# Flipkart Phone Analysis

Introduction:

The objective of this report is to analyze the mobile phones manufactured by RealMe and other brands, focusing on aspects such as product variety, color options, consumer ratings, data inconsistencies, and attribute correlations. By identifying key insights and trends, this report aims to provide actionable recommendations to enhance product offerings, improve consumer satisfaction, and optimize marketing strategies.
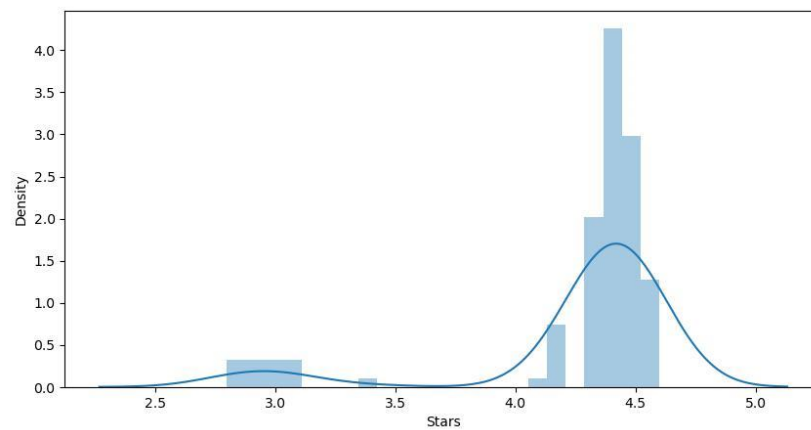
Report Analysis:
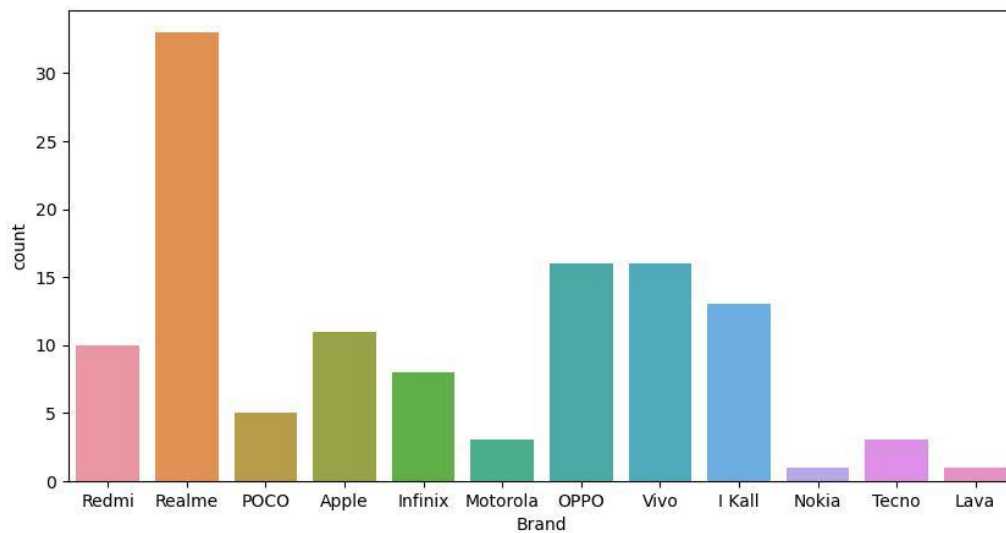
Realme offers a diverse range of cell phones, not only in terms of models but also with various color options.
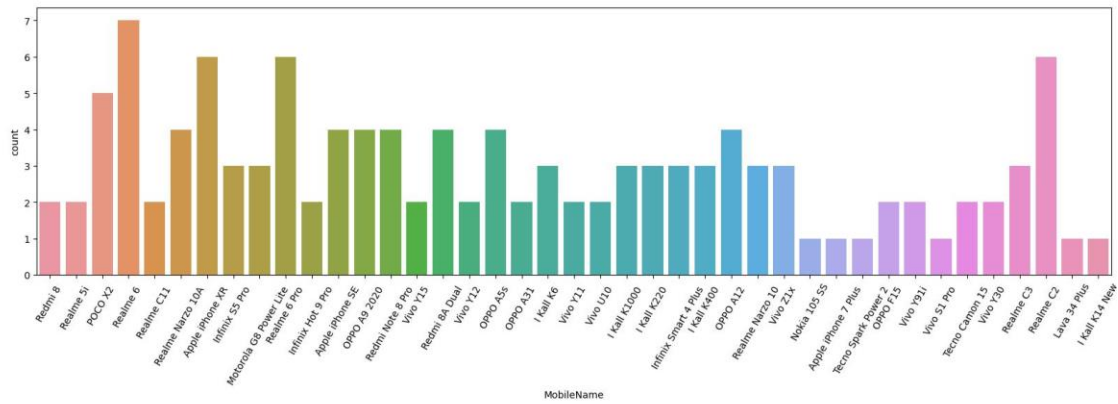
The rating of the model "I Kall K6" is very low, whereas the ratings of the models "Realme C11," "Apple iPhone XR," and "Realme Narzo 10A" are high. This indicates that these models are very popular among people and satisfy customers' needs.


The stars given to the product lie between 3.0 to 4.6.
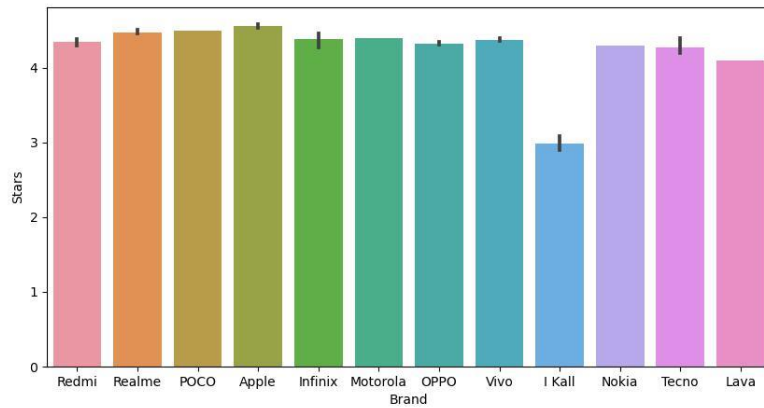
The model "I Kall K6" has notably low ratings, while "Realme C11," "Apple iPhone XR," and "Realme Narzo 10A" have achieved high ratings, indicating their popularity and ability to meet customer expectations.

Top 5 Discount Rate (In Rupees)
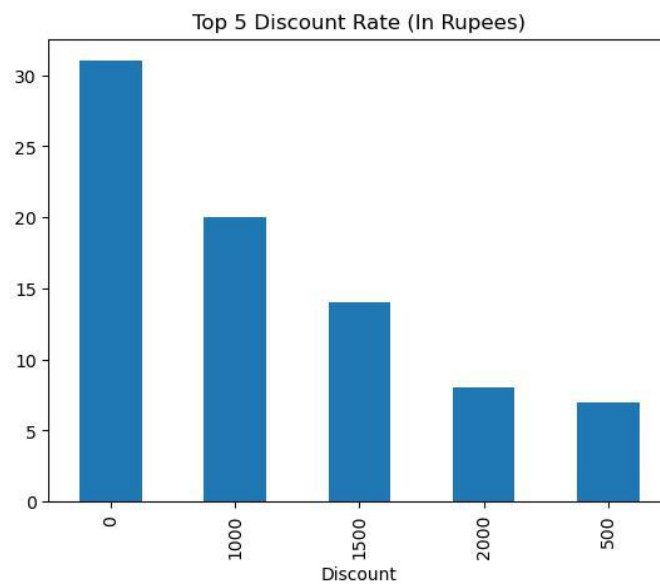
Some products do not offer any discount. But, among those that offer 1000₹ is the most offered discount.
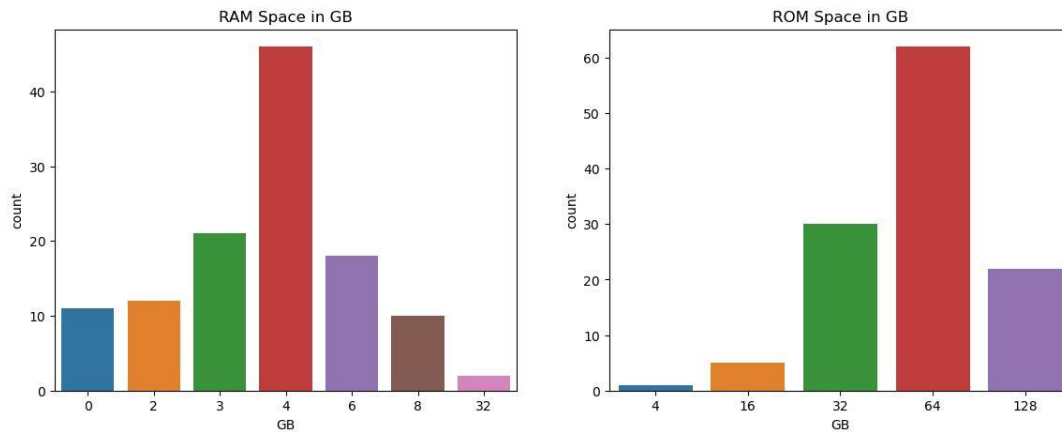
Several phones have basic configurations that consist of 4GB RAM and 64GB ROM, where ROM refers to the external storage capacity of a phone.
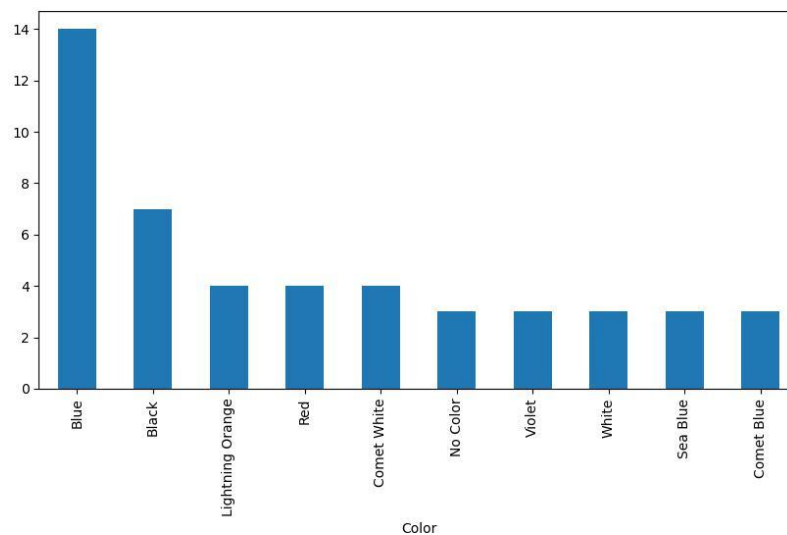
We observed that there are many variations in the colors blue and black, suggesting that these colors are well-demanded by customers.
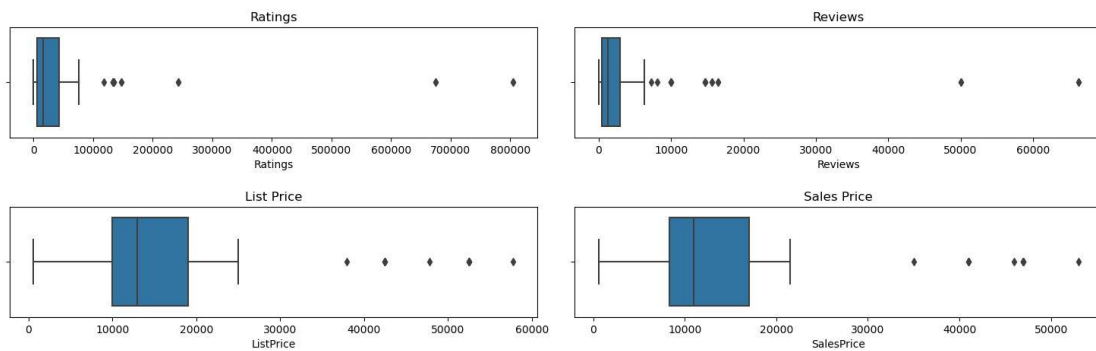
Several outliers were identified in the Ratings, Reviews, and List Price attributes. These were addressed by applying specific conditions to the data frame to eliminate the outliers.
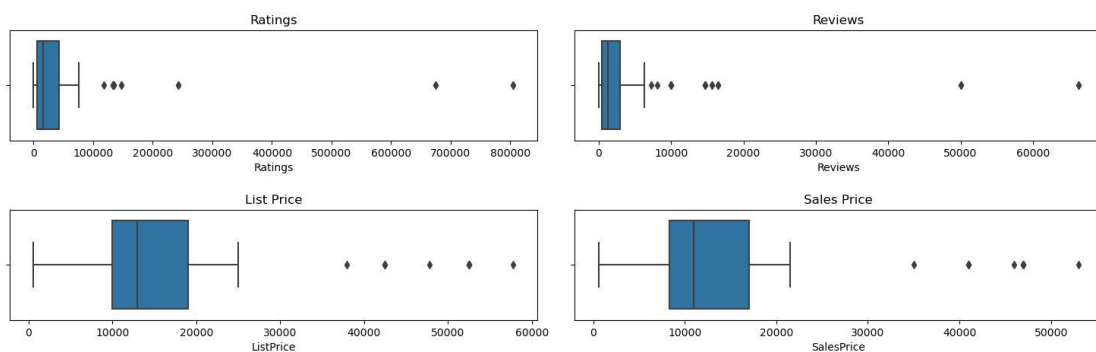
So, we can see that our assumption that the outlier may belong to a single product was wrong thus we need to handle this additional outlier before we build our predictive model.
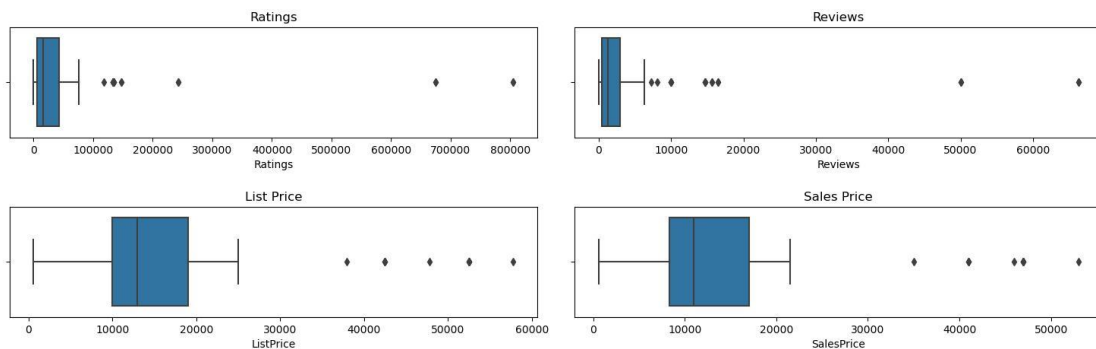
Finally, the two outliers are handled and we can proceed with other analyses. Let us now see some relationships between various attributes.

We observe that there is a high positive correlation between the size of the RAM and the List and Sales Price. There is also a positive c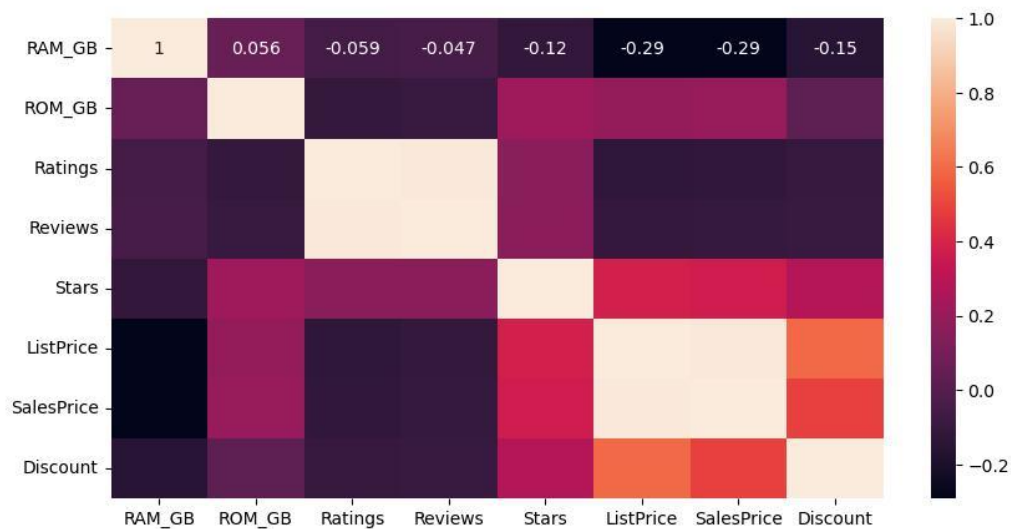orrelation between Ratings and Review and List and Sales Price. Also, the attribute Discount has a negative correlation with the attributes of ROM_GB, Ratings, and Reviews. We will now analyze positively and negatively related attributes.

Correlation Between Attributes
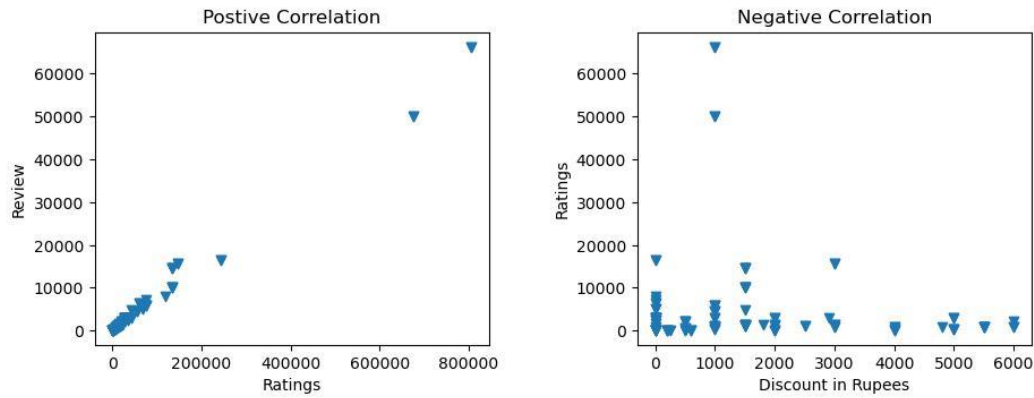
We observe a strong positive correlation between Ratings and Reviews which means with every increase in the number of ratings there will be an equivalent increase in the number of reviews. Whereas in the negative correlation we spot a slightly negative relation, that means for some products that have lesser discounts receive fewer numbers or ratings and reviews.
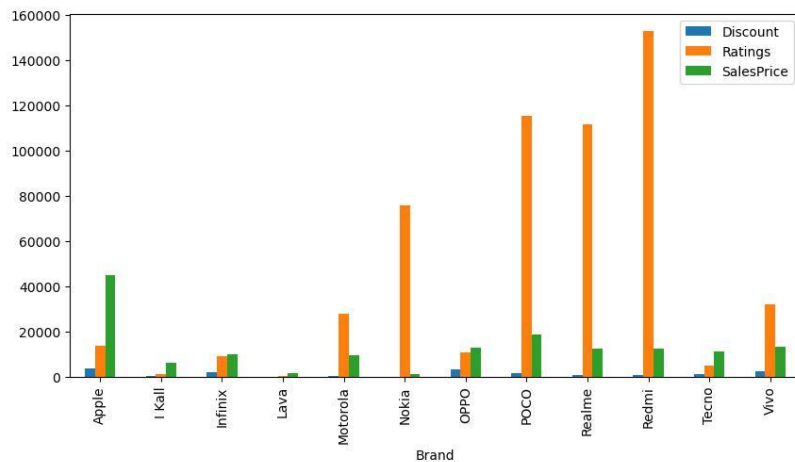
I Kall offers a very less discount whereas OPPO has the highest. As far as the Ratings are concerned we observe that POCO has received a far better number of ratings as compared to the rest of the brands. Also, its Sales Price is much more than the rest.
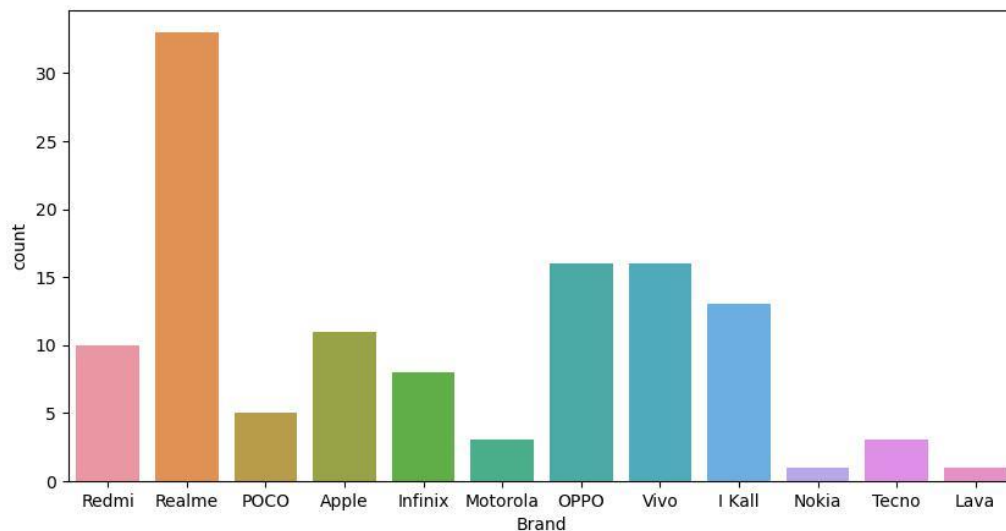

Clubbing the above two graphs we can get a lot of insights. Although Realme has a variety of products their ratings are far less than POCO's even though POCO offers a limited number of models. It seems like a variation of models does no good to OPPO as well.

Recommendations

Based on the analysis of RealMe's product variety, star ratings, discounts, and correlations between different attributes, the following recommendations are proposed to enhance market performance and consumer satisfaction:

1. Optimize Product Range

Focus on High-Performing Models: Although RealMe offers a variety of models, not all receive high ratings. Concentrate on improving and marketing the best-performing models such as Realme C11 and Realme Narzo 10A to enhance overall brand perception.

Streamline Variations: Simplify the product lineup by reducing the number of variations, focusing on models that demonstrate the highest consumer satisfaction and sales performance.

2. Enhance Consumer Ratings and Reviews

Improve Quality and Features: Invest in R&D to enhance the quality and features of lower-rated models. Prioritize customer feedback to address common issues and enhance user experience.

Encourage Reviews: Implement strategies to encourage satisfied customers to leave positive reviews, as there is a strong positive correlation between ratings and reviews, which can boost product visibility and attractiveness.

3. Strategic Discounting

Competitive Pricing: Review and adjust pricing strategies to remain competitive. Offering occasional discounts, especially for high-performing models, can attract more customers and boost sales.

Targeted Promotions: Use targeted promotions and discounts for specific models and during peak shopping periods to drive sales and increase market share.

4. Improve Brand Awareness

Marketing Campaigns: Increase marketing efforts to improve brand recognition, particularly for lesser-known brands like I Kall. This can help build consumer trust and improve ratings.

Partnerships and Sponsorships: Engage in partnerships and sponsorships to enhance brand visibility and credibility.

5. Address Data Inconsistencies

Data Quality Management: Implement robust data quality management practices to identify and rectify inconsistencies in product specifications, such as RAM and ROM values. This ensures reliable data for analysis and decision-making.

6. Leverage Correlation Insights

Price and RAM/ROM Optimization: Given the positive correlation between RAM size and list/sales price, consider offering configurations that maximize value for money. Ensure that products with higher RAM and ROM are competitively priced to attract consumers.

Monitor Discounts and Reviews: The negative correlation between discounts and ratings/reviews suggests that overly discounting products might impact perceived value. Balance discounts with maintaining product quality to ensure positive consumer feedback.

7. Outlier Management

Regular Outlier Analysis: Continuously monitor and analyze outliers in product attributes to ensure they do not skew data analysis or predictive models. Address outliers promptly to maintain data integrity.

Product-Specific Investigations: Investigate products that consistently appear as outliers to identify and address any underlying issues, whether in manufacturing, quality control, or consumer perception.

By implementing these recommendations, RealMe and other brands can improve their market positioning, enhance consumer satisfaction, and achieve sustainable growth.

Conclusion:

This report highlights the competitive landscape of mobile phones, emphasizing RealMe's diverse product range and the impact of various attributes on consumer satisfaction. By focusing on improving product quality, addressing data inconsistencies, and leveraging attribute correlations, RealMe and other brands can enhance their market performance and better meet consumer needs.