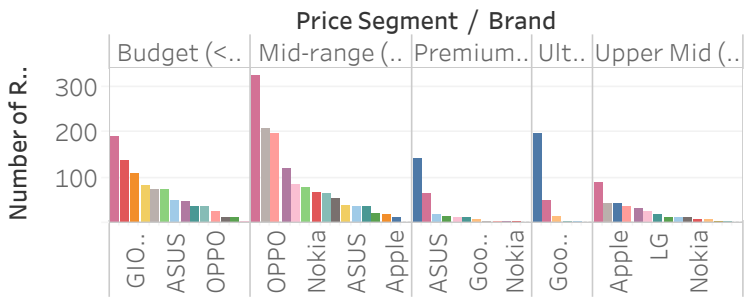
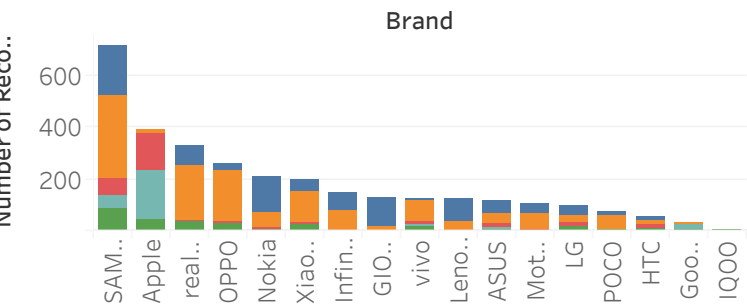


Flipkart Mobile Market Analysis – 2025

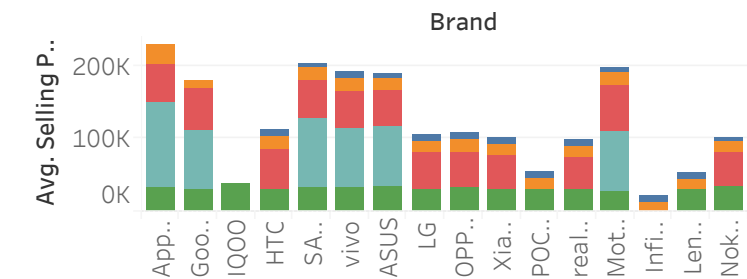
A. Price Segment Distribution



B. Most Product Offerings by Brand



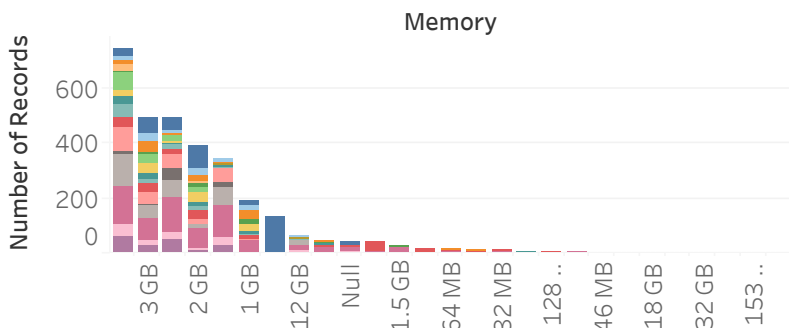
E. Average Selling Price by Brand



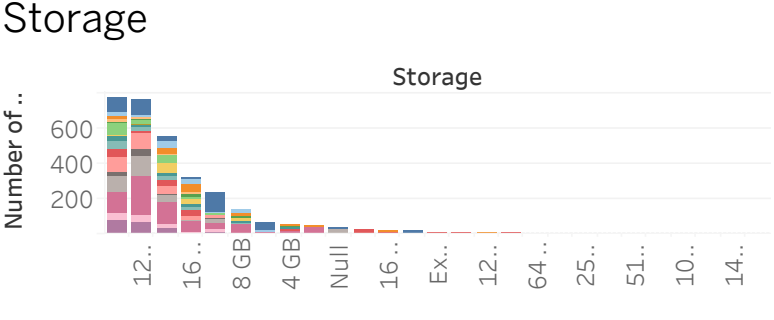
C. Brands Covering All Segments

Price Seg..	Brand										
	Apple	ASUS	HTC	LG	Motor..	Nokia	OPPO	realme	SAMS..	vivo	Xiaomi
Budget (..		50	9	35	34	137	23	73	191	4	45
Mid-rang..	9	37	21	36	63	66	197	208	325	83	119
Premium..	141	19	14	10	1	3	5	5	65	12	4
Ultra Pre..	196	2			3				49	1	
Upper Mi..	41	10	11	18	4	7	35	41	89	24	30

D1. Most Common Specifications RAM



D2. Most Common Specifications Storage



F. Top Discounted Brands

Price Segment	Brand												
	Apple	ASUS	GIONEE	Infinix	LG	Motor..	Nokia	OPPO	POCO	realme	SAMS..	vivo	Xiaomi
Budget (<₹10K)		0	761	456	400	459	638	301	252	846	414	0	58
Mid-range (₹10K-₹25K)	186	0	0	582	241	683	424	1,553	734	1,720	2,019	450	556
Premium (₹40K-₹70K)	485	130			36	28	0	59		5	428	61	8
Ultra Premium (>₹70K)	628	14				140					481	6	
Upper Mid (₹25K-₹40K)	202	68			185	29	0	303	75	262	811	187	190



## Question

### 1. What are the different price range segments for mobiles in India?

From the legend in the "E. Average Selling Price by Brand" chart and the "F. Top Discounted Brands" heatmap, we can identify the following **price range segments** for mobiles in India:

Segment	Price Range (INR)
Budget	Less than ₹10,000
Mid-range	₹10,000 – ₹25,000
Upper Mid	₹25,000 – ₹40,000
Premium	₹40,000 – ₹70,000
Ultra Premium	Greater than ₹70,000

These segments help categorize phones based on affordability, features, and target consumers.

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### 2. Which brand provides the most product offerings for the Indian Market?

From the "B. Most Product Offerings by Brand" chart:

- **Samsung** has the highest number of product offerings (well above 700 models), making it the **leading brand in terms of variety**.
- It is followed by **Apple**, **realme**, **OPPO**, and **Nokia** in that order.

This indicates Samsung's broad strategy of catering to diverse consumer needs across multiple price ranges.

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### 3. Which brand caters to all different segments? (Low range, Mid range, Premium)

From a cross-analysis of the "Average Selling Price by Brand" and "Top Discounted Brands" visualizations:

- **Samsung** stands out as the **only brand covering all five price segments**:
  - Budget
  - Mid-range
  - Upper Mid
  - Premium
  - Ultra Premium

Other notable mentions:

- **Xiaomi**, **realme**, and **OPPO** cover **Budget to Premium** segments.
- **Apple** and **Google** are mostly focused on **Upper Mid to Ultra Premium**, hence not truly diverse across all segments.

- **Infinix and Gionee** target mainly the **Budget and Mid-range** sectors.
- 

#### 4. What specifications are the most common that are offered by various brands?

From the **D1. Most Common Specifications RAM** and **D2. Most Common Specifications Storage** charts:

##### **RAM:**

- **Top 3 most common RAM configurations:**
  1. **4 GB**
  2. **3 GB**
  3. **6 GB**
- These RAM values dominate the mid-range segment, showing what most brands target for performance-efficiency balance.

##### **Storage:**

- **Top 3 most common storage configurations:**
    1. **64 GB**
    2. **128 GB**
    3. **32 GB**
  - These are typical for mid-range to budget-friendly smartphones, offering a good trade-off between cost and usability.
- 

#### 5. Provide more detailed insights based on the data provided.

##### **A. Market Segmentation by Brand:**

- **Apple, Google, and Samsung** dominate the **Ultra Premium** and **Premium** markets.
- **Brands like Gionee, Infinix, and Itel** focus heavily on the **Budget (<₹10K)** segment.
- **Samsung, realme, OPPO, and Xiaomi** maintain a **balanced portfolio** across all major price categories, providing options for a wider consumer base.

##### **B. Discount Insights:**

- **Samsung** leads in discount volume across multiple segments, with the highest total discounts especially in **Mid-range** and **Upper Mid**.
- **Gionee** shows the highest Budget-segment discount value (761), possibly indicating attempts to regain market share through aggressive pricing.

##### **C. Value-Oriented Offerings:**

- **realme and Xiaomi** offer substantial products in Budget to Premium ranges and are backed by strong discounting strategies, making them popular among price-conscious consumers.

- **Brands with high ASPs (Average Selling Price)** like Apple and Google provide fewer product models but focus on premiumization and brand loyalty.

**D. Performance-to-Price Balance:**

- The common availability of **4 GB RAM and 64 GB/128 GB storage** across brands suggests these are optimal specs for most consumers, especially in the **₹10K–₹25K** bracket.