

## iPhone Market Data Insights Report (Dec 2024 – Jan 2025)

This dataset captures detailed iPhone product listings across major online marketplaces, primarily Flipkart and Amazon, revealing clear trends in pricing, consumer preference, and market distribution. The price range spans from ₹22,990 to ₹1,84,900, but the most common and median price is ₹59,999, suggesting strong demand for mid-range iPhones like the **iPhone 13** and **iPhone 15** base variants. State-wise data, though partially missing, shows representation from key markets like Delhi, Telangana, and Maharashtra, hinting at strong urban demand clusters.

**Flipkart** dominates with nearly **78%** of all entries, followed by **Amazon** with about **22%**, showing a significant reliance on a single sales channel. **JioMart's** presence is **negligible**. Despite the launch of newer models, repeated listings for older devices such as iPhone 13 highlight their ongoing popularity and value positioning in the market. High-end devices like the iPhone 15 Pro Max (priced above ₹1.5L) appear multiple times as well, indicating a niche but active premium customer segment. A slight spike in listings around **late November and December** suggests a **festive season effect**, possibly linked to sales events and year-end promotions.

Around **54%** of entries lack pincode, city, or state information, which limits regional analysis and may require enrichment for more granular insights. Duplicate records for the same product-price-POS combinations suggest either price stability across days or repeated data collection. Overall, the data reveals a concentrated market where *mid-tier iPhones drive demand, Flipkart is the key channel, and festive periods create noticeable sales momentum.*