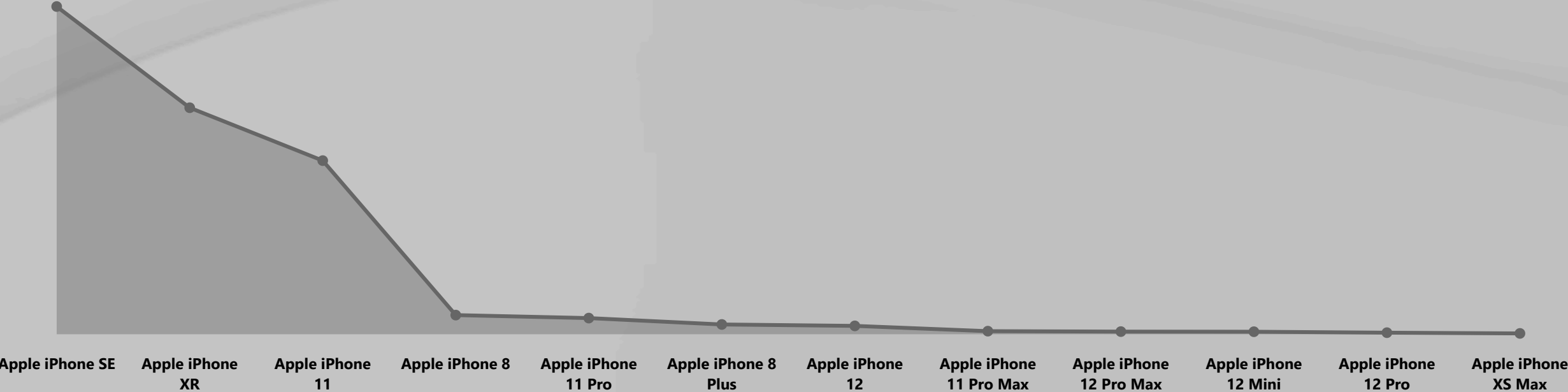
Average Sale Price by Storage Capacity



Product with Highest Revenue



Total Quantity Sold by Product



Filters



Product_Name

All

Price_Category

- ☐ Select all
- ☐ High
- ☐ Low
- ☐ Medium

Ram

- ☐ Select all
- ☐ 2 GB
- ☐ 3 GB
- ☐ 4 GB
- ☐ 6 GB



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Customer Engagement Dashboard



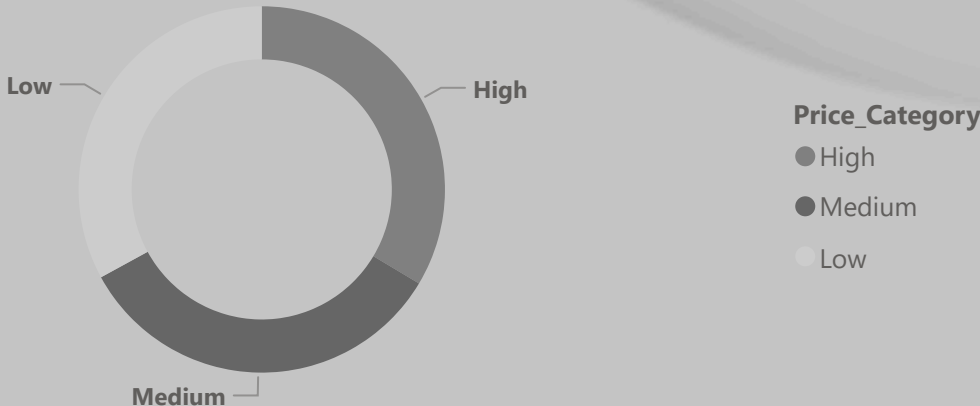
Average Star Rating

4.6

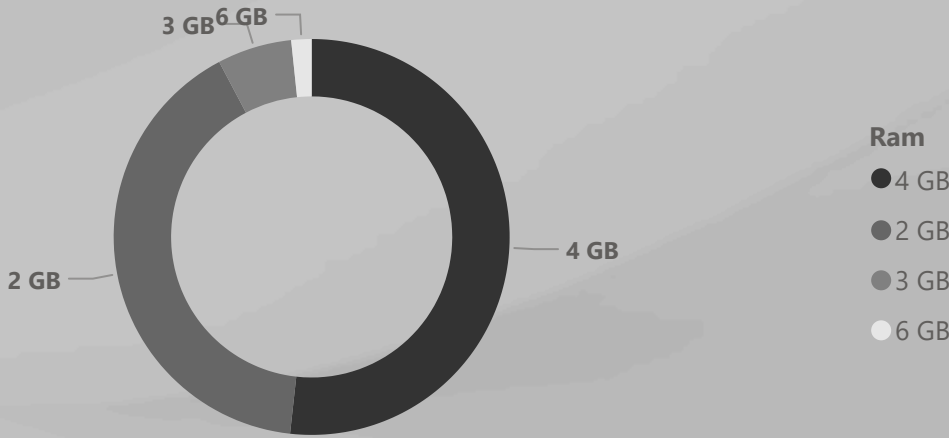
Product with Highest Engagement

Apple iPhone SE

Average Star Rating by Price Category



Customer Engagement by RAM Category



Correlation Between Reviews and Ratings

Key influencers Top segments

What influences Number_Of_Ratings to Increase

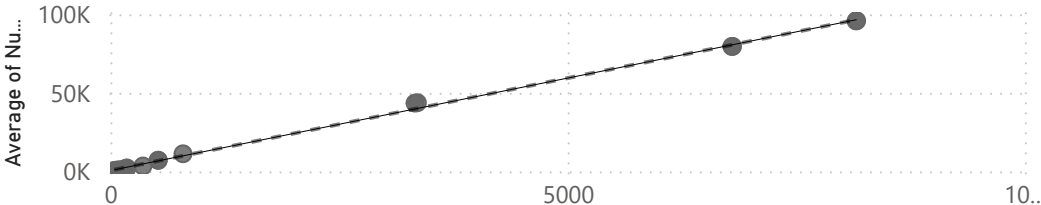
When...

Average of Number_Of_Reviews goes up 2832.76

....the average of Number_Of_Ratings increases by

33.84K

← On average when Average of Number_Of_Reviews increases, Number_Of_Ratings also increases.



Filters



Product_Name

All

Price_Category

- ☐ Select all
- ☐ High
- ☐ Low
- ☐ Medium

Ram

- ☐ Select all
- ☐ 2 GB
- ☐ 3 GB
- ☐ 4 GB
- ☐ 6 GB



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Pricing and Discounts Dashboard

Highest Discount Percentage

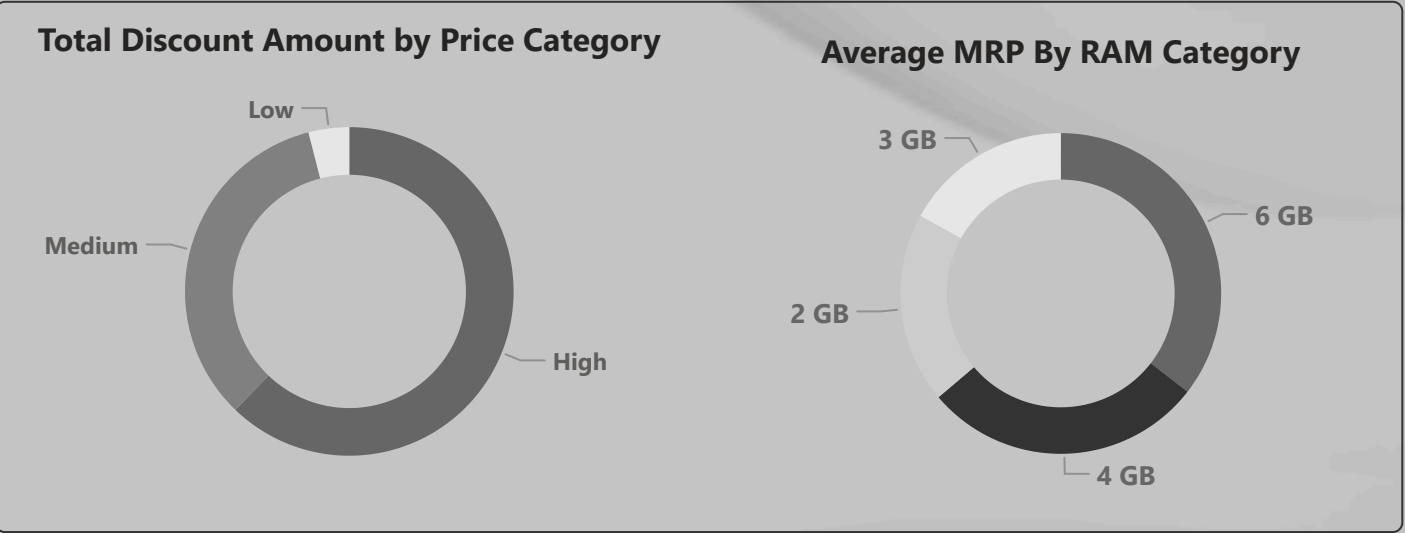
29%

Average Discount_Amount

7.98K

Average MRP

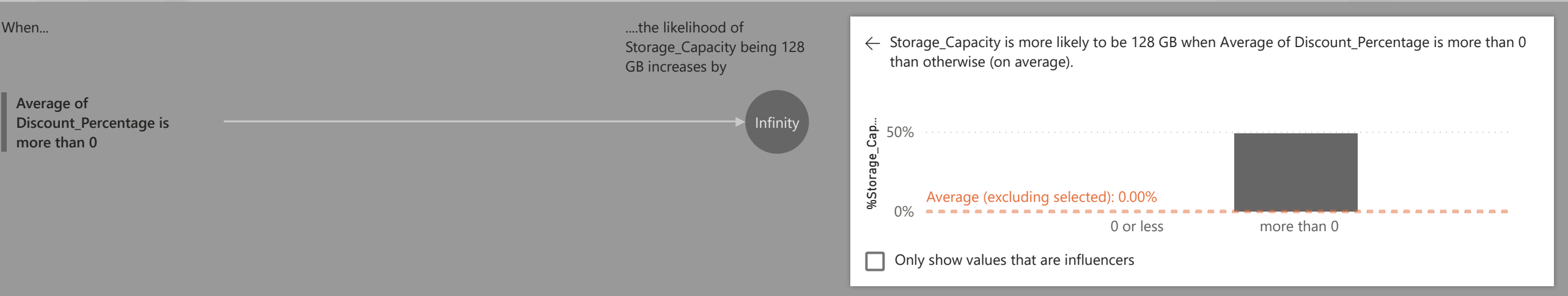
88.06K




Storage Capacity vs. Discount Percentage

Key influencers Top segments

What influences Storage_Capacity to be 128 GB ?



Filters



Product_Name

All

Storage_Capacity

All

Price_Category

☐ Select all

☐ High

☐ Low

☐ Medium

Ram

☐ Select all

☐ 2 GB

☐ 3 GB

☐ 4 GB

☐ 6 GB

Product Performance Dashboard

Best Selling Variant

White 2 GB 256 GB

Most Popular Color

Space Grey

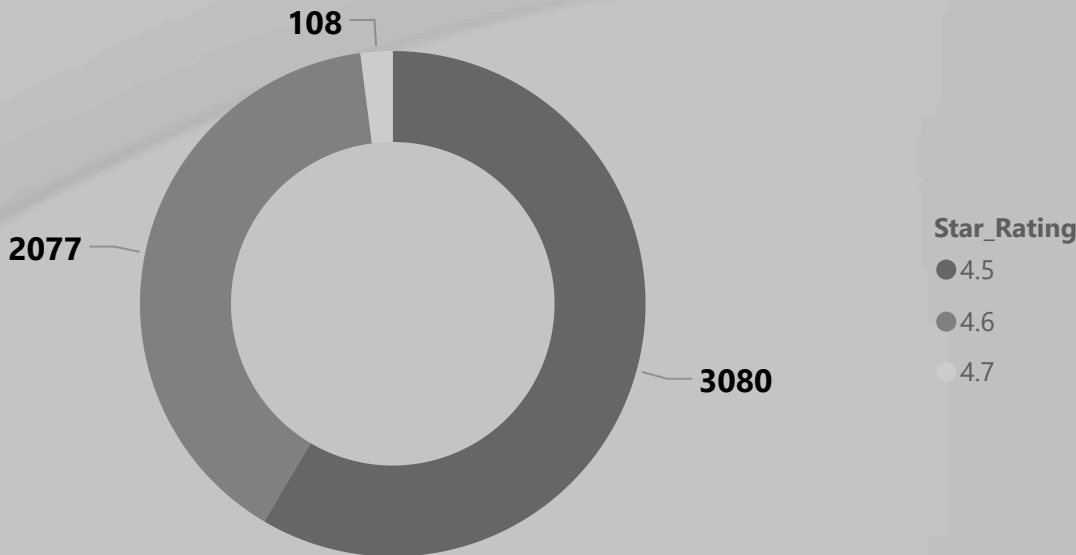
Average Quantity by Star Rating

2.24K

Product Variant with the Most Units Sold (Colour + RAM + Storage)



Average Quantity Sold by Star Rating



Most Popular Colour by Price Category

Colour	Price_Category	Quantity_Sold
White	Medium	35915
Black	Medium	34261
Red	Medium	18383
Black	Low	9591
White	Low	9581
Coral	Medium	7958
	Medium	7951
Purple	Medium	4347
Space Grey	High	2988
Silver	High	1778
Midnight Green	High	1634
Gold	High	1452
White	High	494
Black	High	492
Gold	Medium	343
Silver	Medium	343
Space Grey	Medium	343
Blue	High	283
Graphite	High	226
Pacific Blue	High	226
Red	High	210
Green	High	209

Filters

Product_Name

All

Colour

All

Price_Category

☐ Select all

☐ High

☐ Low

☐ Medium

Ram

☐ Select all

☐ 2 GB

☐ 3 GB

☐ 4 GB

☐ 6 GB