

MOBILE SALES OVERVIEW

Total Revenue

\$14.53M

Units sold

18548

Average Price

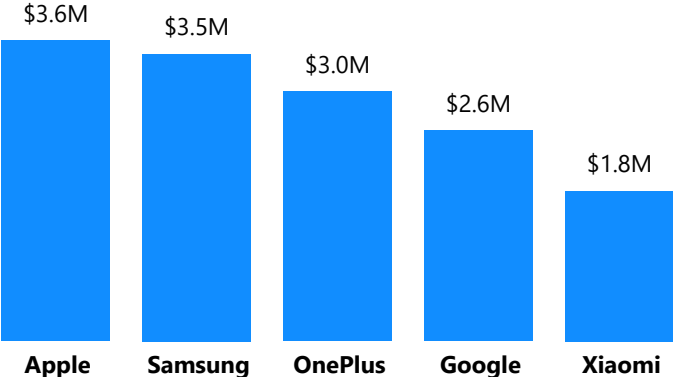
\$784.74

No. of Transactions

366

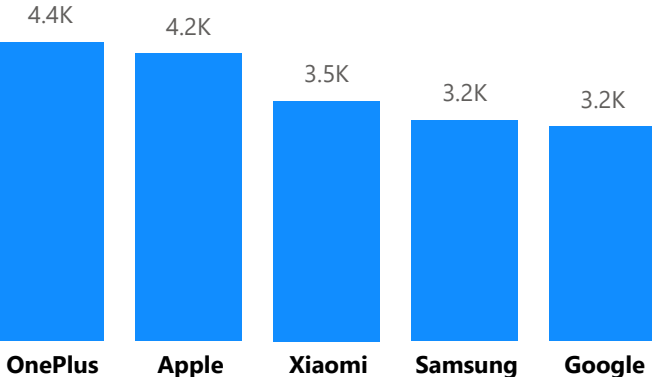
Top 5 Brands by Revenue

Apple is the leading Brand that generates the most revenue



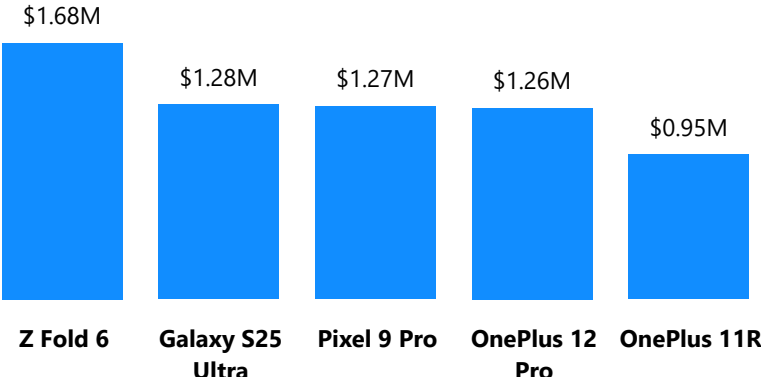
Top 5 Brands by Units Sold

OnePlus is the most purchased brand



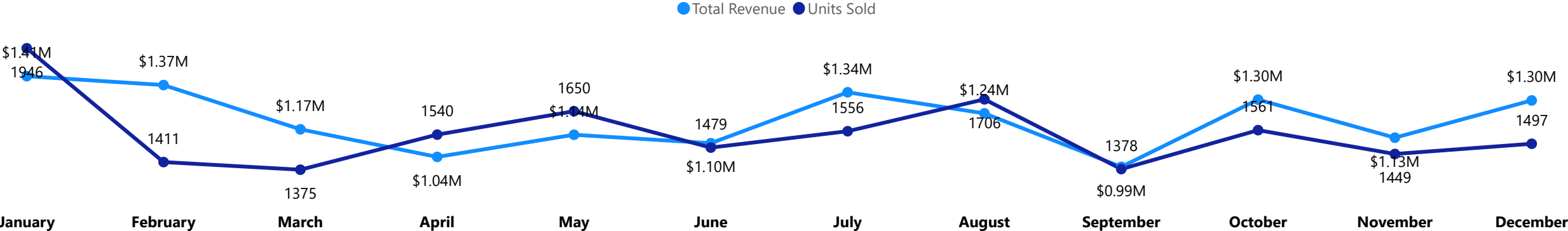
Top 5 Mobile Models by Revenue

Z Fold 6 is the premier mobile model that generates most revenue



Month over Month Performance

January tops both in revenue and maximum units sold. September has the least revenue and units sold



GEOGRAPHIC SALES ANALYSIS

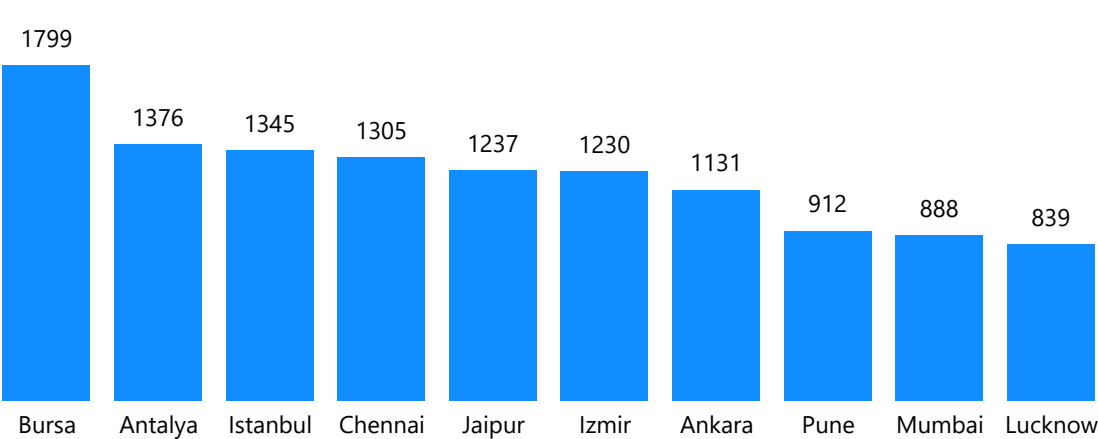
Total Revenue by Country

India leads in revenue generation, Pakistan with the least



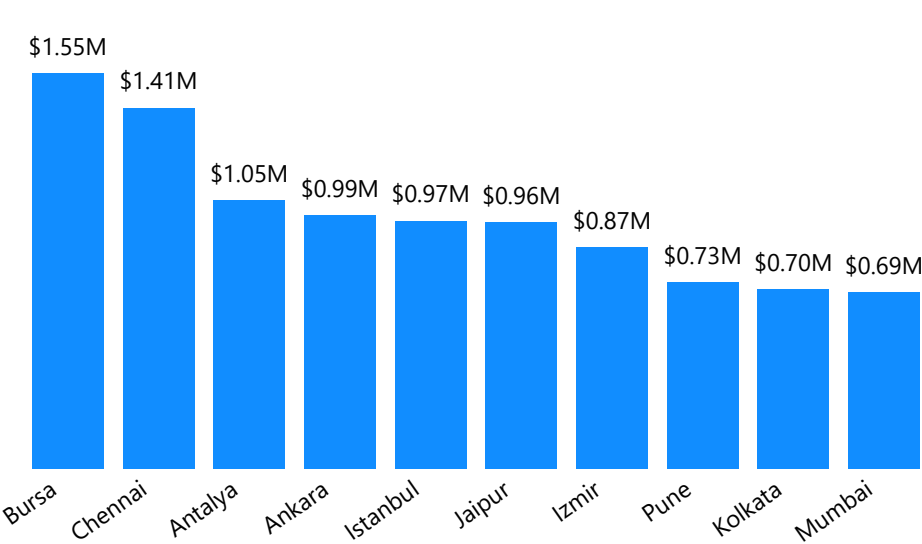
Top 10 Cities by Units Sold

Bursa city leads in number of sales overall



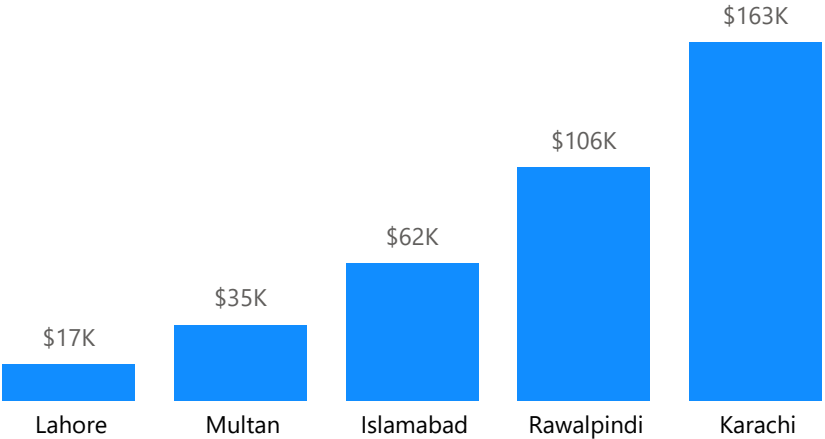
Top 10 Cities by Revenue

Bursa City leads in revenue generation overall

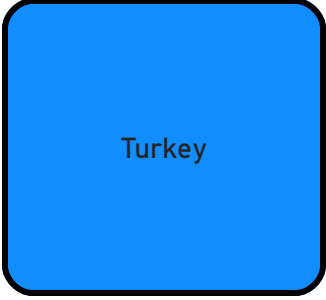
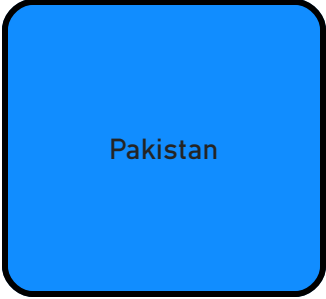
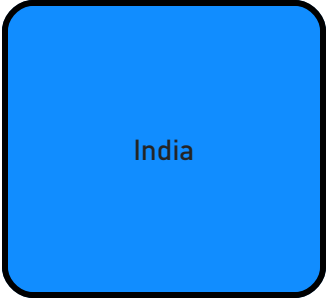


Bottom 5 Cities by Total Revenue

Lahore City in Pakistan generates the least revenue overall



Country



CUSTOMER BEHAVIOUR ANALYSIS

Age Group

18-25

26-33

34-41

42-49

Gender

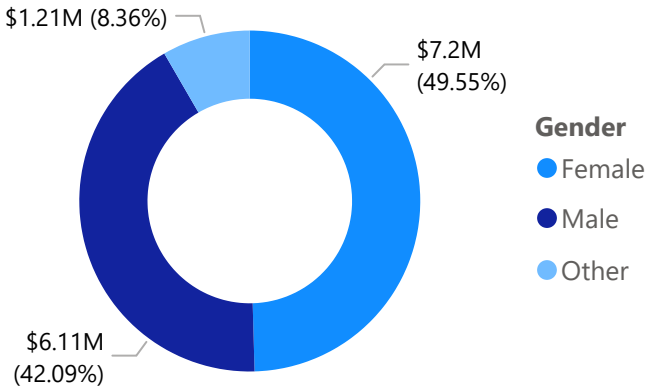
Female

Male

Other

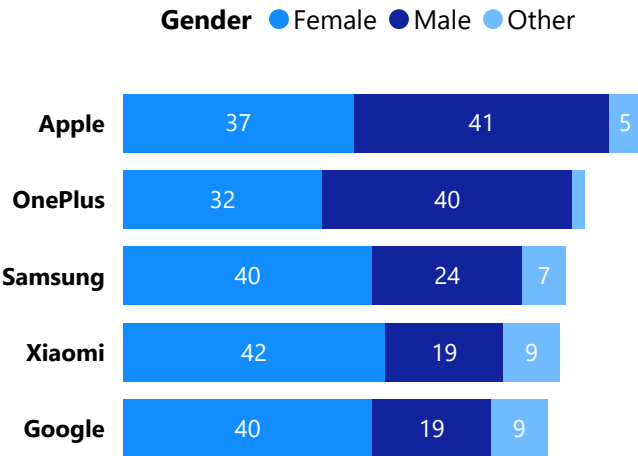
Total Revenue by Gender

Females buy more than any other gender



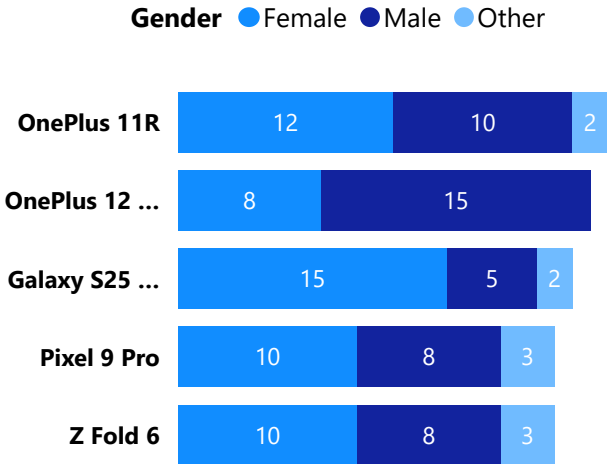
Frequency of Brand by Gender

Most Males buy Apple, while most Females buy Xiaomi



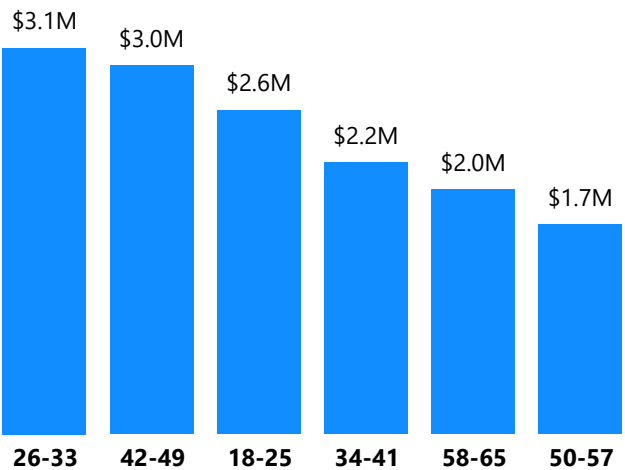
Top 5 Mobile Models in Revenue by Gender

Galaxy S25 is popular in Females, One Plus 12 in Males



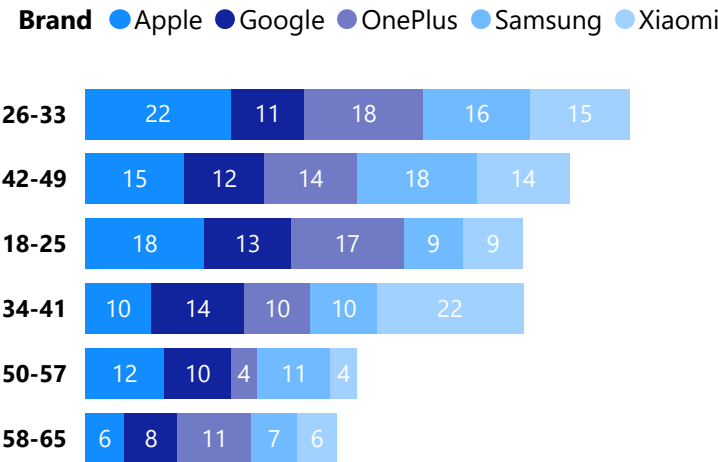
Total Revenue by Age Group

Youth aged 26-33 contribute the most to revenue



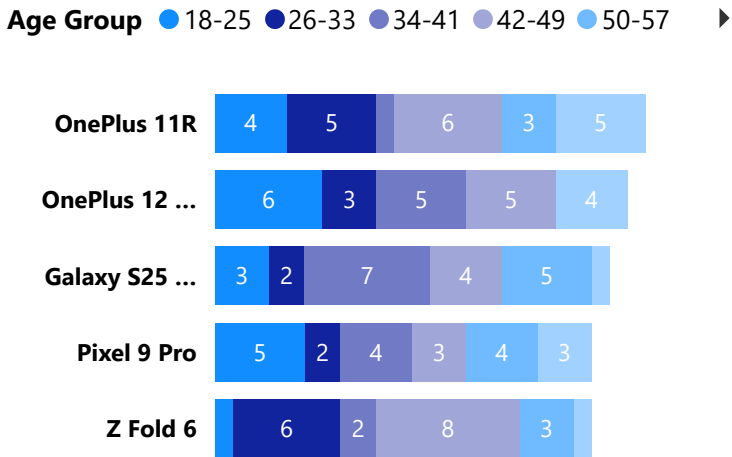
Frequency of Brand Purchases by Age Group

Youth prefer Apple; Xiaomi leads with middle aged buyers



Top 5 Phones by Age Demographics

Z Fold 6 is popular with 42-49 age group



AVERAGE PRICE ANALYSIS

Country

Bangladesh

India

Pakistan

Turkey

Mobile Model

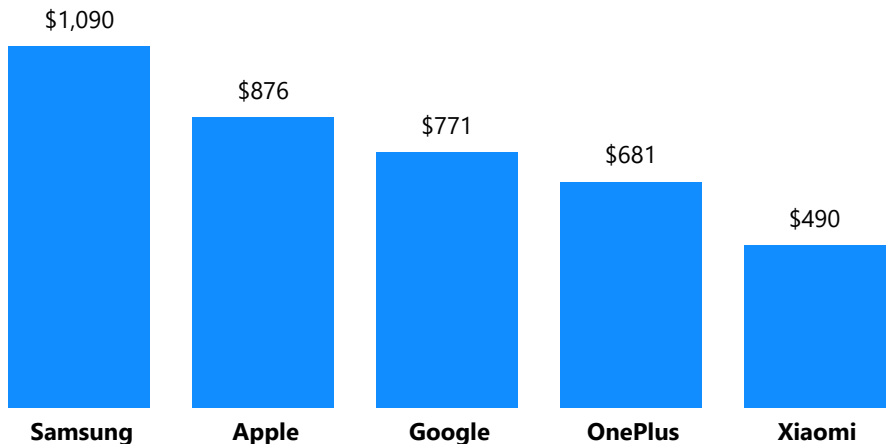
Galaxy A55

Galaxy M15

Galaxy S25 Ultra

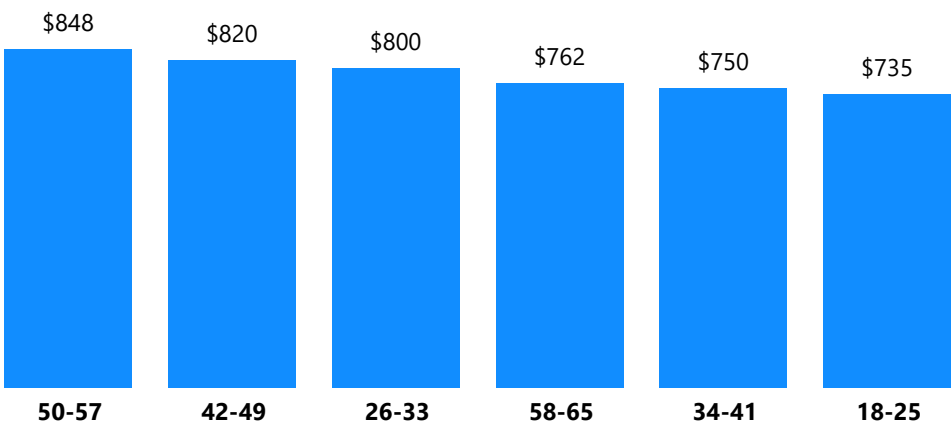
Average Price by Brand

Samsung brand has the highest prices



Average Price by Customer Age Group

Older buyers are the big spenders



Average Price by Storage Size

Phones with 128GB storage size are the most expensive



Average Price by Customer Gender

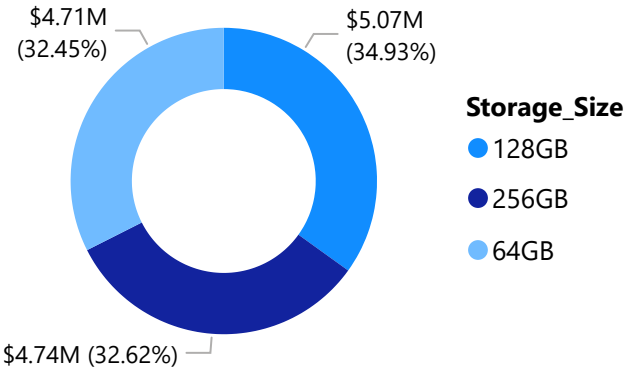
Males are the big spenders



PRODUCT PERFORMANCE ANALYSIS

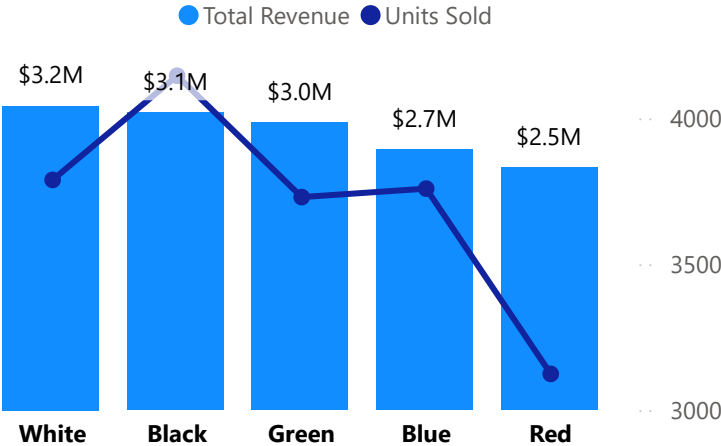
Total Revenue by Storage_Size

Phones with 128GB are most popular



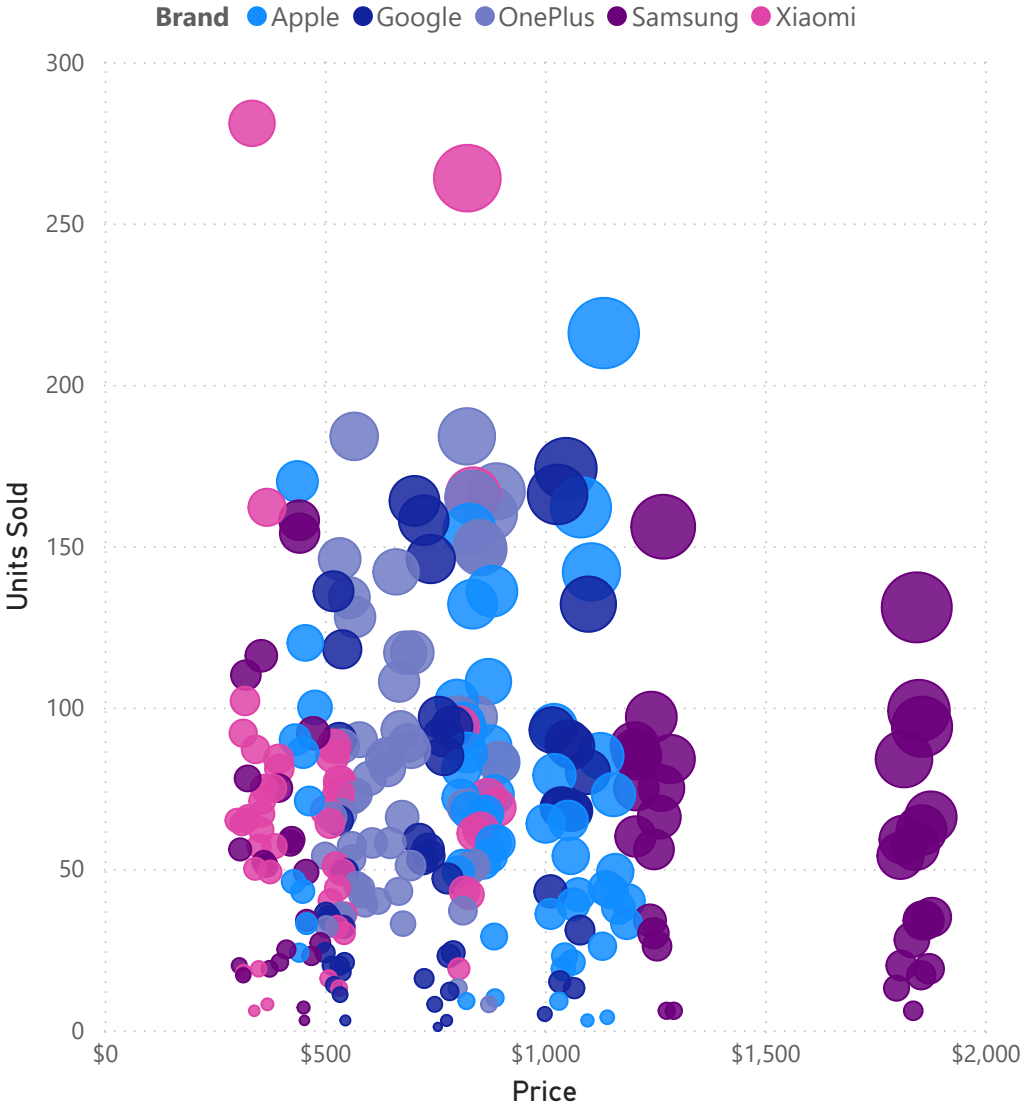
Total Revenue and Units Sold by Color

White Leads in Revenue, Black in Sales



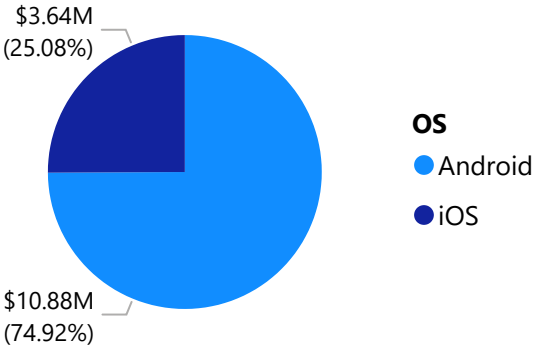
How Price Affects Sales Volume and Revenue Across Brands

Affordable phones lead in sales, premium devices win in revenue.



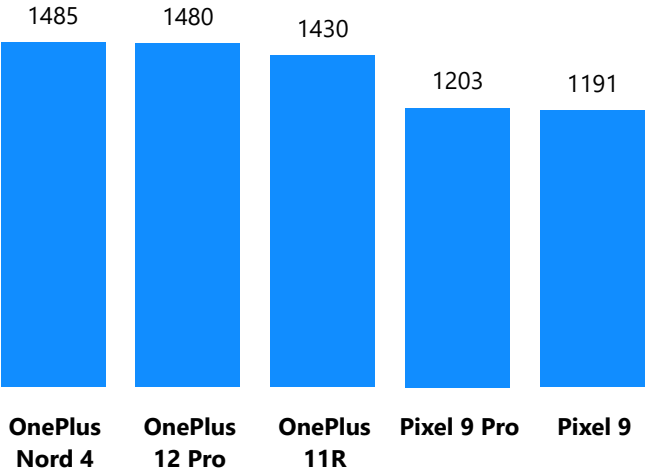
Total Revenue by Operating System

Android Dominates Revenue Generation



Top 5 Mobile Models by Units Sold

One Plus Nord 4 leads in Sales



CHANNEL & PAYMENT ANALYSIS

Country

Bangladesh

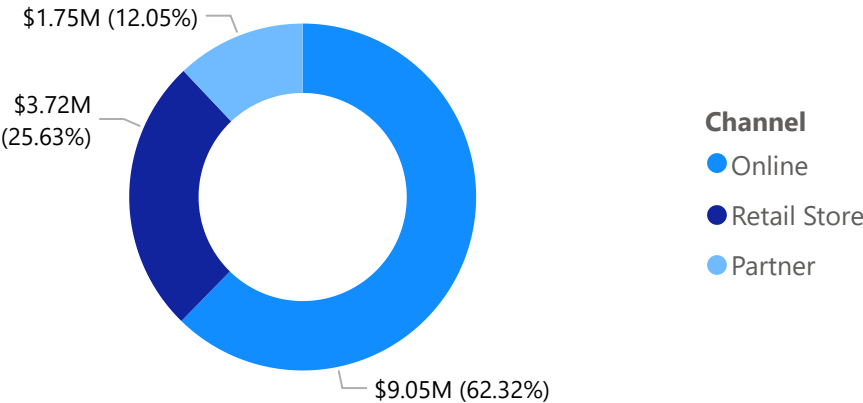
India

Pakistan

Turkey

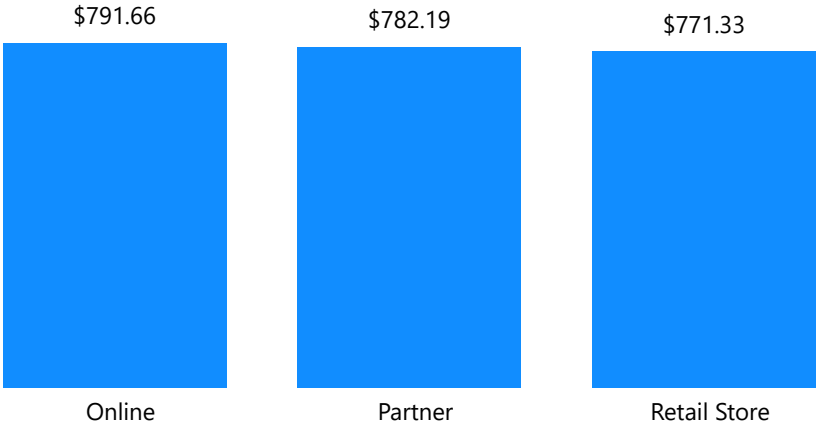
Total Revenue by Sales Channel

Online sales channel generates the most revenue



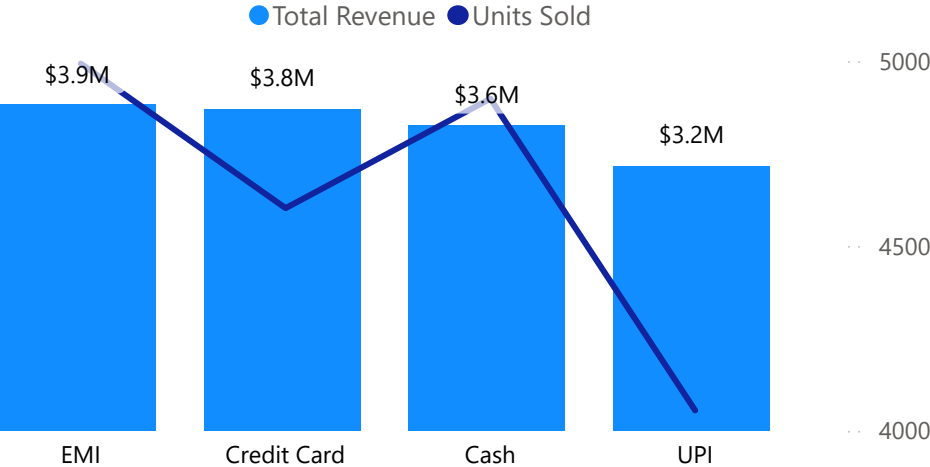
Average of Price by Sales Channel

Online leads in average price, but all channels are closely aligned



Total Revenue by Payment Type

EMI is the most preferred payment type



Average of Price by Payment Type

Credit Card Users Spend the Most on Average

