

MOTOROLA

Business Problem Statement

Mobile Sales Analytics · India Market

769M

Total Sales

19K

Total Quantity

4K

Transactions

1. Background

Motorola operates across major Indian metropolitan and tier-2 cities, distributing mobile devices through multiple retail and digital channels. With a diverse product portfolio spanning Apple, OnePlus, and Samsung brands, the company records thousands of transactions monthly. Despite strong aggregate revenue of **769M**, performance varies significantly across time, geography, and customer segments — making it difficult for leadership to identify actionable growth levers without a unified analytical view.

2. Core Business Challenge

Motorola currently lacks a **data-driven strategy** to optimize sales performance, inventory allocation, and marketing focus across regions, time periods, mobile models, and customer segments. This creates five critical gaps:

1

Regional Blindspot

High-performing cities such as Delhi and Mumbai may be understocked while low-penetration markets receive excess inventory, creating margin leakage.

2

Seasonal Gaps

Monthly quantity trends reveal peaks (July) and sharp dips (February), yet no proactive demand planning exists to buffer these swings.

3

Model Misalignment

Marketing spend may not align with actual top-selling models (iPhone SE, OnePlus Nord, Galaxy Note 20), resulting in missed upsell opportunities.

4

Payment Friction

With four payment methods nearly equally split, preferred modes are not being leveraged for targeted fintech partnerships or cashback incentives.

5

Customer Satisfaction Underuse

A 5-star rating dominance (311 customers) indicates strong product acceptance, yet low-rating drivers (67 one-star ratings) remain unaddressed, risking churn.

3. Problem Statement

"How can Motorola leverage sales transaction data across cities, brands, mobile models, payment methods, and customer ratings to identify performance gaps, optimize inventory and marketing investment, and drive sustainable revenue growth across the Indian market?"

4. Impact of Not Solving This

- Continued inventory misallocation leading to stockouts in high-demand cities
- Marketing budgets spent on underperforming models and regions
- Missed revenue from peak seasonal periods due to lack of preparation
- Customer churn driven by unresolved satisfaction issues
- Loss of fintech partnership opportunities by ignoring payment trends