

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:

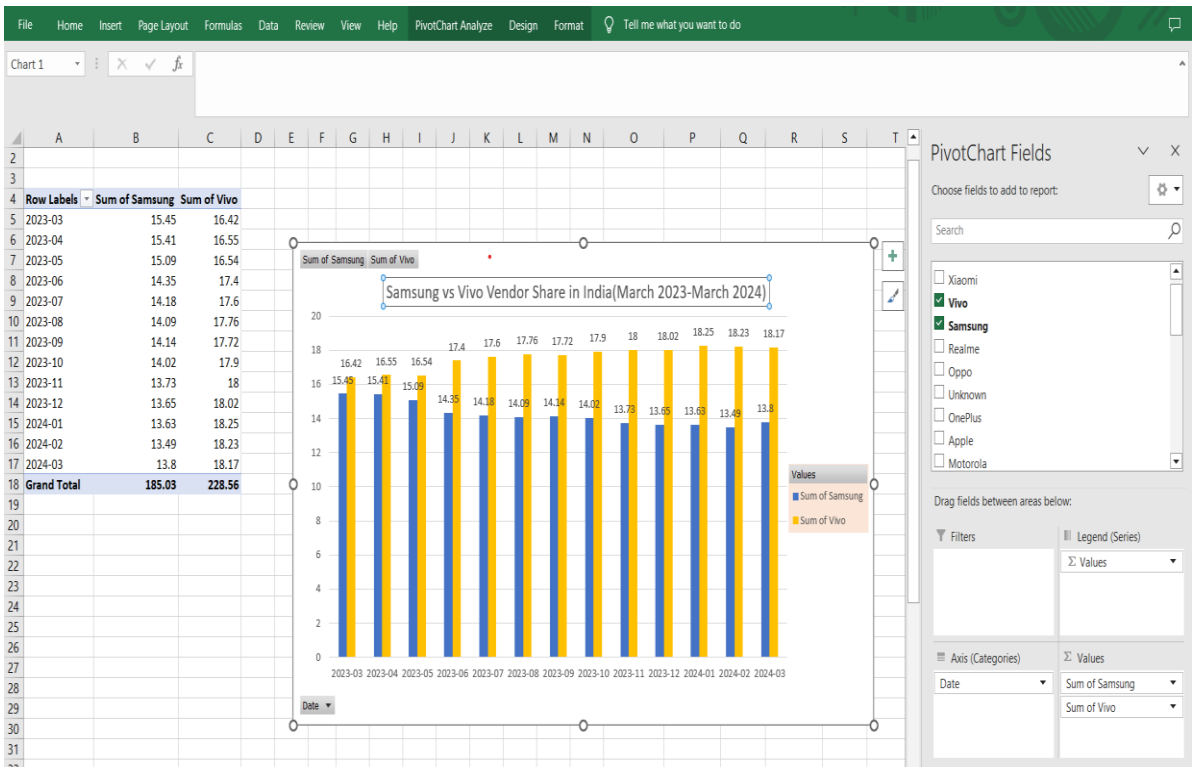
Microsoft Excel

(Pivot Tables, Pivot Charts)

DATASET:

FileHomeInsertPage LayoutFormulasDataReviewViewHelp🔍 Tell me what you want to do																											
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				
15																											

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. The highest sale for Vivo was in March 2024 and the highest sale for Samsung was in March 2023.

