Final Report – Group 16

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# INTRODUCTION

In this project we are looking into “The Evolution of Mobile Phones: Brands and Specs”. With this visualization, we hope to show how the brands and models developed over time both economically and in terms of the technology and its hardware. We think this is an interesting subject to explore because we are a technological generation and through this project, we will be able to expose the evolution of a device so crucial to our lives.

At the beginning, the questions that we proposed were:

* What are the brands that manufacture models that prioritize battery life over other specs?
* What cell phone brands had a peak in sales? When?
* How many models did each brand develop in a given time period?
* Is there a correlation between the number of models of a brand and that brand’s revenue?
* Is there a cyclic period of releases of phone models? Do the peaks occur every year? Every six months?
* When did a certain specification / hardware component start to be implemented on phones? What was its prevalence in phone models across the years?
* Is there a relationship between the sudden usage of a new component (like Bluetooth, DUAL SIM, etc. …) by a brand and the change in revenue of that brand?

We answered to all questions above and added another one:

* “How did the battery life of a certain brand evolve over time?”

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