

## **Mobile Phones Sales Analysis Report**

### **Project Objective:**

The objective of this project is to conduct an Exploratory Data Analysis (EDA) on the provided mobile phone sales data stored in an Excel file. As a Sales Analyst, the goal is to extract valuable insights and patterns from the data to inform strategic decision-making and enhance the client's understanding of their mobile phone sales dynamics.

### **Executive Summary:**

This report provides a comprehensive analysis of mobile phone sales data for the years 2018 to 2021. The dataset encompasses various dimensions, including sales by distributor, brand, country, and quarterly trends. The analysis aims to offer actionable insights to optimize business strategies, identify growth opportunities, and enhance overall performance.

### **Total Sales and Profit:**

- Total Sales (2018-2021): £127,204,800
- Total Profit (2018-2021): £44,419,920
- Profit Percentage: 34.92%

The business has consistently generated substantial revenue, resulting in a commendable profit margin of 34.92%. This stability is indicative of a sound business model and effective cost management. Exploring ways to enhance profitability without compromising on product quality or customer satisfaction is advisable.

### **Sales by Distributor:**

Top distributor by Total Sales is Tottus who has made a total sale of £36M

Tottus emerges as a key player, showcasing consistent growth over the years. The performance of other distributors should be scrutinized to optimize the distribution strategy.

### **Sales by Brand:**

Top-selling brands are Apple, LG and Samsung. These brands made sales of £32M, £32M, £25M respectively.

Apple and LG dominates the market, securing the highest sales figures. Brand-specific strategies and partnerships can be explored to further capitalize on consumer preferences.

### **Sales Trends by Distributor:**

Tottus showed consistent growth in sales from £6M in 2018 to £13M in 2021.

Analysing distributor-specific trends provides valuable insights for strategic planning.

Understanding the factors driving Tottus' success can inform strategies for other distributors.

### **Sales by Country:**

Top countries by sales are Columbia (£6.9M), Ireland (£6.7M), El Salvador (£6.6M) respectively. Market-specific strategies should be developed to capitalize on the strong performance in Columbia, Ireland and El Salvador. Understanding regional preferences can guide marketing and distribution efforts.

**Conclusion:**

The provided mobile phone sales data offers a wealth of information for strategic decision-making. To fully leverage this data, a multifaceted approach involving distributor-specific strategies, brand partnerships, and targeted marketing in high-performing regions is recommended. Continuous monitoring and adaptation to market dynamics will ensure sustained growth and profitability.