

STATISTICAL ANALYSIS

BY
ARCHANA

ABOUT

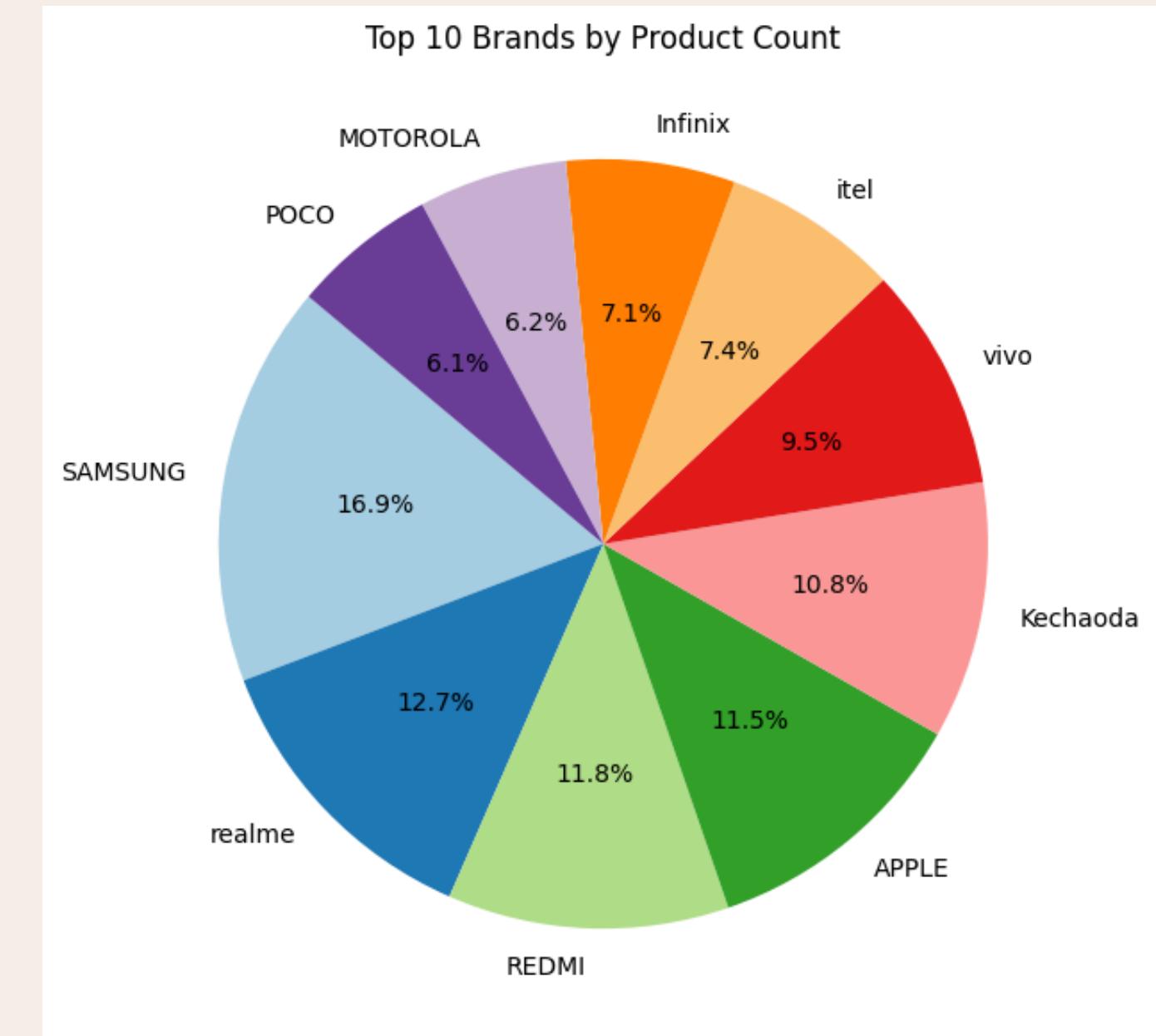
Flipkart



The data on Flipkart mobile phone sales from India's top five most popular brands: Apple, Poco, Realme, Samsung, and Xiaomi. Information like RAM, ROM, and Display Size. etc are present which distinguishes one product from another. At least one attribute distinguishes each product.

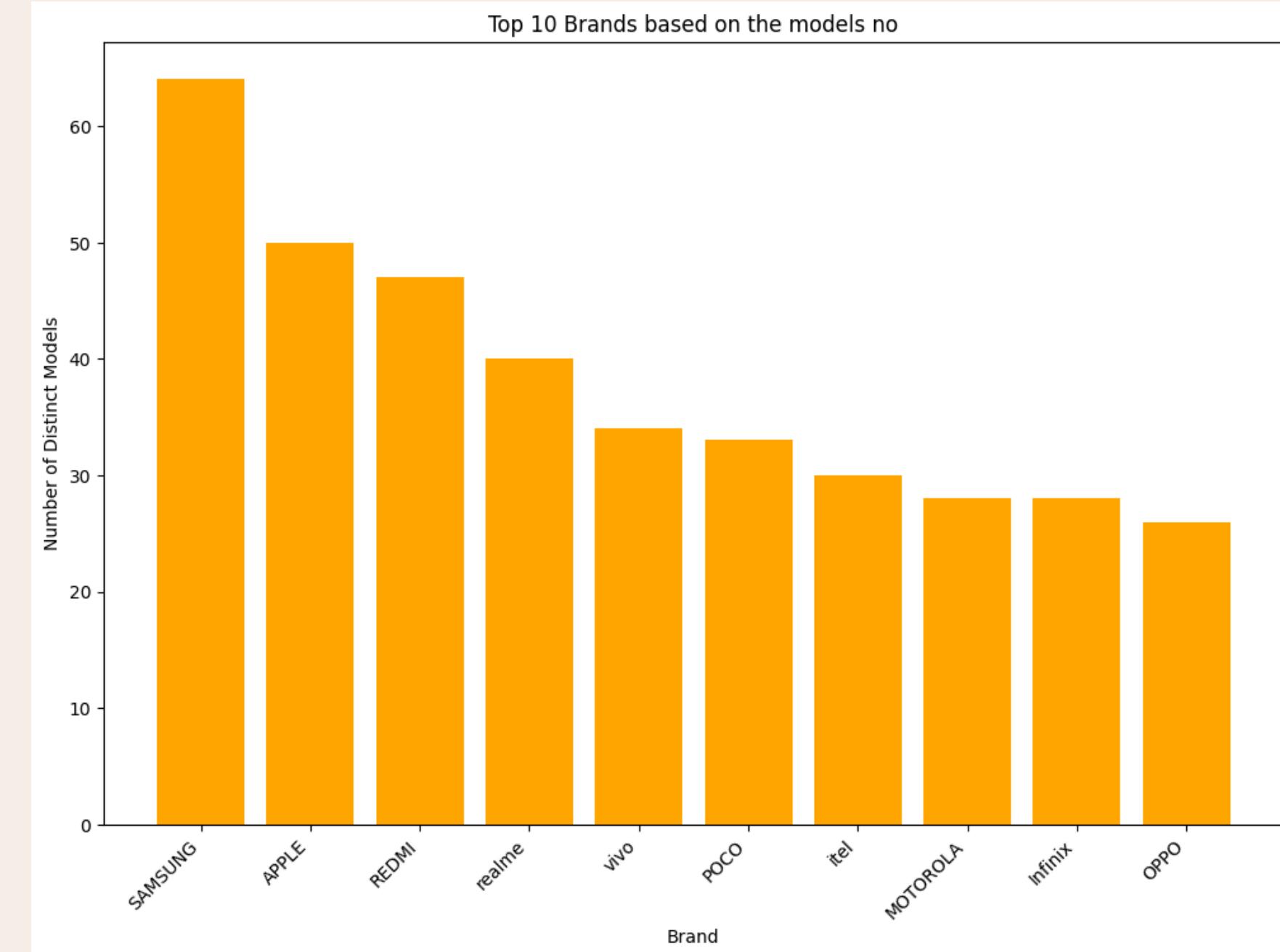
TOP 10 BRANDS BY PRODUCT COUNT

- - Most options are available from Samsung followed by REDMI.
- - Samsung has a broad range of phones to select from in terms of specs.
- - Easyfone, Energizer, GREENBERRI, Peace, and SAREGAMA offers the least options given that it is a fairly new brand.
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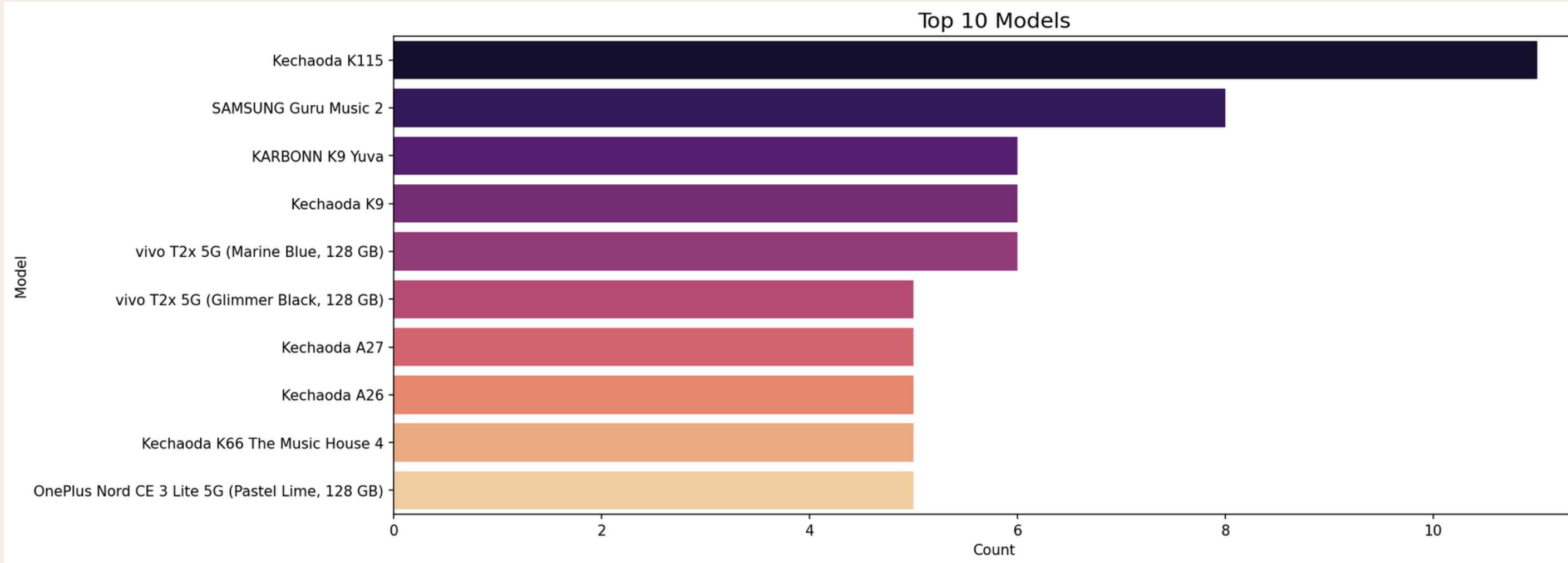


Brand-wise Model Count

- Even though apple has the most product possibilities, Samsung has a lot more distinct mobile phone model.
- -oppo, while being a well-known brand, has the smallest amount of model possibilities.



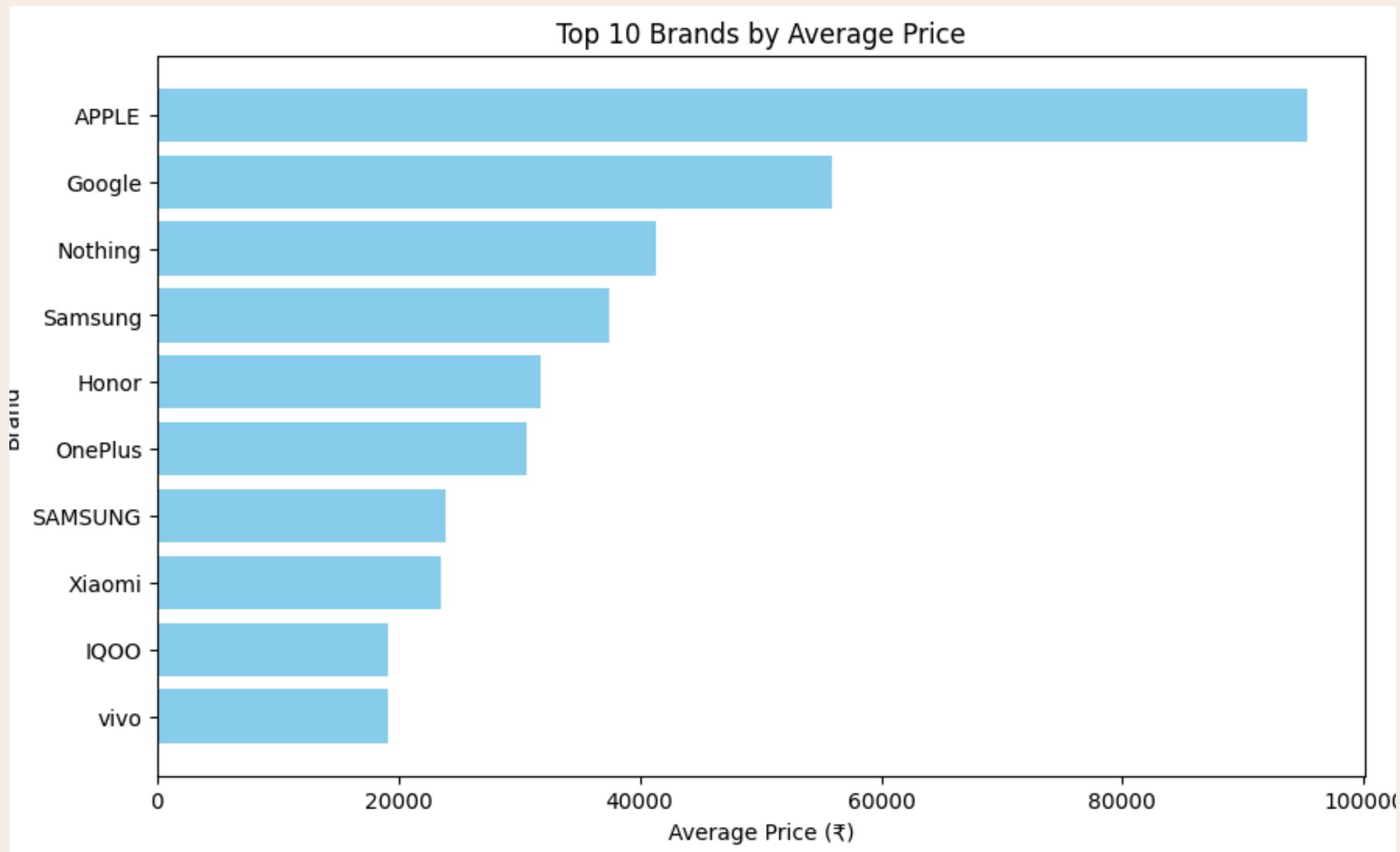
Top 10 Models



- Kechaoda K115 is the most popular model, as indicated by the longest bar and the darkest color. This model has the highest count among the top 10 models.
- The second most popular model is SAMSUNG Guru Music 2, followed by KARBONN K9 Yuva. Each model's popularity decreases as you move down the chart.
- OnePlus Nord CE 3 Lite 5G (Pastel Lime, 128 GB) is the least popular among the top 10, as shown by the shortest and lightest-colored bar.

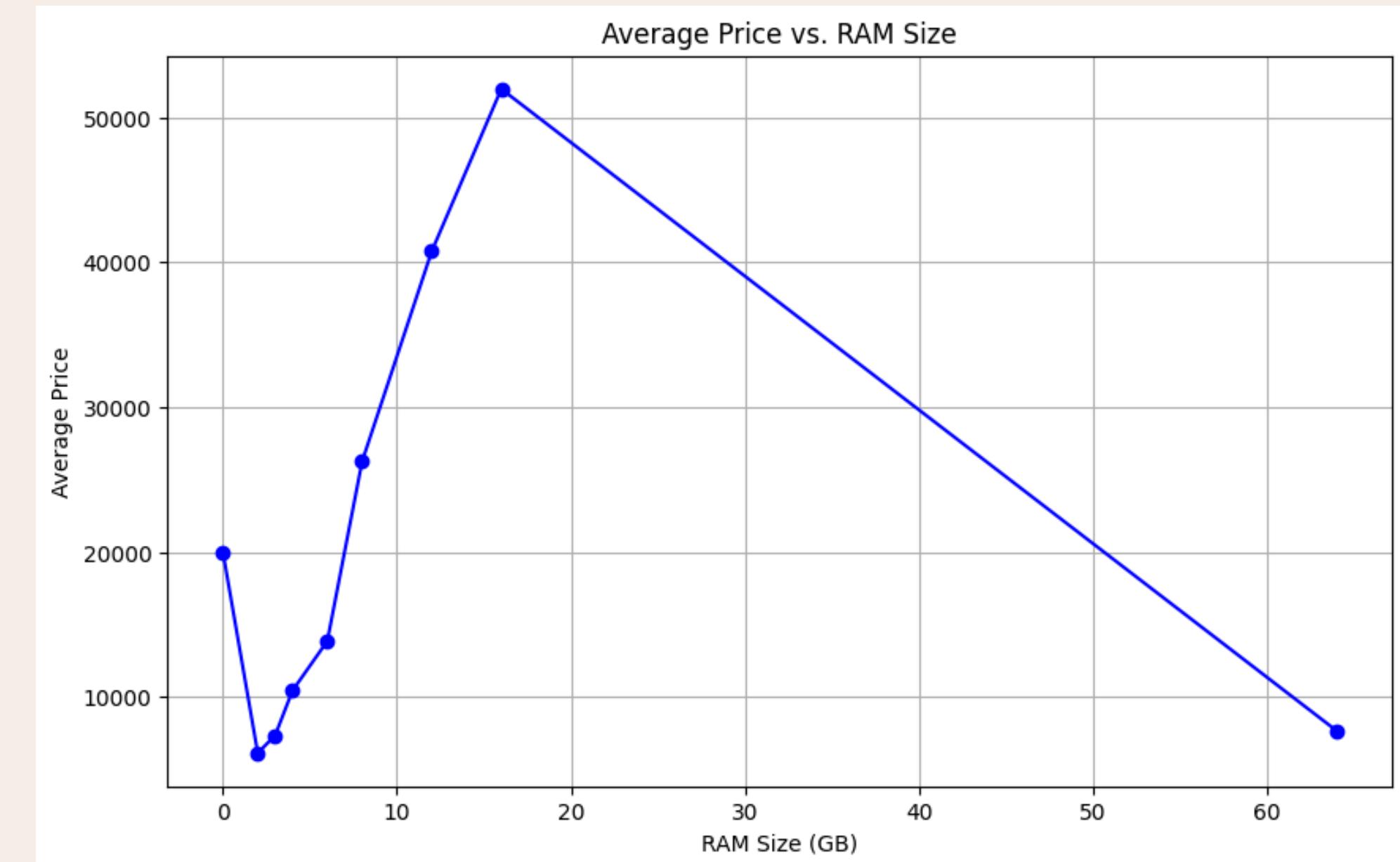
Which brands have the highest average ratings across their mobile models?

- The bar chart shows the average price for each of these brands, with Apple leading at the highest average price.



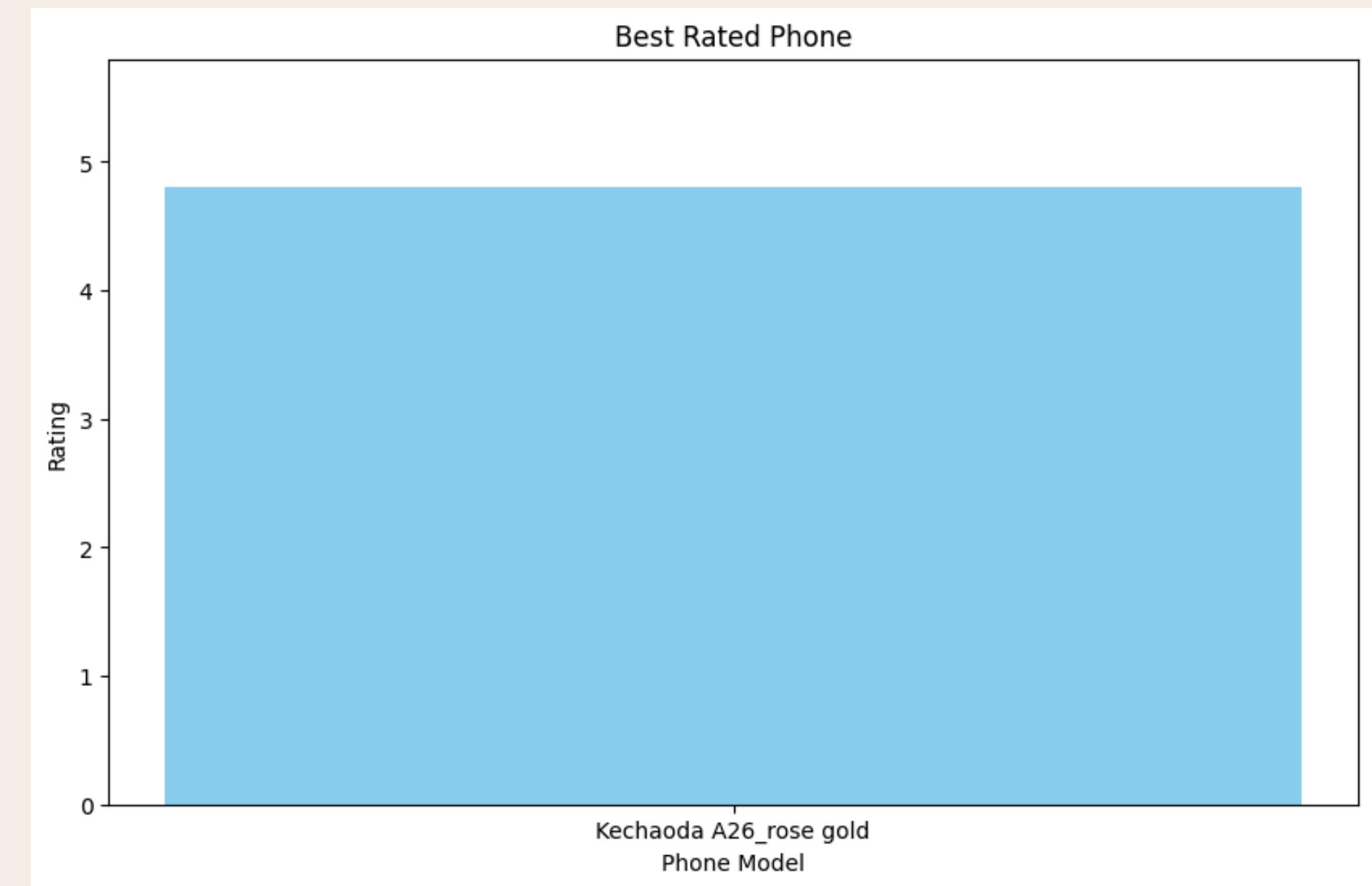
How does the price vary with RAM size?

- Positive Correlation: Typically, you might see that the price increases as the RAM size increases, reflecting the higher cost associated with larger memory configurations.
- Price Plateaus: In some cases, the price may plateau or increase less steeply beyond a certain RAM size, indicating diminishing returns on higher RAM configurations.



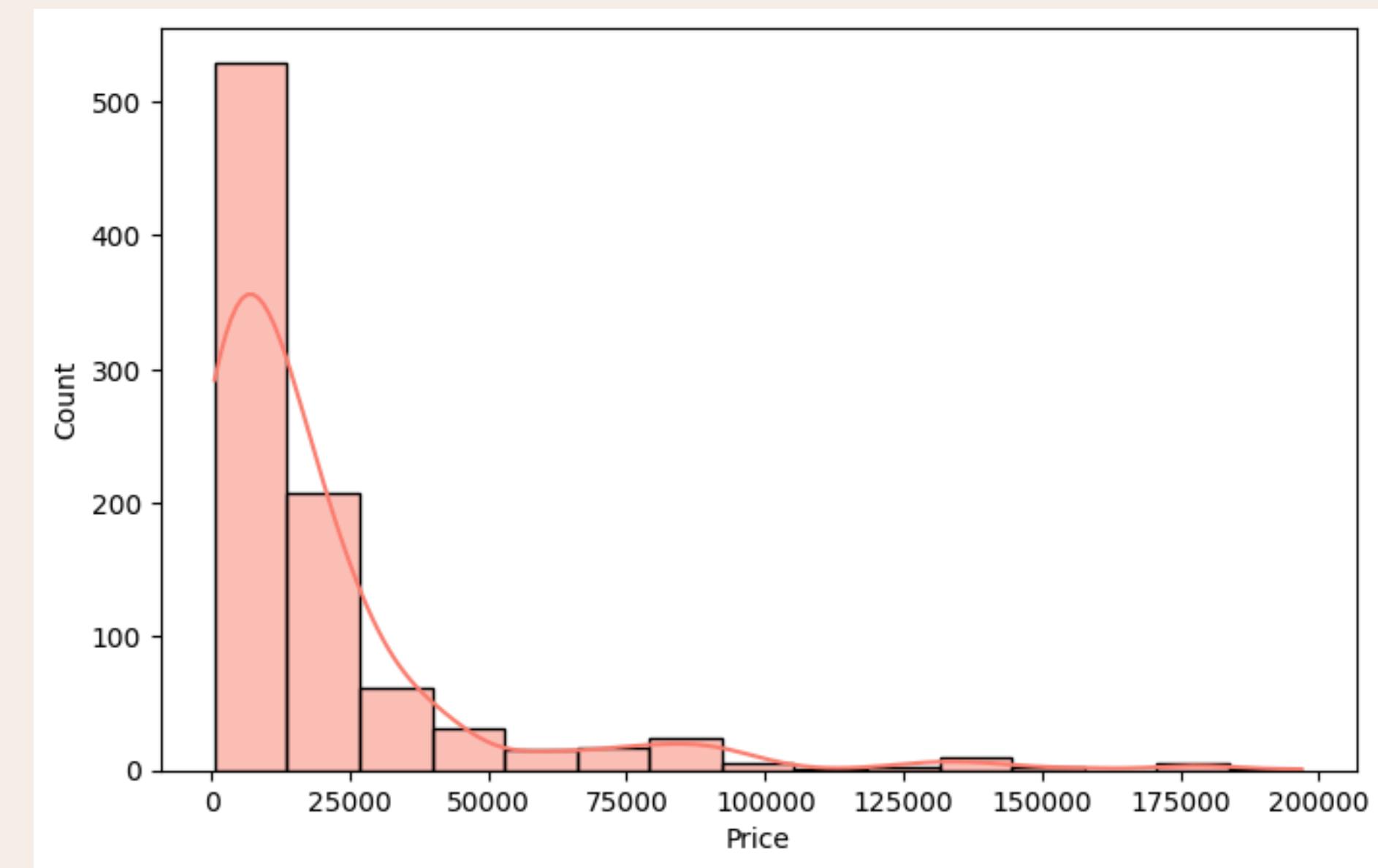
Which phone model has the best rating in the dataset?

- The bar chart will show the phone model with the highest rating and its value.



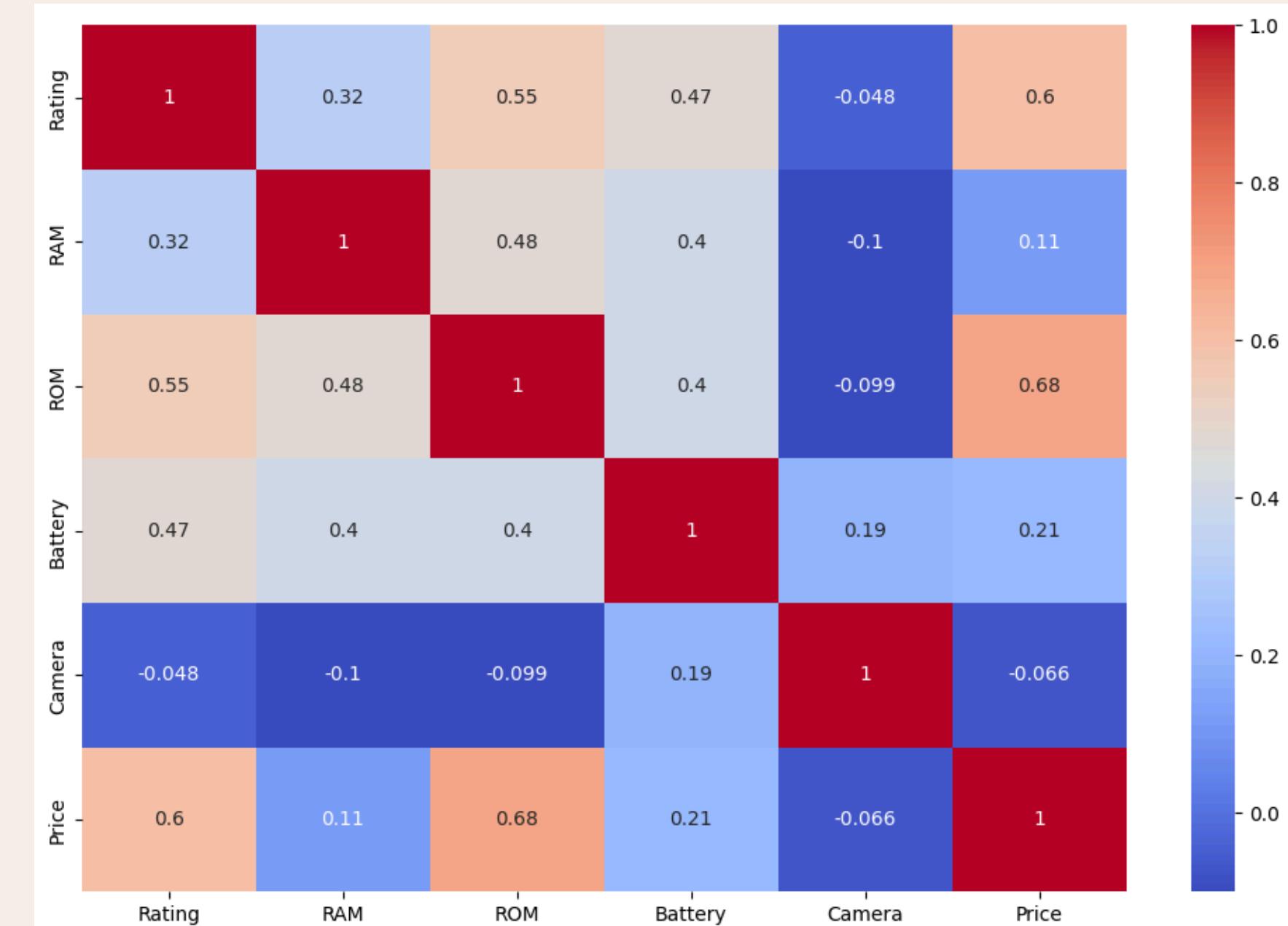
Selling Price Distribution among the Products

- As expected, most of the products sold are under Rs 20000. There are several outliers in the higher range, therefore the distribution is right skewed.



correlation between target column

- Rating and Price: Strong positive correlation (0.6), suggesting higher ratings are associated with higher prices.
- RAM and ROM: Moderate positive correlation (0.48), indicating that devices with more RAM tend to have more ROM.
- ROM and Price: Strong positive correlation (0.68), meaning devices with more ROM tend to have higher prices.
- Battery and Camera: Weak positive correlation (0.19), indicating a slight association between battery capacity and camera quality.
- Camera and Price: There is a slight negative correlation (-0.066), suggesting that camera quality and price are not strongly correlated.



THANK YOU

