

Competitive Analysis between Samsung and Vivo in India

(Based on Smartphones Sales)

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SCOPE:

Analysing competition between Samsung and Vivo smartphones in India, reviewing their market share in the country. Using the mobile vendor dataset from gs.statcounter.com , analysing the percentage share of smartphone sales from March 2023 to March 2024. Using visualization to present a comparison between the sales of Vivo and Samsung smartphones during this duration.

Data Collection:

[Dataset](#)

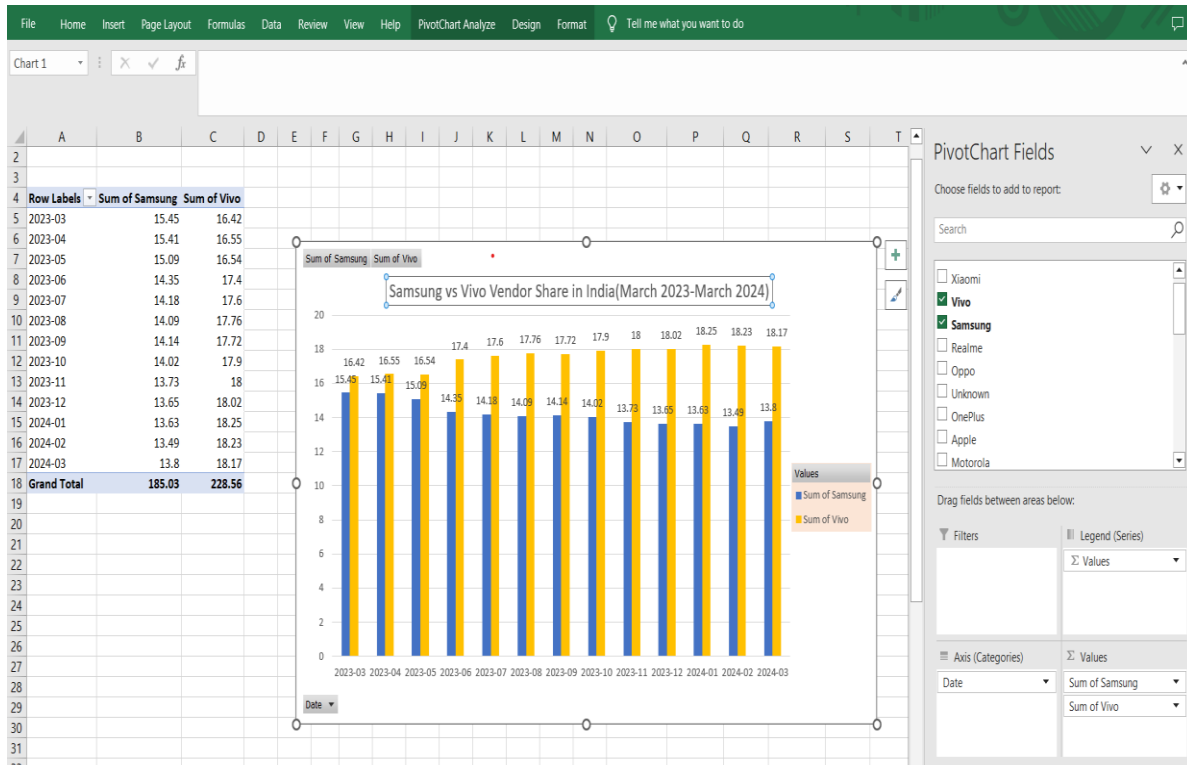
Software Used:

Microsoft Excel

DATASET:

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A1		Date																									
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
1	Date	Xiaomi	Vivo	Samsung	Realme	Oppo	Unknown	OnePlus	Apple	Motorola	Infinix	Tecno	Huawei	Nokia	Itel	Lenovo	Google	Asus	Infinex	Jio	BBK	Lava	Nothing	Mi			
2	2023-03	24.68	16.42	15.45	13.8	12.09	2	4.29	3.89	1.46	1.3	1.37	0.7	0.5	0.35	0.34	0.22	0.27	0.14	0.14	0.15	0.1	0				
3	2023-04	24.24	16.55	15.41	13.58	12.14	2.33	4.14	4.21	1.49	1.3	1.39	0.68	0.49	0.37	0.35	0.22	0.25	0.14	0.15	0.15	0.1	0				
4	2023-05	22.93	16.54	15.09	12.93	11.83	4.48	4.05	4.93	1.42	1.21	1.4	0.63	0.48	0.39	0.34	0.22	0.23	0.12	0.15	0.14	0.1	0.04				
5	2023-06	21.76	17.4	14.35	13.04	11.92	6.25	4.11	4.18	1.35	1.26	1.41	0.56	0.42	0.39	0.3	0.23	0.2	0.12	0.13	0.12	0.12	0.1				
6	2023-07	21.81	17.6	14.18	13.43	12.04	5.83	4.32	3.88	1.42	1.28	1.37	0.55	0.4	0.35	0.28	0.22	0.19	0.12	0.12	0.11	0.12	0.11				
7	2023-08	21.23	17.76	14.09	13.4	12.04	6.11	4.54	3.98	1.47	1.29	1.34	0.53	0.39	0.33	0.25	0.25	0.18	0.12	0.11	0.1	0.1	0.12				
8	2023-09	21.05	17.72	14.14	13.21	12	6.52	4.6	3.94	1.51	1.25	1.35	0.52	0.4	0.32	0.25	0.25	0.18	0.12	0.11	0.1	0.1	0.12				
9	2023-10	20.93	17.9	14.02	13.23	11.97	6.35	4.62	3.85	1.58	1.47	1.38	0.49	0.38	0.36	0.24	0.29	0.17	0.12	0.1	0.11	0.11	0.12				
10	2023-11	20.88	18	13.73	13.56	11.87	5.95	4.61	3.94	1.68	1.7	1.45	0.45	0.36	0.41	0.22	0.26	0.15	0.11	0.09	0.1	0.13	0.12				
11	2023-12	20.76	18.02	13.65	13.49	11.75	6.24	4.76	4.02	1.78	1.64	1.38	0.42	0.35	0.39	0.22	0.26	0.14	0.1	0.09	0.09	0.11	0.12				
12	2024-01	20.88	18.25	13.63	13.58	11.73	5.69	4.76	3.93	1.86	1.68	1.43	0.41	0.35	0.43	0.23	0.27	0.14	0.1	0.1	0.09	0.11	0.12				
13	2024-02	20.81	18.23	13.49	13.91	11.62	5.77	4.54	3.9	1.94	1.79	1.46	0.41	0.34	0.44	0.23	0.24	0.13	0.11	0.1	0.08	0.12	0.11				
14	2024-03	20.54	18.17	13.8	13.04	11.52	6.78	4.5	4.02	2.04	1.64	1.38	0.42	0.37	0.45	0.25	0.24	0.13	0.09	0.1	0.09	0.12	0.11				

VISUALISATION:



CONCLUSION:

The interpretation of the dataset using pivot tables makes it apparent that Vivo performed better each month in the Indian market between March 2023 and March 2024.