

## **Mobile Price Range Prediction**

### **Related Findings**

“Exploring the Factors That Influence Consumer’s Purchase of Mobile Phones” is a publication in Researchgate website. The main goal of this paper is to identify what factors influence consumers to purchase mobile phones. The authors think the brand loyalty, price, quality, social influence and mobile features are the factors that influence consumers to purchase mobile phones. Brand loyalty is most important factor than other factors which means the consumers are willing to pay a premium price for the brand.

This publication’s conclusion is consistent with my current analysis of the data that the brand has a great influence on the price of mobile phones. During my analysis of the dataset, I find that most mobile phone price change depending on the specifications of the phone, but there are many special examples. Some phones’ specifications not as good as other phones, but the price is not lower than other phones.

### **Similar Project**

There are a lot of projects like my project. I found a project called mobile phone price prediction wrote by Vikramaditya Singh Bhati. This project is very similar to my project. We use the same dataset, have same analysis steps and same results so far. However, the analysis methods used by him and me are different, and the future models will also be different, so the final outcome may be different.

### **Exploratory Data Analysis**

I visualized the relationship between first ten mobile specifications and price range to determine which specification has great impact on the price. I found that there are two specifications that have a greater impact on the price, the other eight are not. The battery power and random-access memory in megabytes are important features that higher battery power or higher random-access memory in megabytes tend to have higher price.

### **Reference:**

Vikramaditya Singh Bhati. (2017). Mobile Phone Price Prediction.

<https://www.kaggle.com/vikramb/mobile-price-prediction>

Mohd Yusuf, Bibi Noraini & Hock, Lim & Abd Rashid, Intan & sa'aban, Syahira & Abdullah, Muhammad. (2015). Exploring the Factors That Influence Consumer’s Purchase Of Mobile Phones. Journal of Advance Research in Business, Management and Accounting. 2. 2015.