



# Strategic Insights Venture into a new Cellphone Market

# Agenda

- Objective
- Background
- Process Flow
- Analysis and Insights
- Action Items
- Appendix

# Objective

- To provide the business with some major insights into the mobile phone industry.
- To understand the business competitors and preferences of the users.
- Business objective is to develop a new product optimally and create some marketing strategies based on the insights

# Background

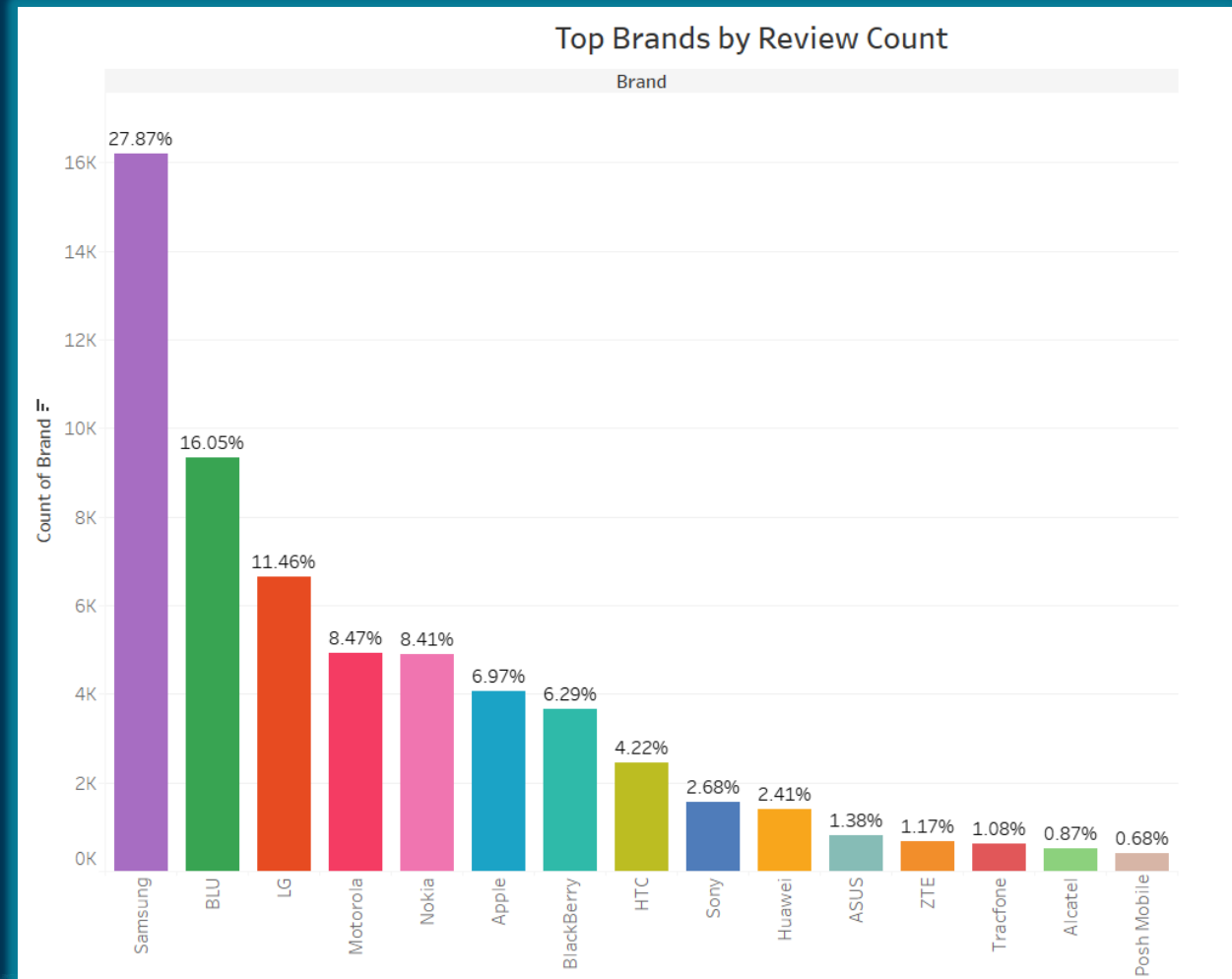
- A mobile manufacturer based in the US, which entered the market three years ago. As they are a new entrant in the sector, they want to understand their competitors and preferences of their users so that they can design their strategies accordingly.
- They want to tweak the marketing strategies to add more value to their brand, provide features to customers that add the most value, and close the demand-supply gap.
- Their objective is to increase the market share as well as the brand value.

# Process Flow

- Data Understanding.
- Performing Exploratory Data Analysis (EDA).
- Load the Processed Data into Tableau.
- Gather Insights and Create Visualizations.
- Story Telling with Final Observations & Suggested Actions.

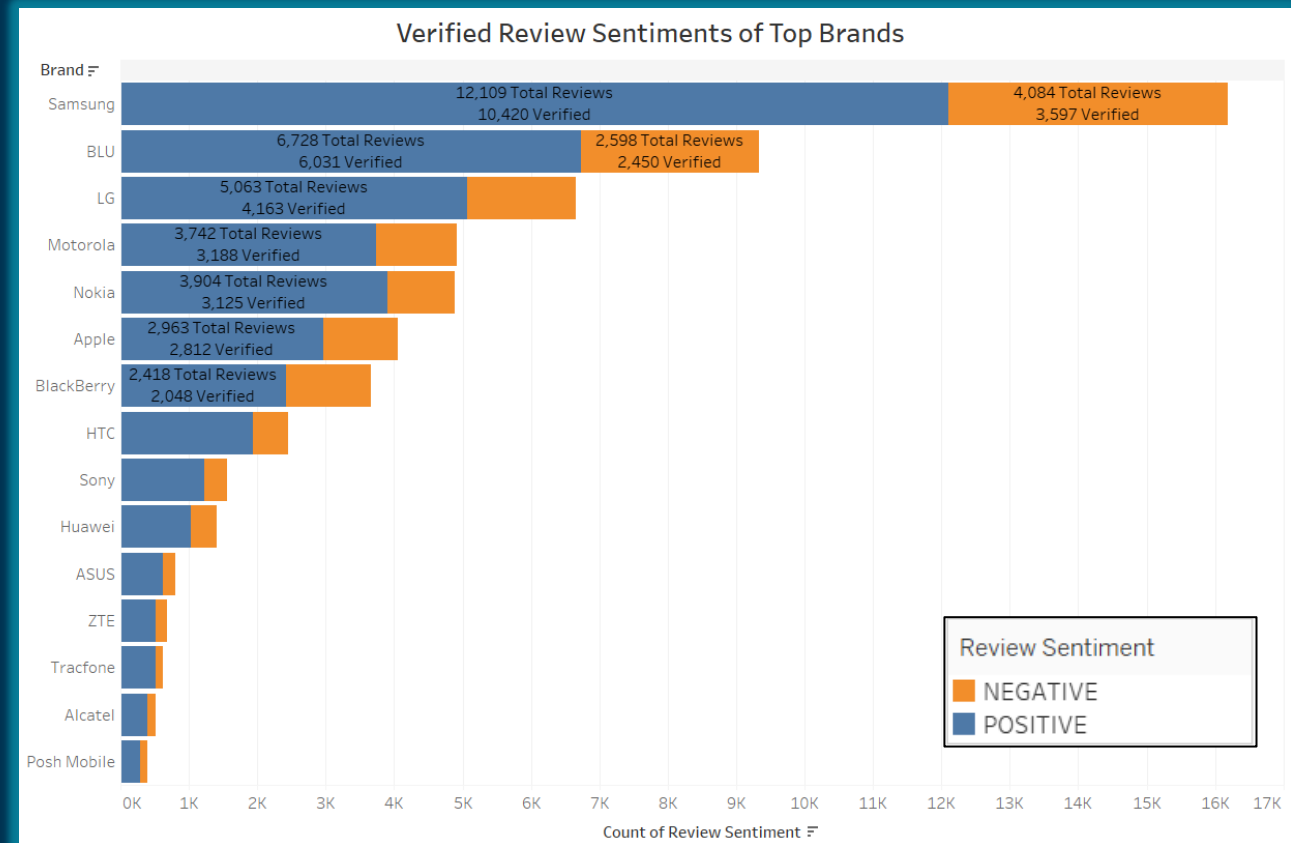
# Most Reviewed Brands

- ‘*Samsung*’ is the most reviewed brand with 27.8% of the review share.
- Followed by ‘*Samsung*’ are ‘*BLU*’, ‘*LG*’, ‘*Motorola*’, ‘*Nokia*’ & ‘*Apple*’.
- All the above 6 brands contribute to approx. 80% of reviews share.



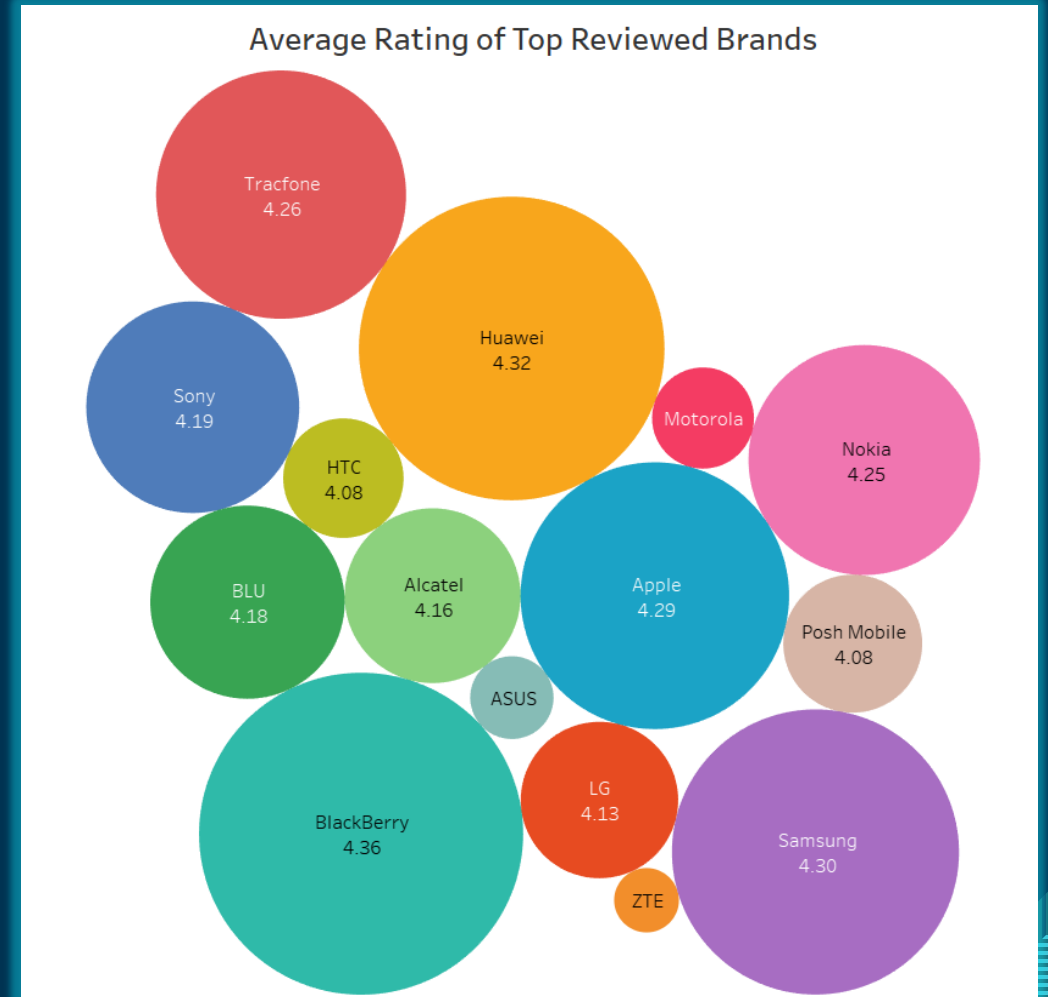
# Verified Sentiment Reviews

- As we saw the brands which have most reviews, not all are *verified* and they do have both *positive* and *negative* sentiments.
- Majority of the reviews are *verified* and are *positive*.
- Based on the statistics and on the sheer amount of reviews, we can say that '*Samsung*' is most preferred brand by the consumers.



# Average Ratings of Brands

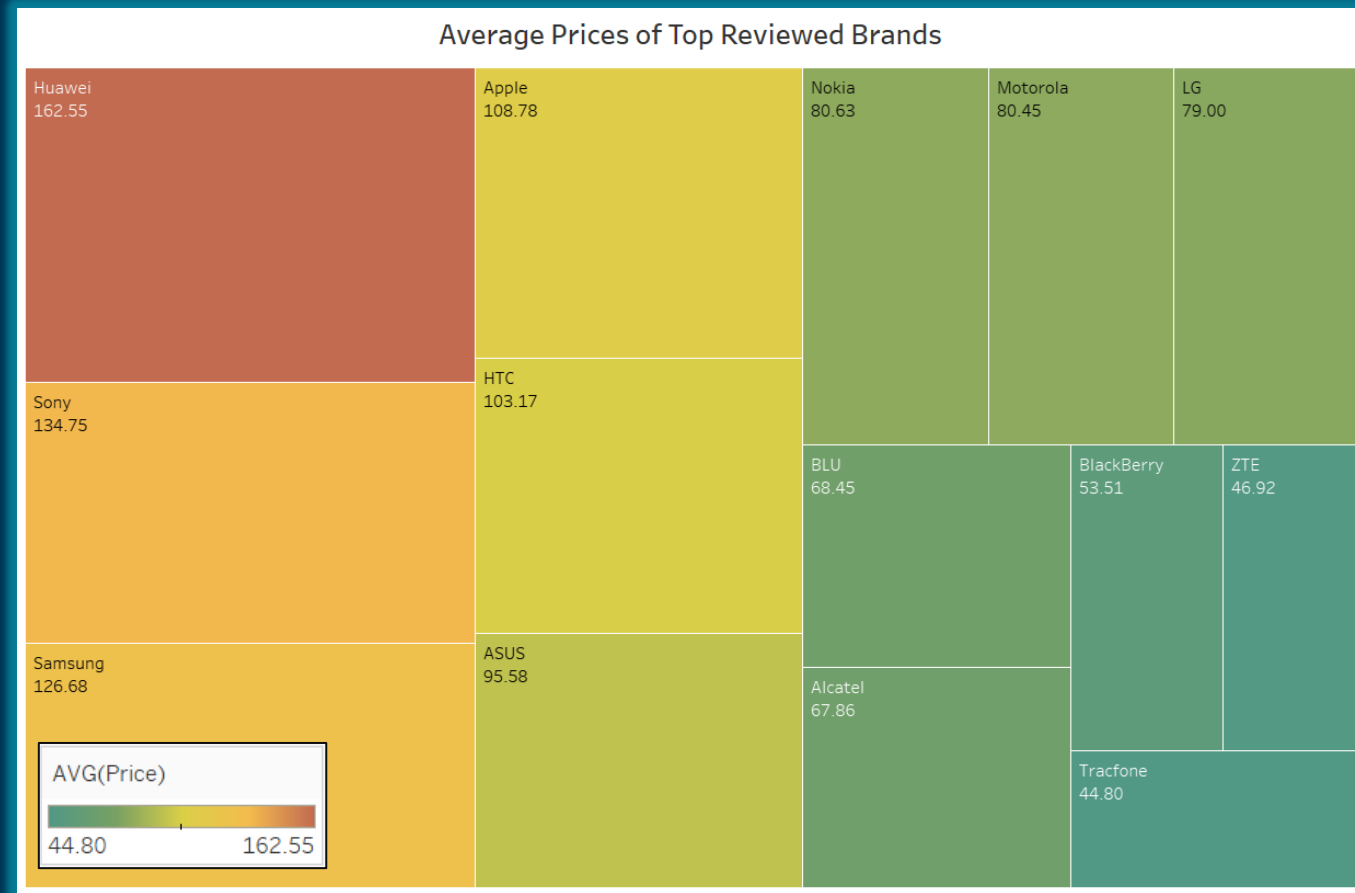
- ‘*BlackBerry*’ is highly rated among all other brands followed by ‘*Huawei*’, ‘*Samsung*’, ‘*Apple*’, ‘*Tracfone*’ and ‘*Nokia*’.
- Based on amount of reviews and verified positive sentiment reviews, leading brands in the market are ‘*Samsung*’, ‘*Apple*’, ‘*BLU*’, ‘*Huawei*’ and ‘*Nokia*’.
- A suggested action for the business is to *closely observe and follow these brands, i.e., take a note of market strategies, Ad campaigns, websites, release patterns of new products, etc.*





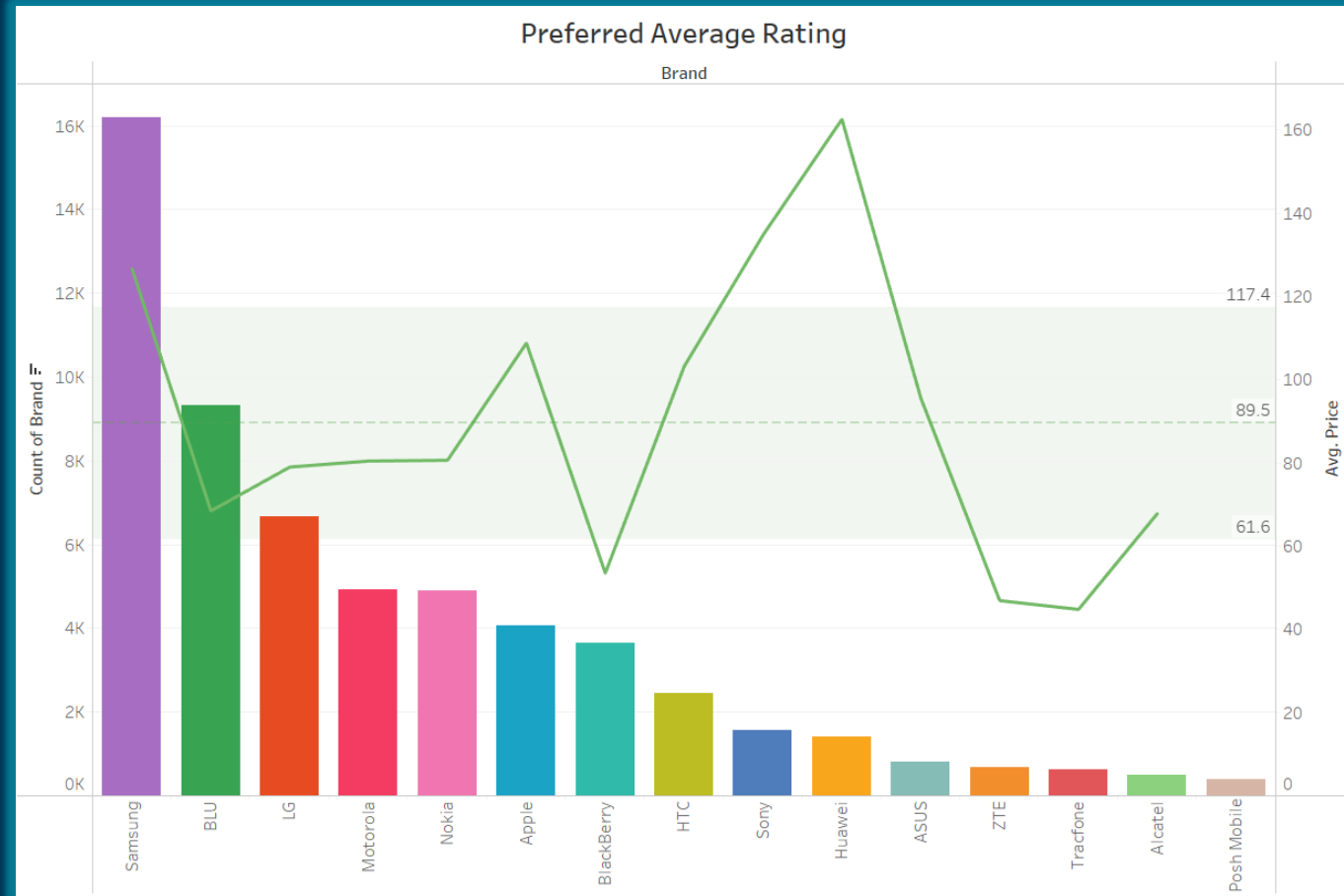
# Average Price Ranges

- ‘*Huawei*’, ‘*Sony*’, ‘*Samsung*’, ‘*Apple*’ and ‘*HTC*’ have higher prices on average among the top reviewed brands.
- *90\$* is the average price for all the top reviewed brands together.
- Price range of the top reviewed brands is actually is *quite big*, *44.80\$ - 162.55\$*. So we need to pinpoint a *better price range* preferred by customers.



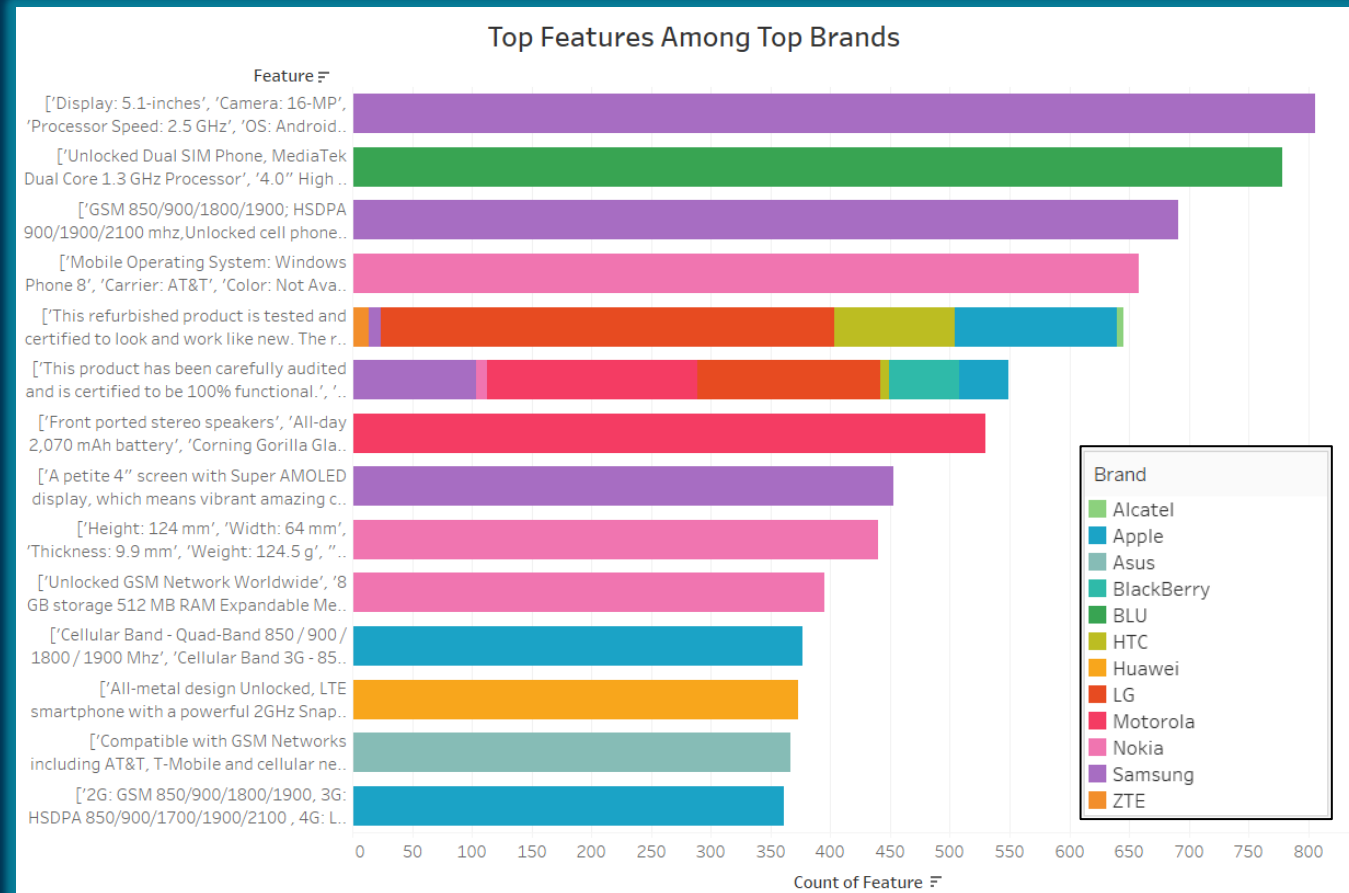
# Preferred Price Ranges

- Even though ‘*Huawei*’ & ‘*Sony*’ have better on average rating, the amount of reviews are quite low, hence people do like these phones but *many avoid to buy due to the high prices*.
- A suggested action to the business is to *try and keep the prices of their phones in ranges of 60\$ - 120\$*.



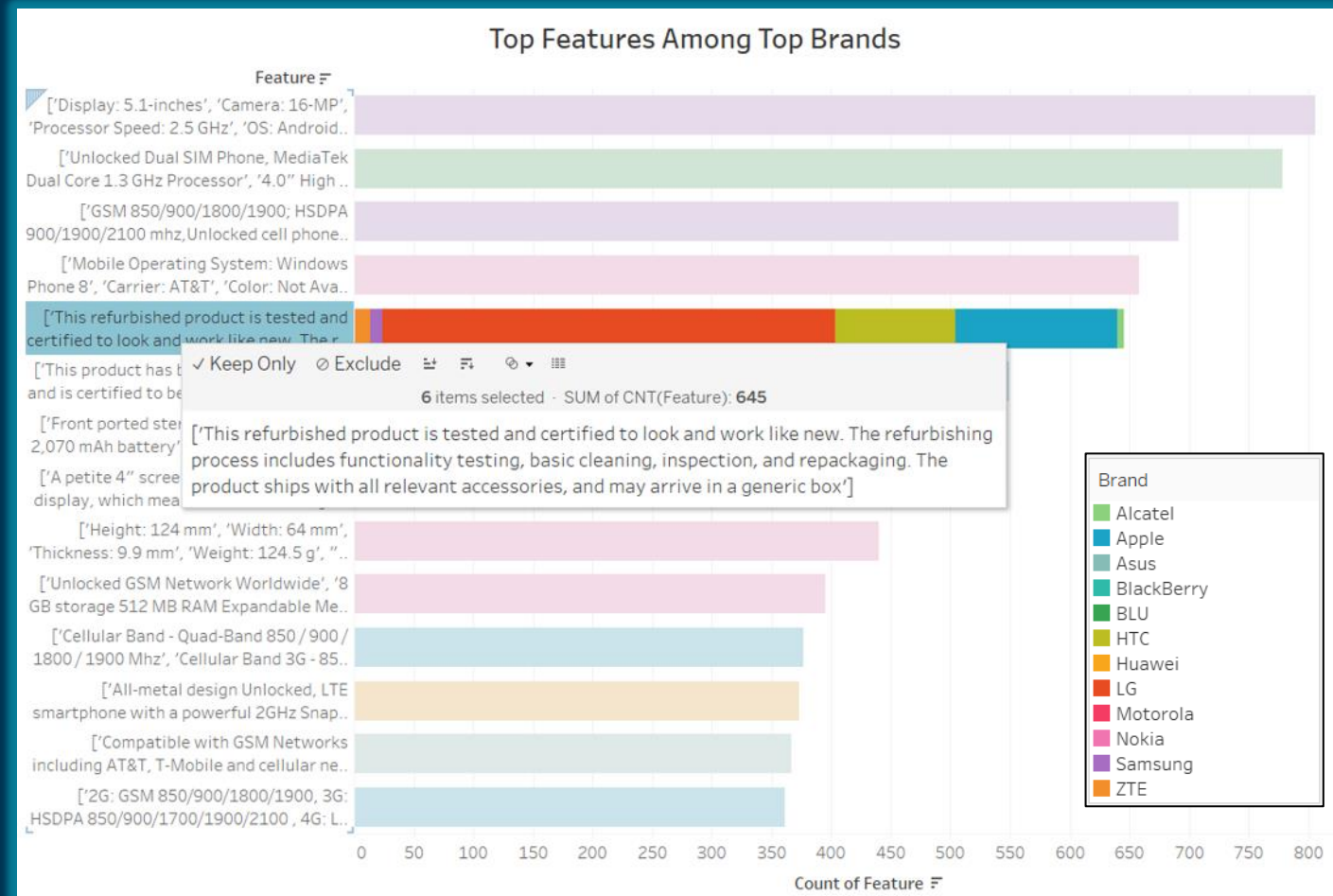
# Features of Top Brands

- As we can observe that the top features of top reviewed brands are upto the latest market (at the time of data collection). I.e., latest screen display, latest OS, new camera tech, better processors, lasting battery life, etc. which are currently available in the market.
- A suggested action is to *keep up with latest market tech features* to produce phones but at the same time *keeping in mind of preferred price range*.



# “Refurbished” Phones Situation

- We can observe that *refurbished phones* are bought by many customers for multiple of the top reviewed brands as the *prize will be lowered with same set of features*.
- A suggested action for the business *to not dispose of the returned phones* but instead *refurbish and release it back to market by lowering the price*.



# Action Items

- To closely observe and follow the top reviewed brands ('*Samsung*', '*Apple*', '*BLU*', '*Huawei*' and '*Nokia*'), i.e., take a note of *market strategies*, *Ad campaigns*, *websites*, *release patterns* of *new products*, etc.
- To try and *keep* the *prices* of the phones in *ranges* of *60\$ - 120\$*.
- Keep up with *latest market tech features* to produce phones but at the same time keeping in mind of *preferred price range*.
- To *not dispose* of the *returned phones* but instead *refurbish* and *release* it back to market by *lowering* the *prices*.

# Appendix

- *Data Source* - Amazon review data for different cell phones and accessories that were purchased between the years 1996 and 2018. The data set used in this project has been taken from this link and has been slightly modified for the capstone project (*by UpGrad*).
- The tools used for the data understanding, analysis and drawing insights are Python with Google Colab Notebook and Tableau by Salesforce.



**Thank You**