

Global Smartphone Shipments By Company By Quarter

Summary

The report examines the global smartphone shipment trends from 2018 to 2020 across leading smartphone manufacturers, including Apple, Samsung, Huawei, Xiaomi, and Oppo. Utilizing data visualizations created in Tableau, the analysis explores market performance on a quarterly basis, identifying key shifts in market dynamics, trends, and emerging players. The findings provide insights into how different companies have navigated market challenges and competitive dynamics.

Introduction

The smartphone industry has changed a lot over the years because of new technology, what customers want, and strong competition between top brands. By looking at shipment trends, we can understand how well these companies are doing and what strategies they are using to stay competitive. The main goal of this report is to study smartphone shipment data every quarter to spot trends, compare how well top smartphone brands are doing, and see how things like new product launches or global events affect their performance. The scope of this analysis covers the quarterly shipment data of Apple, Samsung, Huawei, Xiaomi, Oppo, and Vivo from Q1 2018 to Q3 2020.

Data Analysis Overview

The dataset comprises quarterly shipment figures for six major smartphone companies. The data was visualized using Tableau to highlight trends, market share, and comparative analysis.

- key observations from 2018, such as leading companies in each quarter. For instance, Samsung and Apple showed strong performance in specific quarters.
- Analyze the market dynamics for 2019, focusing on how Huawei and Xiaomi performed amid changes in the global market, including the impact of the U.S. trade restrictions on Huawei.
- Examine the data for 2020, particularly focusing on the impact of the COVID-19 pandemic on smartphone shipments. Identify which companies managed to grow their market share despite the disruptions.

Key Features

- Identify the top-performing companies in each year.
- Highlight any noticeable shifts in market leadership or market share across the analyzed period.

- Discuss the impact of external factors, such as economic downturns, supply chain disruptions, and changing consumer preferences

Conclusion

- Summarize the key findings of the report, such as the major trends observed in the smartphone shipment data.
- Reflect on how the competition between these companies has shaped the global smartphone market landscape during the analyzed period.
- Provide insights into potential future trends based on the historical data and market dynamics observed. For example, consider the rise of emerging companies or shifts towards budget-friendly smartphones in certain markets.

References

Doe, J. (2023). Global Smartphone Shipments by Company. Kaggle. Retrieved from <https://www.kaggle.com/dataset-url>