

Product-wise Sales Comparison Report

02 August 2025

Prepared by Sales Team



DIGITONE
INDIA LTD.

YOUR MOBILE WORLD

Introduction

This Report compares the sales performance of **Zeniva Z12 Ultra**, **Nexora Edge 5G**, **Digitone Phantom 11**, for the **Q2** and **Q1 2025**. The objective is to **analyse sales trends**, **identify top-performing products** and provide **recommendations for improving sales strategies**.

Sales Data

Product Name	Q1 Sales (₹)	Q2 Sales (₹)	% Change
Zeniva Z12 Ultra	872029.65	1046435.58	+20.00
Nexora Edge 5G	1308044.47	1133638.54	-13.33
Digitone Phantom 11	697623.72	828428.17	18.75

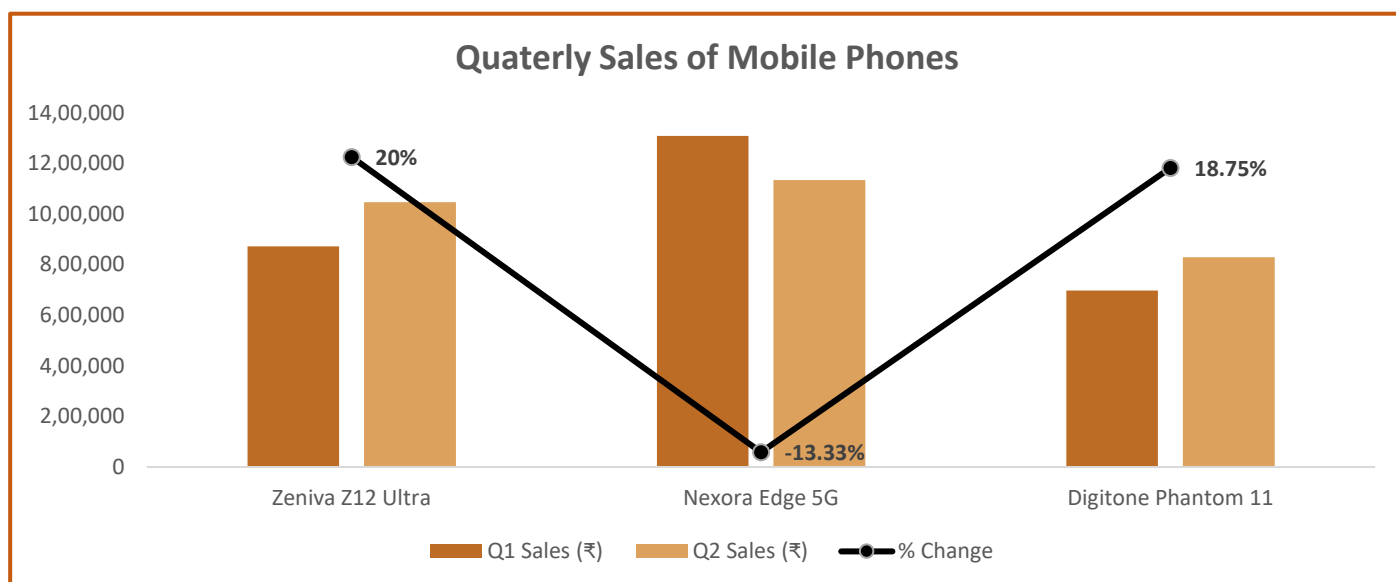


Figure A: Quarterly Comparison by Product

Analysis

- The **Nexora Edge 5G** had the highest total sales, while the **Zeniva Z12 Ultra** showed the most growth at 20%.
- The **Nexora Edge 5G** showed the most decline at -13.33%.

Recommendations

- Increase marketing efforts for underperforming products.
- Focus on high-performing products for expansion (**Zeniva Z12 Ultra**).
- Investigate reasons for sales decline in **Nexora Edge 5G**.