Executive Summary

Mobile Sales Analysis Report

This report presents a comprehensive analysis of mobile phone sales across regions, customer segments, product categories, and sales channels. The goal was to uncover patterns in consumer behavior and product performance to support data-driven decision-making.

Key Highlights:

- **Total Revenue:** $14.53M
- **Total Units Sold:** 18,548
- **Average Price:** $784.74
- **Top Performing Brand by Revenue:** Apple ($3.6M)
- **Most Purchased Brand:** OnePlus (4.4K units)
- **Best-Selling Model by Revenue:** Z Fold 6
- **Top Model by Units Sold:** OnePlus Nord 4

Customer Behavior Insights:

- **Females generated the most revenue** (49.55%), followed by males (42.09%).
- **Youth aged 26–33** were the highest-spending age group, contributing $3.1M.
- **Apple is most popular among male and younger buyers**, while **Xiaomi appeals more to females and middle-aged customers.**
- **Older buyers (50–57)** spend more per device on average, indicating preference for premium models.

Geographic Insights:

- **India leads in total revenue**, while **Pakistan cities make up the bottom 5** in revenue performance.
- **Bursa city** (Turkey) dominates both in units sold and revenue, highlighting a key regional sales hub.

- **Chennai and Antalya** also perform strongly across metrics.

Product & Pricing Trends:

- **Samsung has the highest average price** among brands ($1,090), while Xiaomi offers the most affordable phones.
- Phones with **128GB storage** generate the most revenue and command the highest average price.
- **White-colored phones lead in revenue**, but **Black phones are sold more in volume.**
- **Android dominates the market** with 74.92% of total revenue.

Channel & Payment Insights:

- **Online stores** are the strongest sales channel, generating 62% of revenue and 60% of total unit sales.
- **EMI and cash are the most preferred payment methods**, both in revenue and volume.
- **Credit card users spend the most per transaction** on average ($836.09).

Sales Trends Over Time:

- **January records the highest sales** in both revenue and units, making it the strongest month overall.
- **September sees the lowest performance**, signaling a potential seasonal dip.

Conclusion

The analysis reveals a dual-market strategy: **premium models drive revenue** (especially among older and male buyers), while **mid-range and budget phones dominate in volume**. Online and EMI-based purchases continue to rise, making them strategic focal points for sales and marketing efforts.