

Country

All

Customer Gender

All

City

All

Sales Overview

Customer Analysis

MOBILE SALES OVERVIEW

Total Revenue Generated

15M

Total Units Sold

19K

Average Selling Price (Per Unit)

783.13

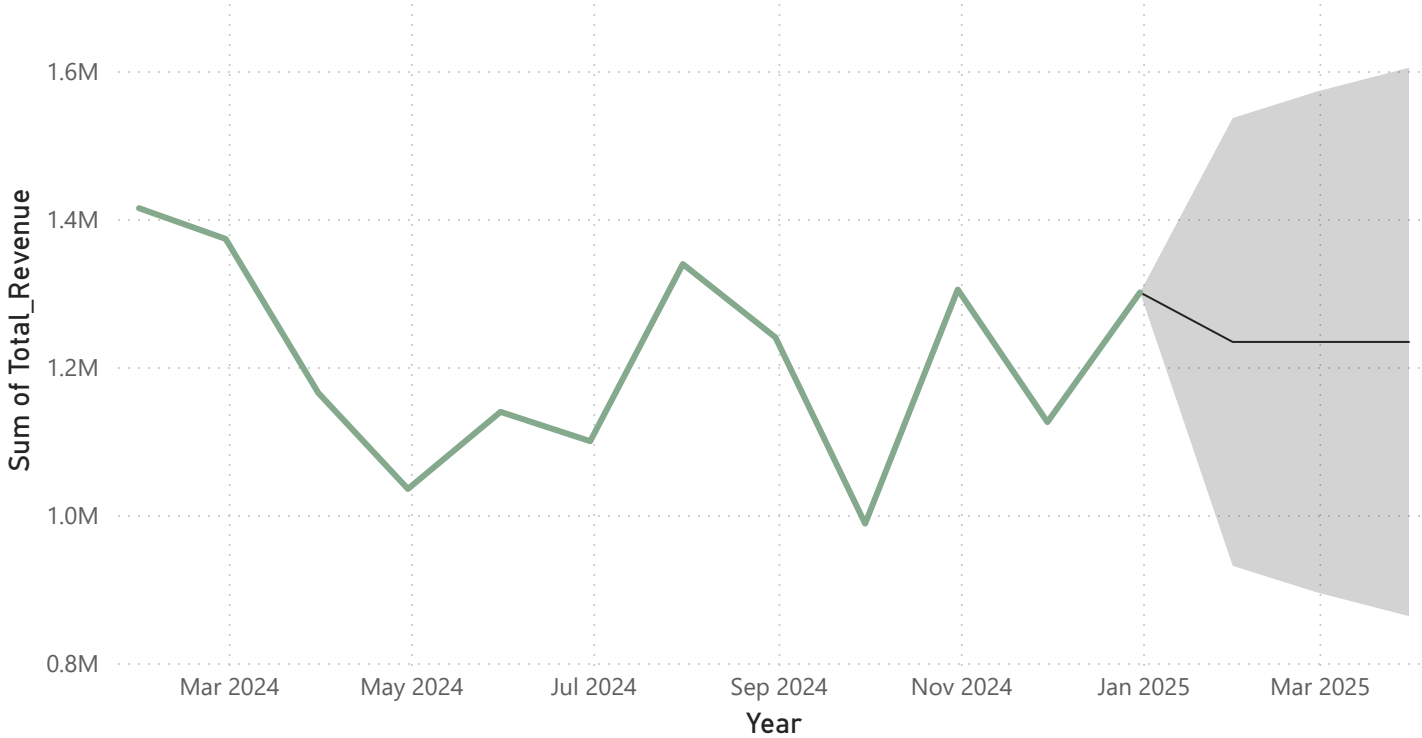
Top-Performing Brand by Revenue

Apple

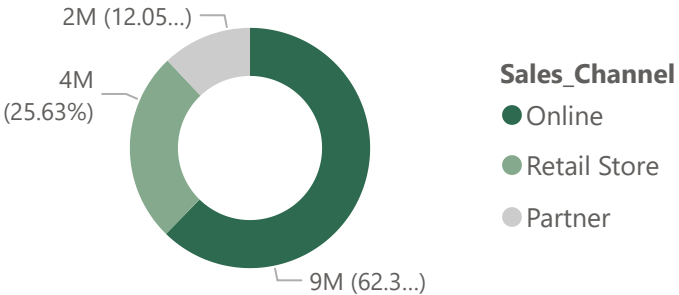
Most Used Sales Channel

Online

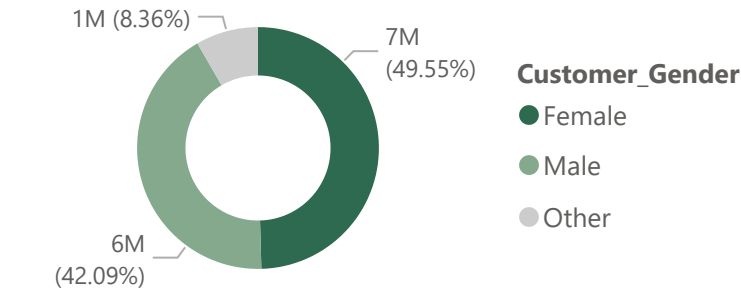
Revenue Trend Over Time



Revenue Distribution by Sales Channel



Customer Gender Contribution to Revenue



Market Share by Operating System



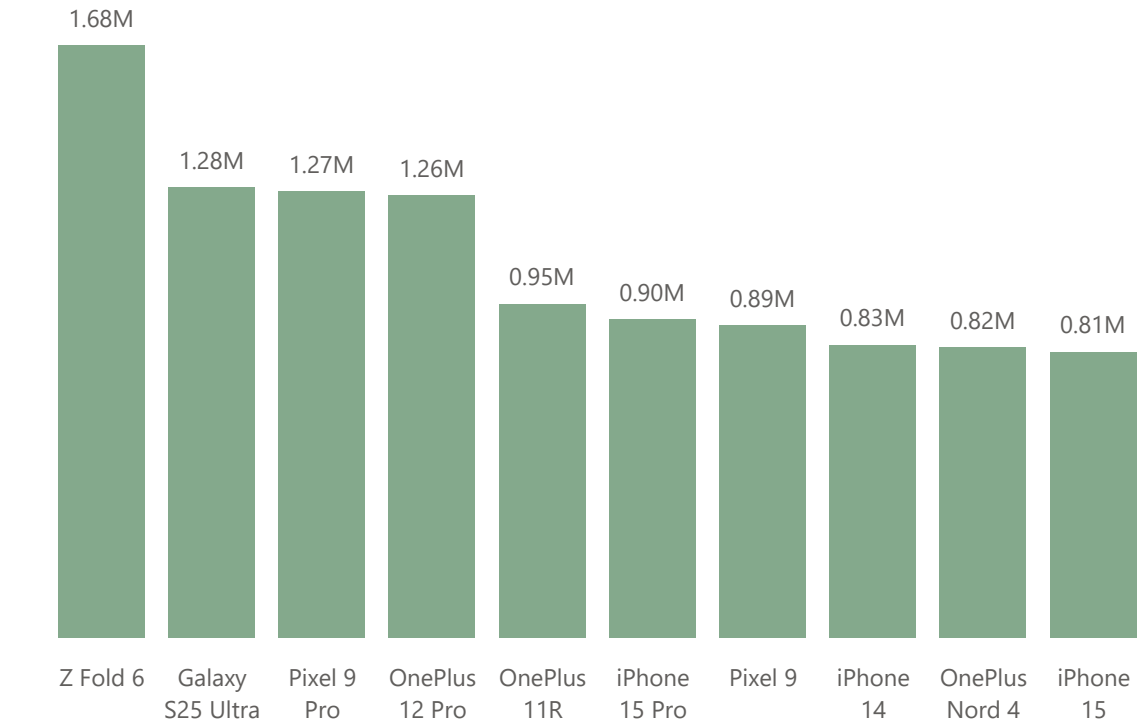
Brand Performance Summary

Brand	Total Revenue	Units Sold
Apple	3642888	4226
Samsung	3481021	3246
OnePlus	3027365	4395
Google	2554132	3152
Xiaomi	1820007	3529

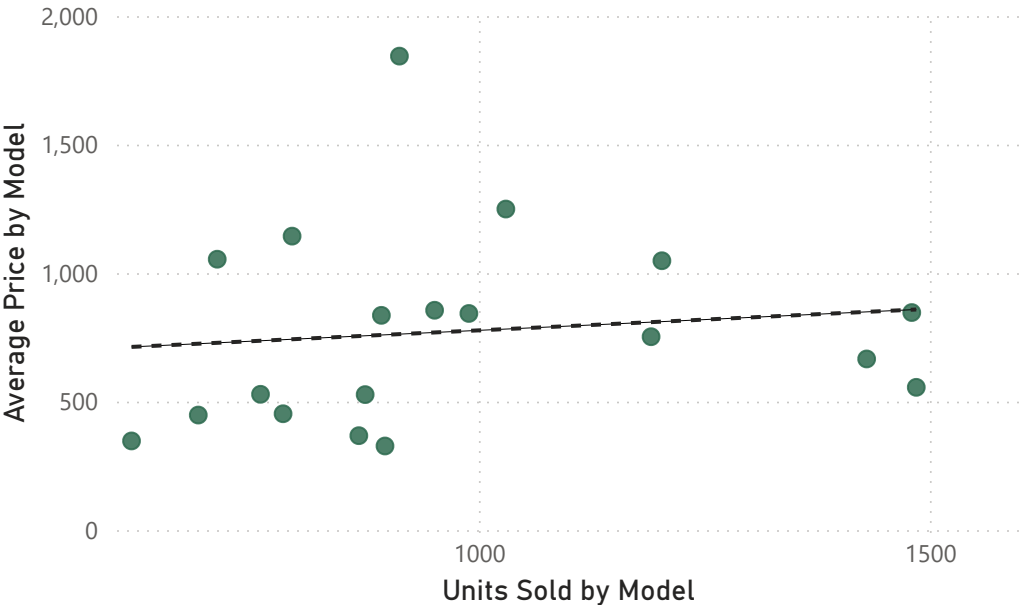
Average Price by Color and Model

Mobile_Model	Black	Blue	Green	Red	White
Z Fold 6	1,852.14	1,846.00	1,847.50	1,841.20	1,832.60
Galaxy S25 Ultra	1,237.75	1,243.00	1,248.00	1,265.00	1,244.25
iPhone 15 Pro		1,169.50	1,135.80	1,143.50	1,141.43
iPhone 14 Pro	1,063.00	1,042.75	1,033.00	1,060.50	1,062.25
Pixel 9 Pro	1,042.57		1,059.00	1,070.50	1,035.00
iPhone 15	861.20	844.33	829.00	852.00	869.00
OnePlus 12 Pro	827.50	860.14	849.60	841.17	835.00
iPhone 14	835.00	843.00	892.00	834.67	841.50
Xiaomi 14 Ultra	824.33	855.00	825.67	870.00	
Pixel 9	761.67	749.14	772.25	736.75	738.00
OnePlus 11R	674.50	657.25	648.50	673.40	669.29
OnePlus Nord 4	553.00	538.75	566.20	582.50	551.90
Pixel 8a	524.00	524.67	531.60	535.00	524.57
Mi 13T Pro	528.33	526.11	529.33	528.00	524.33
iPhone SE		459.00	451.40	446.60	459.00
Galaxy A55	459.57	436.80	413.00	447.50	
Poco X6 Pro	379.33	354.20	371.33	366.25	357.50
Galaxy M15	306.00	363.75	331.67	338.50	395.00
Redmi Note 13	326.86	335.00	330.67		316.67
Total	789.68	705.61	755.81	836.28	840.84

Top-Selling Mobile Models by Revenue



Sales Volume vs Average Price (by Model)



CUSTOMER ANALYSIS

Most Sold Model (Female Customers)

iPhone 14

Most Sold Model (Male Customers)

OnePlus 12 Pro

Most Sold Model (Other Gender)

Pixel 9

Most Preferred Payment Method

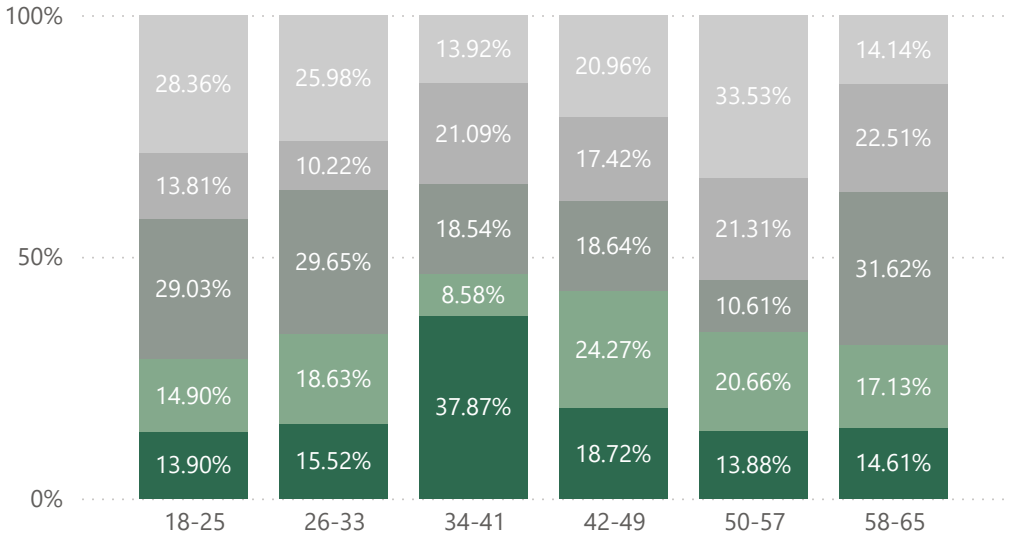
UPI

Most Popular Purchase Pathway

OnePlus + Credit Card + Online

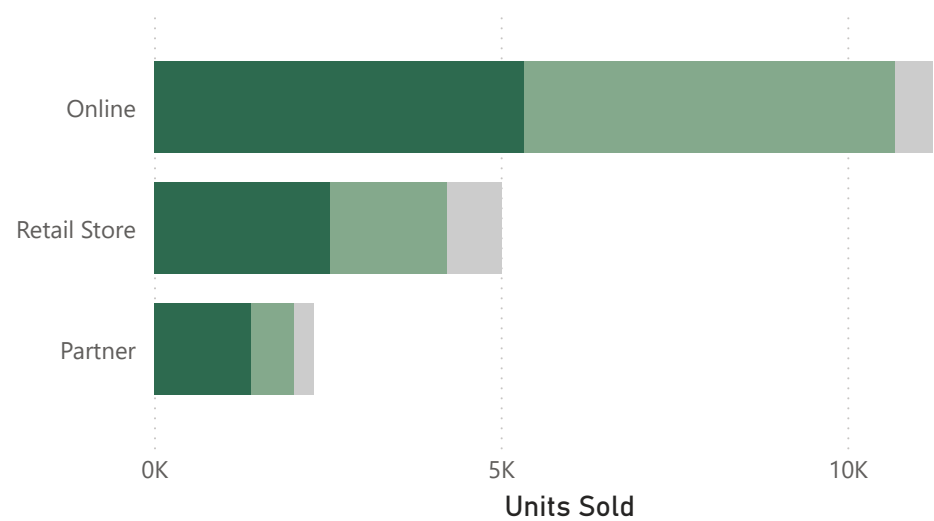
Brand Preference Across Age Groups

Brand ● Xiaomi ● Samsung ● OnePlus ● Google ● Apple



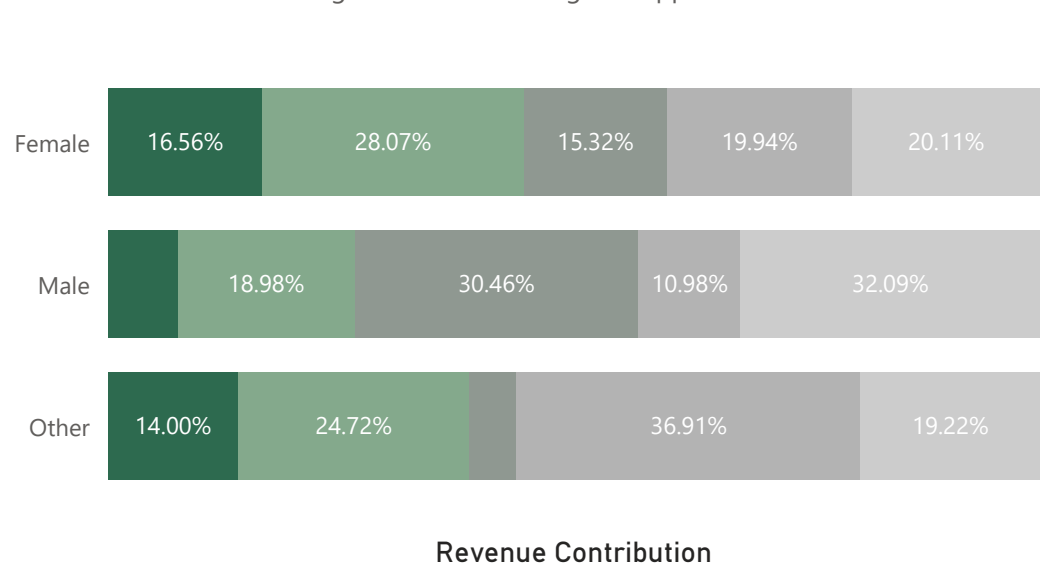
How Different Age Groups Choose to Shop

Gender ● Female ● Male ● Other



How Genders Contribute to Brand Revenue

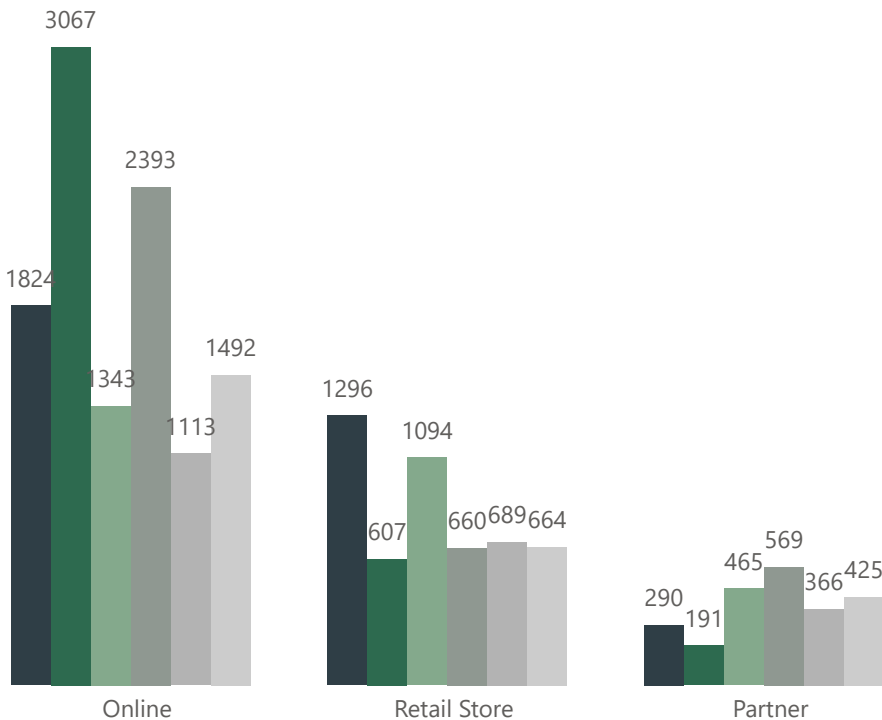
Brand ● Xiaomi ● Samsung ● OnePlus ● Google ● Apple



Where Different Genders Prefer to Shop

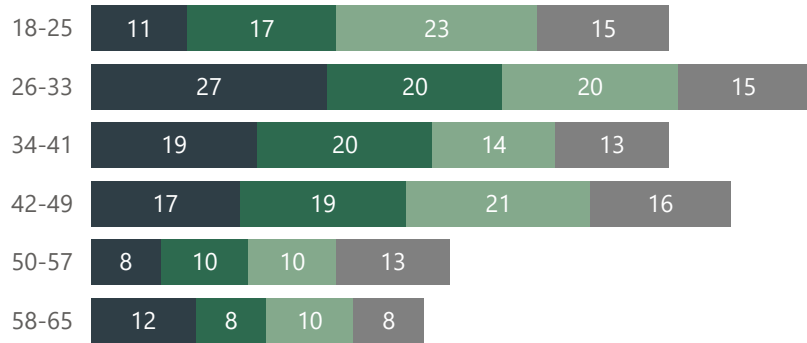
Online remains dominant for younger groups, while older age groups use more diverse channels

Customer Age Group ● 18-25 ● 26-33 ● 34-41 ● 42-49 ● 50-57 ● 58-65

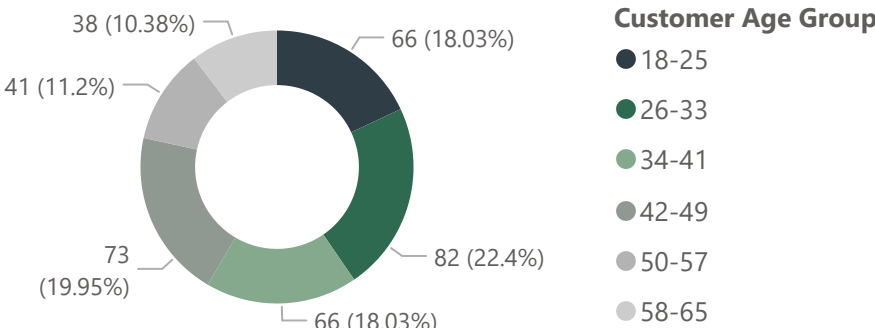


How Different Age Groups Prefer to Pay

Payment_Type ● Cash ● Credit Card ● EMI ● UPI



Customer Transaction Distribution by Age Group



Top Mobile Colors by Age Group and Brand

Age Group	Black	Blue	Green	Red	White
18-25	Xiaomi 14 Ultra	Redmi Note 13	Pixel 9	Z Fold 6	Pixel 9 Pro
26-33	Z Fold 6	Z Fold 6	Z Fold 6	Z Fold 6	Pixel 8a
34-41	Redmi Note 13	Xiaomi 14 Ultra	Redmi Note 13	Poco X6 Pro	Z Fold 6
42-49	Z Fold 6	Z Fold 6	Z Fold 6	Z Fold 6	Z Fold 6
50-57	Z Fold 6	Pixel 9	Xiaomi 14 Ultra	Pixel 8a	Z Fold 6
58-65	Pixel 9 Pro	Xiaomi 14 Ultra	Pixel 9 Pro	Pixel 9	Z Fold 6

Most Popular Mobile Model by Age Group and Brand

Age Group	Apple	Google	OnePlus	Samsung	Xiaomi
18-25	iPhone SE	Pixel 9 Pro	OnePlus Nord 4	Z Fold 6	Xiaomi 14 Ultra
26-33	iPhone SE	Pixel 9 Pro	OnePlus Nord 4	Z Fold 6	Xiaomi 14 Ultra
34-41	iPhone SE	Pixel 9 Pro	OnePlus Nord 4	Z Fold 6	Xiaomi 14 Ultra
42-49	iPhone SE	Pixel 9 Pro	OnePlus Nord 4	Z Fold 6	Xiaomi 14 Ultra
50-57	iPhone SE	Pixel 9 Pro	OnePlus Nord 4	Z Fold 6	Xiaomi 14 Ultra
58-65	iPhone 15 Pro	Pixel 9 Pro	OnePlus Nord 4	Z Fold 6	Xiaomi 14 Ultra