MOBILE SALES OVERVIEW

Country
All

Customer Gender
All

City
All

Sales Overview

Customer Analysis

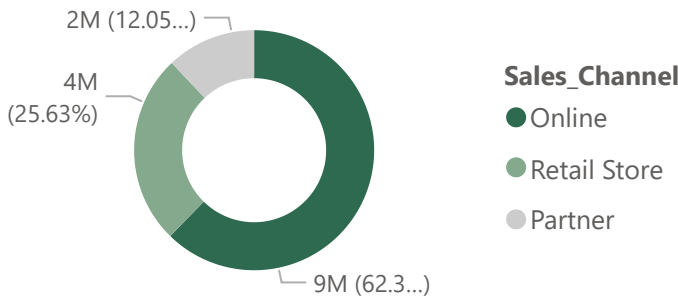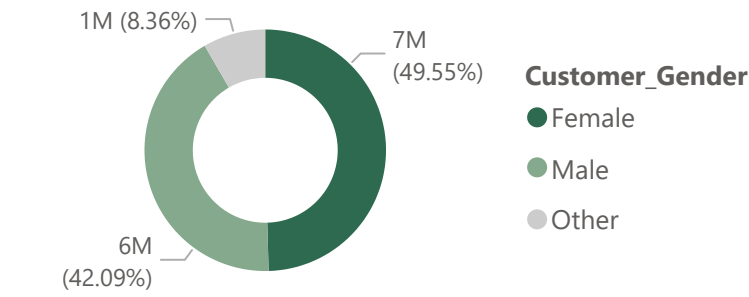| Total Revenue Generated	Total Units Sold	Average Selling Price (Per Unit)	Top-Performing Brand by...	Most Used Sales Channel	Most Popular Price Range
15M	19K	783.13	Apple	Online	$800–$1199

Revenue Trend Over Time
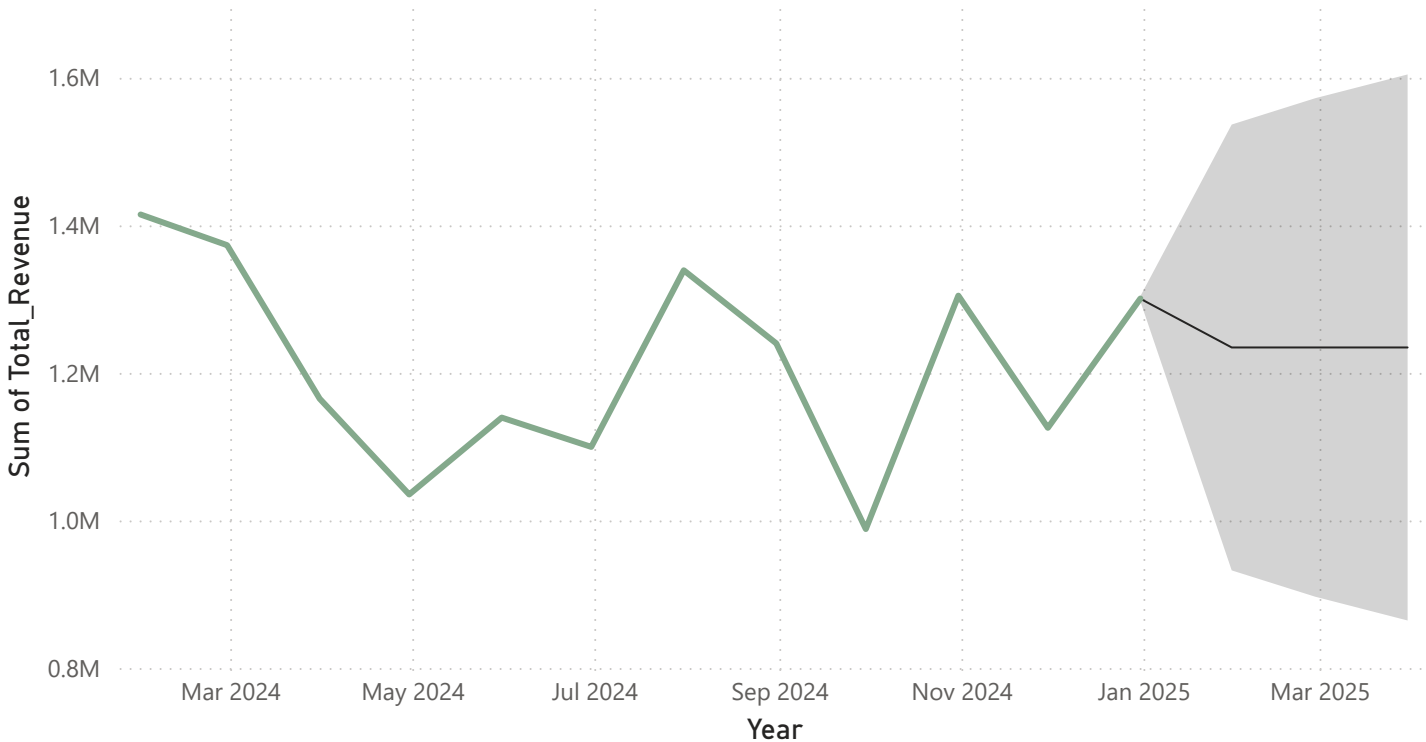
Revenue Distribution by Sales Channel

Sales_Channel
- Online
- Retail Store
- Partner

2M (12.05...)
4M (25.63%)
9M (62.3...)

Customer Gender Contribution to Revenue

Customer_Gender
- Female
- Male
- Other

1M (8.36%)
7M (49.55%)
6M (42.09%)

Market Share by Operating System

Operating_System
- Android
- iOS

4K (22.78%)
14K (77.22%)

Brand Performance Summary

Brand	Total Revenue	Units Sold
Apple	3642888	4226
Samsung	3481021	3246
OnePlus	3027365	4395
Google	2554132	3152
Xiaomi	1820007	3529

Average Price by Color and Model

Mobile_Model	Black	Blue	Green	Red	White
Z Fold 6	1,852.14	1,846.00	1,847.50	1,841.20	1,832.60
Galaxy S25 Ultra	1,237.75	1,243.00	1,248.00	1,265.00	1,244.25
iPhone 15 Pro		1,169.50	1,135.80	1,143.50	1,141.43
iPhone 14 Pro	1,063.00	1,042.75	1,033.00	1,060.50	1,062.25
Pixel 9 Pro	1,042.57		1,059.00	1,070.50	1,035.00
iPhone 15	861.20	844.33	829.00	852.00	869.00
OnePlus 12 Pro	827.50	860.14	849.60	841.17	835.00
iPhone 14	835.00	843.00	892.00	834.67	841.50
Xiaomi 14 Ultra	824.33	855.00	825.67	870.00	
Pixel 9	761.67	749.14	772.25	736.75	738.00
OnePlus 11R	674.50	657.25	648.50	673.40	669.29
OnePlus Nord 4	553.00	538.75	566.20	582.50	551.90
Pixel 8a	524.00	524.67	531.60	535.00	524.57
Mi 13T Pro	528.33	526.11	529.33	528.00	524.33
iPhone SE		459.00	451.40	446.60	459.00
Galaxy A55	459.57	436.80	413.00	447.50	
Poco X6 Pro	379.33	354.20	371.33	366.25	357.50
Galaxy M15	306.00	363.75	331.67	338.50	395.00
Redmi Note 13	226.86	225.00	229.02		216.67
Total	**789.68**	**705.61**	**755.81**	**836.28**	**840.84**

Top-Selling Mobile Models by Revenue

Model	Revenue
Z Fold 6	1.68M
Galaxy S25 Ultra	1.28M
Pixel 9 Pro	1.27M
OnePlus 12 Pro	1.26M
OnePlus 11R	0.95M
iPhone 15 Pro	0.90M
Pixel 9	0.89M
iPhone 14	0.83M
OnePlus Nord 4	0.82M
iPhone 15	0.81M
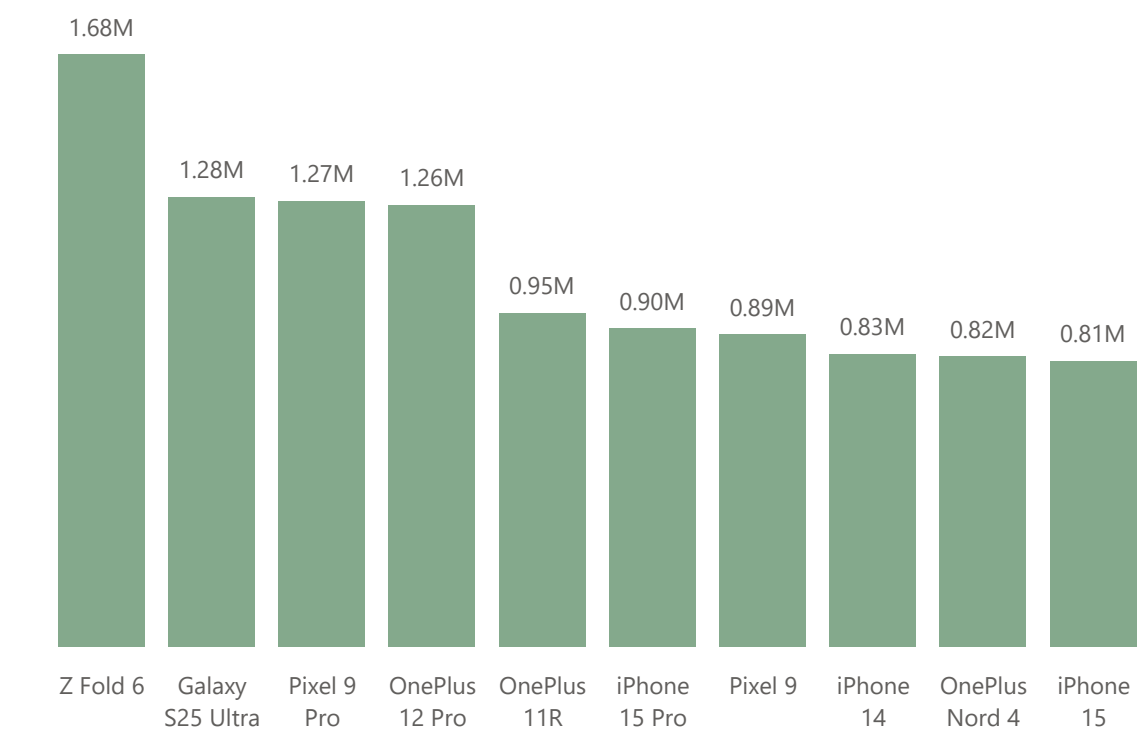
Sales Volume vs Average Price (by Model)

CUSTOMER ANALYSIS

in Vaibhav Miglani

Country
All

Customer Gender
All

City
All

Color
All

Sales Overview
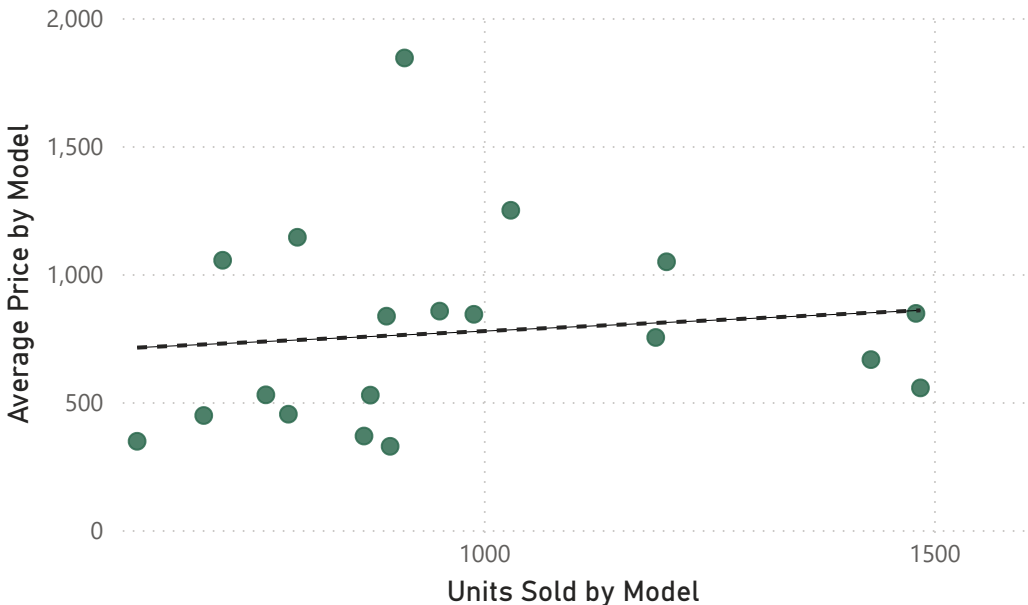
Customer Analysis

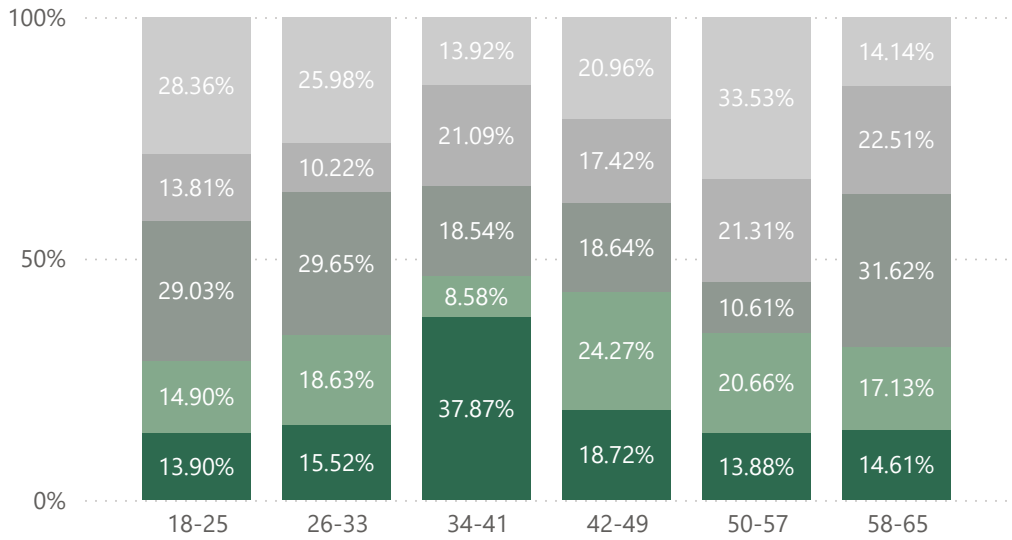| Most Sold Model (Female Customers)	Most Sold Model (Male Customers)	Most Sold Model (Other Gender)	Most Preferred Payment Method	Most Popular Purchase Pathway
iPhone 14	OnePlus 12 Pro	Pixel 9	UPI	OnePlus + Credit Card + Online

Brand Preference Across Age Groups

Brand ●Xiaomi ●Samsung ●OnePlus ●Google ●Apple

Age	18-25	26-33	34-41	42-49	50-57	58-65
Apple	28.36%	25.98%	13.92%	20.96%	33.53%	14.14%
Google	13.81%	10.22%	21.09%	17.42%	21.31%	22.51%
OnePlus	29.03%	29.65%	18.54%	18.64%	10.61%	31.62%
Samsung	14.90%	18.63%	8.58%	24.27%	20.66%	17.13%
Xiaomi	13.90%	15.52%	37.87%	18.72%	13.88%	14.61%

How Different Age Groups Choose to Shop

Gender ●Female ●Male ●Other

Online, Retail Store, Partner — Units Sold (0K, 5K, 10K)
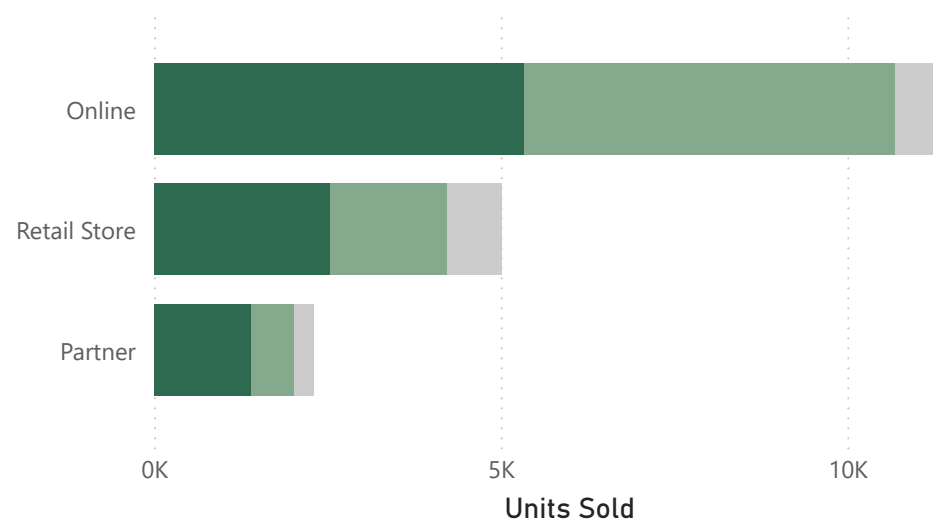
How Genders Contribute to Brand Revenue

Brand ●Xiaomi ●Samsung ●OnePlus ●Google ●Apple

Gender	Xiaomi	Samsung	OnePlus	Google	Apple
Female	16.56%	28.07%	15.32%	19.94%	20.11%
Male		18.98%	30.46%	10.98%	32.09%
Other	14.00%	24.72%	36.91%	19.22%	

Revenue Contribution
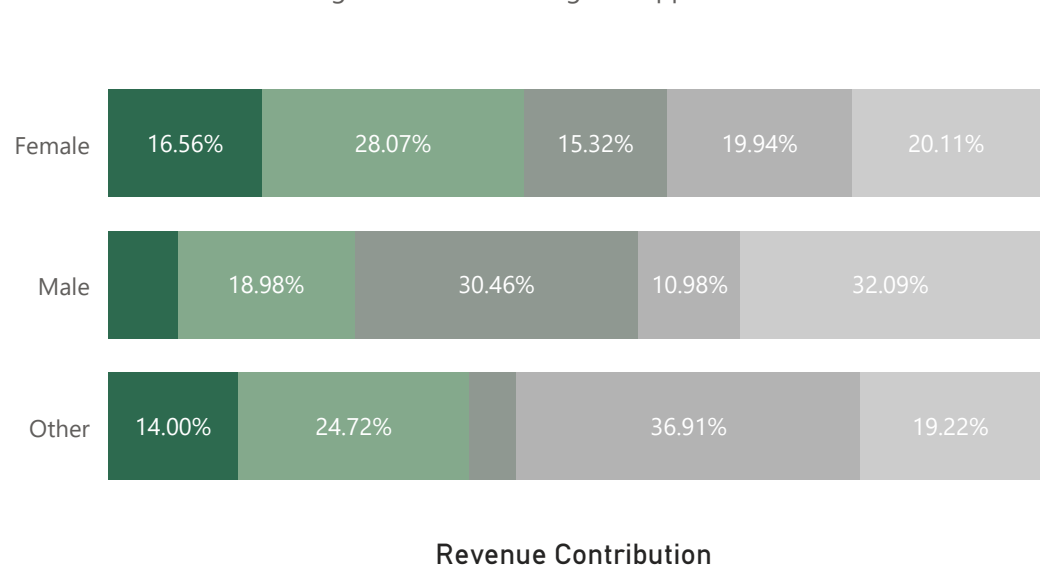
Where Different Genders Prefer to Shop

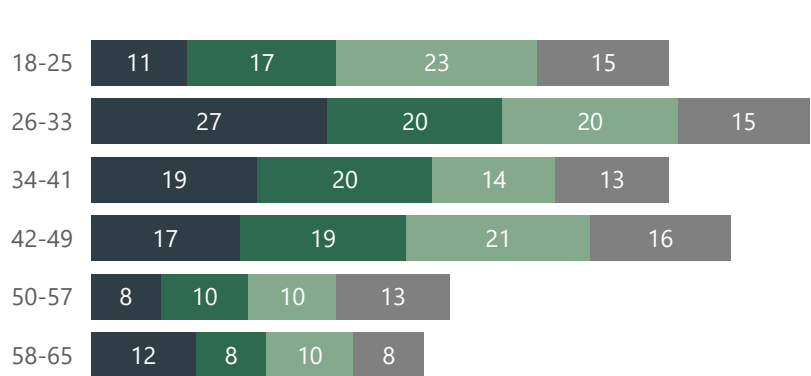Online remains dominant for younger groups, while older age groups use more diverse channels

**Customer Age Group** ●18-25 ●26-33 ●34-41 ●42-49 ●50-57 ●58-65

Online: 1824, 3067, 1343, 1113, 1492
Retail Store: 1296, 607, 1094, 660, 689, 664
Partner: 290, 191, 465, 569, 366, 425
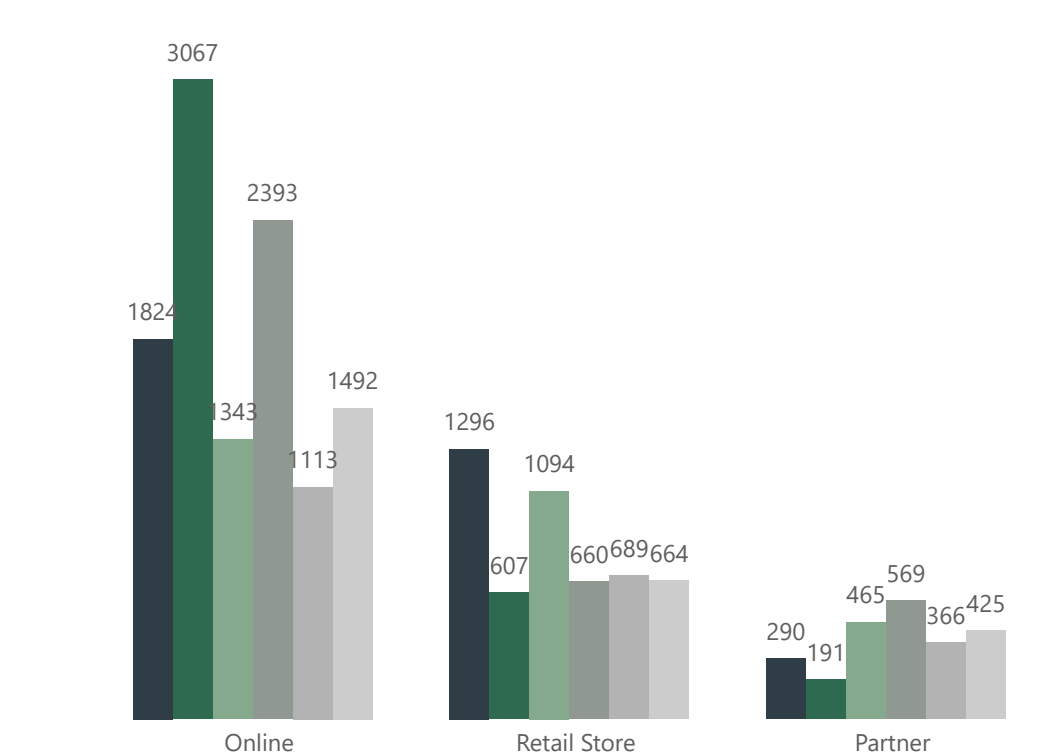
How Different Age Groups Prefer to Pay

Payment_Type ●Cash ●Credit Card ●EMI ●UPI

Age	Cash	Credit Card	EMI	UPI
18-25	11	17	23	15
26-33	27	20	20	15
34-41	19	20	14	13
42-49	17	19	21	16
50-57	8	10	10	13
58-65	12	8	10	8

Customer Transaction Distribution by Age Group

Customer Age Group
●18-25 ●26-33 ●34-41 ●42-49 ●50-57 ●58-65

38 (10.38%)
66 (18.03%)
41 (11.2%)
82 (22.4%)
73 (19.95%)
66 (18.03%)
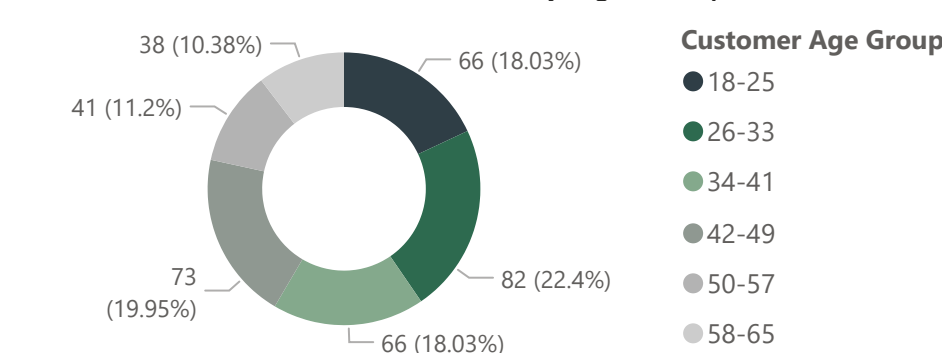
Top Mobile Colors by Age Group and Brand

Age Group	Black	Blue	Green	Red	White
18-25	Xiaomi 14 Ultra	Redmi Note 13	Pixel 9	Z Fold 6	Pixel 9 Pro
26-33	Z Fold 6	Z Fold 6	Z Fold 6	Z Fold 6	Pixel 8a
34-41	Redmi Note 13	Xiaomi 14 Ultra	Redmi Note 13	Poco X6 Pro	Z Fold 6
42-49	Z Fold 6	Z Fold 6	Z Fold 6	Z Fold 6	Z Fold 6
50-57	Z Fold 6	Pixel 9	Xiaomi 14 Ultra	Pixel 8a	Z Fold 6
58-65	Pixel 9 Pro	Xiaomi 14 Ultra	Pixel 9 Pro	Pixel 9	Z Fold 6

Most Popular Mobile Model by Age Group and Brand

Age Group	Apple	Google	OnePlus	Samsung	Xiaomi
18-25	iPhone SE	Pixel 9 Pro	OnePlus Nord 4	Z Fold 6	Xiaomi 14 Ultra
26-33	iPhone SE	Pixel 9 Pro	OnePlus Nord 4	Z Fold 6	Xiaomi 14 Ultra
34-41	iPhone SE	Pixel 9 Pro	OnePlus Nord 4	Z Fold 6	Xiaomi 14 Ultra
42-49	iPhone SE	Pixel 9 Pro	OnePlus Nord 4	Z Fold 6	Xiaomi 14 Ultra
50-57	iPhone SE	Pixel 9 Pro	OnePlus Nord 4	Z Fold 6	Xiaomi 14 Ultra
58-65	iPhone 15 Pro	Pixel 9 Pro	OnePlus Nord 4	Z Fold 6	Xiaomi 14 Ultra