Project Summary: iPhone Sales Analysis on Flipkart

I have completed a data analysis project on iPhone sales using a dataset from Flipkart that includes various product specifications, ratings, reviews, and pricing details.

This project aimed to analyze sales performance and customer interaction (ratings/reviews) with different iPhone models, and to identify patterns that affect customer preferences and buying behavior.

🔍 What I Analyzed:

- 🔟 Top 10 highest-rated iPhones on Flipkart
- 📊 Number of ratings and reviews of these top-rated models
- 📉 Relationship between sale price and number of ratings
- 🎯 Impact of discount percentage on the number of ratings
- 💰 Identification of the most and least expensive iPhone models

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📊 Key Insights and Findings:

1. 🏆 **Highest Rated iPhones:**
   The top 10 highest-rated iPhones on Flipkart were identified. These models had exceptional customer satisfaction.

2. 💬 **Reviews and Ratings:**
   Among the top-rated iPhones, some models had significantly more user ratings and reviews, indicating popularity and user trust.

3. 📉 **Price vs. Ratings Relationship:**
   A negative linear relationship was found between sale price and the number of ratings. This suggests that lower-priced iPhones tend to sell more in India.

4. 💸 **Discount vs. Ratings Relationship:**
   A positive linear relationship was observed between discount percentage and the number of ratings.

5. 💎 **Most and Least Expensive Models:**
   The dataset also revealed the most and least expensive iPhones available on Flipkart, highlighting price diversity in Apple's offerings.

✅ Final Conclusion:

From this analysis, it's clear that:

- Customers are more attracted to affordable and discounted iPhones
- Top-rated models gain popularity through user trust and reviews
- Strategic pricing and promotional discounts can significantly influence sales

Brands like Apple and e-commerce platforms can use these insights to boost visibility, improve pricing strategies, and increase customer engagement on platforms like Flipkart.