

Project Overview

iPhone Ratings and Sales Data Analysis Project



Project Details

Background

The iPhone Ratings and Sales Data Analysis project aims to address the lack of insights regarding iPhone sales patterns on Flipkart. The absence of up-to-date data and the limited correlation between sales, ratings, and discount percentages have created challenges for marketing and sales optimization. This project will collect, analyze, and interpret key iPhone-related metrics to support data-driven decision-making for future marketing strategies.

Goals

Academic Goal: Develop a comprehensive understanding of consumer purchasing behavior for iPhones on Flipkart.

Administrative Goal: Provide actionable insights to improve marketing strategies, optimize pricing models, and enhance product placement to increase sales conversions.

Objective and Scope

- **Objective 1:** Analyze the top 10 highest-rated iPhones and their sales volume.
- **Objective 2:** Correlate iPhone pricing and discount percentages with the number of ratings and reviews.
- **Objective 3:** Compare the least expensive and most expensive iPhones based on sales and customer reviews.

Deliverables

- Top 10 iPhones List:** A report detailing the top 10 highest-rated iPhones based on Flipkart data.
- Correlation Analysis:** A statistical report on the relationship between pricing, discounts, and number of ratings.
- iPhone Comparison Report:** A detailed comparison of the least expensive and most expensive iPhones, with specifications and customer feedback.
- Final Presentation:** A summary presentation of findings, conclusions, and recommendations for future product marketing strategies.

Potential Obstacles

Data Access: Limited access to real-time data from Flipkart's API may delay the project's analysis.

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