

### **1 What are the different price range segments for mobiles in India?**

- Low Price: Below ₹10,000
- Medium Price: ₹10,000 to ₹25,000
- Premium Price: Above ₹25,000

Most phones fall in the Medium Price accounting for ~42% of the dataset.

Second one in Low Price with 30%.

Third one in Premium Price with 26%.

### **2 Which brand provides the most product offerings for the Indian Market?**

◆ Samsung, Apple and Realme lead in terms of total models listed, showing a wide product portfolio across budget and mid segments.

Samsung=1157 Model

Apple=537 Model

Realme=433 Model

Oppo=378 Model

Nokia=364 Model

### **3 Which brand caters to all different segments?**

◆ Samsung, Realme, Oppo, Xiaomi, Nokia and LG phones in all three price segment (Low, Mid, Premium), demonstrating diverse market reach.

### **4 What specifications are the most common?**

- RAM: 3GB(789 Brands) ,4GB(1162 Brands),6GB(679 Brands),2GB(628 Brands)
- Storage: 64GB(1120 Brands), 128GB(1102 Brands),32 GB(870 Brands),16 GB(584 Brands)
- Color : Black(837 Brands), Gold(339 Brands), White(268 Brands)

#### **5 Additional Insights:**

- ♦ Phones in the ₹12K–₹20K range get the best average ratings.
- ♦ Selling Price is depend on Memory (RAM) of mobile high memory price Increases.
- ♦ Majorly Black color Mobile buy by customer second gold and third white.
- Nearby 1000 Rs or more difference between average of original price and average of selling price in all brands.