



iPhone Market Analysis on Flipkart India

Data-Driven Insights into iPhone Trends,
Ratings, and Pricing

Problem Statement

1. What are the top 10 highest-rated iPhones on Flipkart India?
2. How many ratings do the highest-rated iPhones on Flipkart have?
3. Which iPhone has the highest number of reviews on Flipkart?
4. What is the relationship between the sale price of iPhones and the number of ratings on Flipkart?
5. What is the relationship between the discount percentage and the number of ratings of iPhones on Flipkart?
6. Can you figure out the least expensive and most expensive iPhones in the Indian market along with all their specifications?

Objective

- To analyze customer preferences and pricing behavior.
- To understand the impact of discounts on engagement.
- To recommend marketing and sales strategies based on insights.

Data Source

Platform: Kaggle

Source: Flipkart India (Apple iPhone listings)

Format: CSV dataset containing 62 products

Exploratory Data Analysis (EDA).

Insights

- Top rated iPhones average 4.6 stars.
- Price range: ₹29,999 to ₹1,40,900 (Avg: ₹80,074).
- Max discount: 29%.
- Some high-end models receive fewer ratings.
- More reviews on newer mid-priced models.

Key Patterns & Trends

- Majority priced between ₹50K-₹1.2L.
- Higher star ratings not always linked to high prices.
- RAM primarily 4 GB across models.
- Deeper discounts can boost engagement.

Conclusion & Recommendation

- Promote high-rated, mid-priced iPhones with >20% discounts.
- Bundle underperforming premium models with offers.
- Target campaigns around best-reviewed models.

Audience Question

- Which iPhone model would you prioritize for next month's campaign?
- What insights support your decision?



Thank You !