

# Mobile Phone Market

Analysis Report

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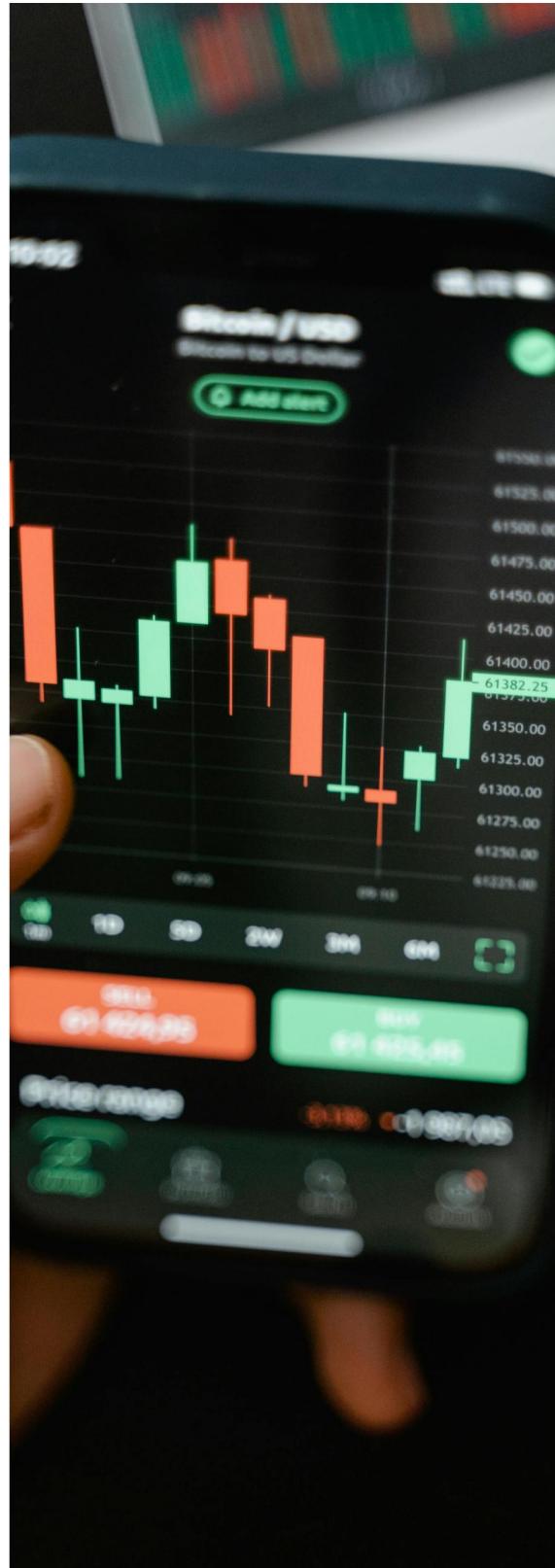
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## Introduction



This report analyzes the mobile phone market based on data collected from various sources, including online retailers and market research firms.

The report covers a range of aspects, including phone brand distribution, price range distribution, phone features, dimensions, battery capacity, NFC technology, display types, and price distribution analysis.

The goal of this report is to provide insights into the current state of the mobile phone market and identify trends that may influence future market developments.

# Phone Brand Distribution

Phone brands have diverse distribution across stores



## Brand Presence

### Prominent Brands



Apple and Samsung dominate across stores

### Store Preferences



Amazon DE and Amazon US have higher brand variety

### Store Preferences



Brands show store-specific prominence

## Price Range Distribution

### By Phone Brand

Analyzing phone prices across different brands reveals interesting trends.



Apple and Samsung dominate the high-price range, while Xiaomi and Samsung dominate the medium range.

Xiaomi leads in the low-price category, followed by Motorola.

This suggests different brand strategies, with some focusing on premium pricing and others aiming for broader market reach.

## Phone Features

Phone features are advancing towards bigger RAM, storage and battery

### Feature Trends

#### RAM Increase



Consistent upward trend in RAM capacity

#### Storage Shift



Shift towards higher storage options

#### Battery Growth



Consistent upward trend in battery capacity



## Phone Dimensions

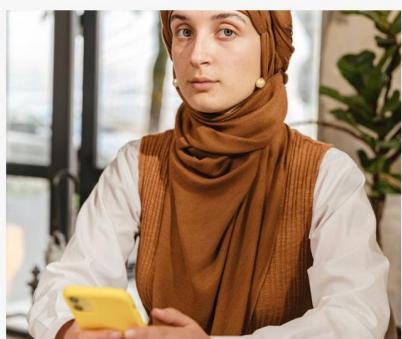
### Over the Years

Phone dimensions are evolving, with a clear trend towards larger devices.

The average length and width have consistently increased over the years, indicating a preference for bigger screens.

However, phone height remains relatively stable, suggesting that the thickness of phones is not changing significantly.

This shift towards larger phones may be driven by consumer demand for immersive multimedia experiences and enhanced productivity.



## Battery and Phone Weight

Larger battery capacity leads to heavier phones



## Battery-Weight Correlation

Moderate  
Correlation



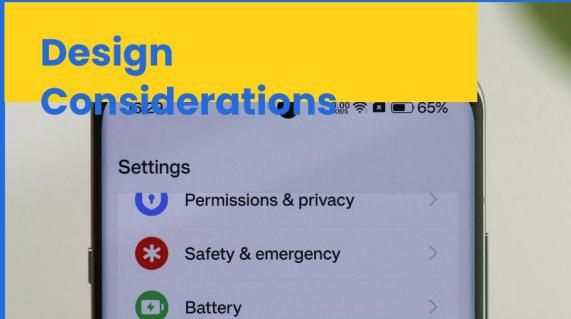
Positive correlation between battery and weight

Design  
Considerations



Balancing battery and weight for optimal experience

Design  
Considerations



Heavier phones might be less desirable

## NFC Technology

### Across Phone Models

NFC technology has become a common feature in smartphones, enabling contactless payments and data transfers.



However, some models, particularly older or budget-friendly ones, might lack NFC functionality.

The analysis reveals that a majority of phone models now include NFC, indicating its wide adoption and importance.

This suggests that NFC is increasingly considered a standard feature in modern smartphones, providing a more seamless and convenient user experience.

## Display Type

Display type is related to phone pricing

## Display Trends

### Common Display



PLS LCD is the most common display type

### Advanced Displays



LTPO Super Retina XDR OLED is prevalent in high-end phones

### Price-Display Link



More advanced displays are found in higher price ranges



## Price Distribution Analysis

### With Outliers

Outliers can significantly impact data analysis, particularly when examining price distributions.

Analyzing price distributions with and without outliers reveals that outliers can skew the mean and standard deviation.

This can lead to misleading interpretations of the data's central tendency and variability.

It is important to identify and handle outliers appropriately to ensure accurate and reliable data analysis.



# Summary

This report provides a comprehensive analysis of the mobile phone market, highlighting key trends and insights.

The analysis reveals that the market is characterized by a wide range of brands, price points, features, and technologies, with a clear trend towards larger screen sizes, higher storage capacities, and improved camera quality.

