

# Smartphone Market Trend Analysis Report



Best sell phone

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# 1.Introduction

## 1.1. About dataset

Data was collected on The Gioi Di Dong website about the best-selling phones across all brands by using the Selenium library from Python and using pandas to clean and enrich the data.

Data info

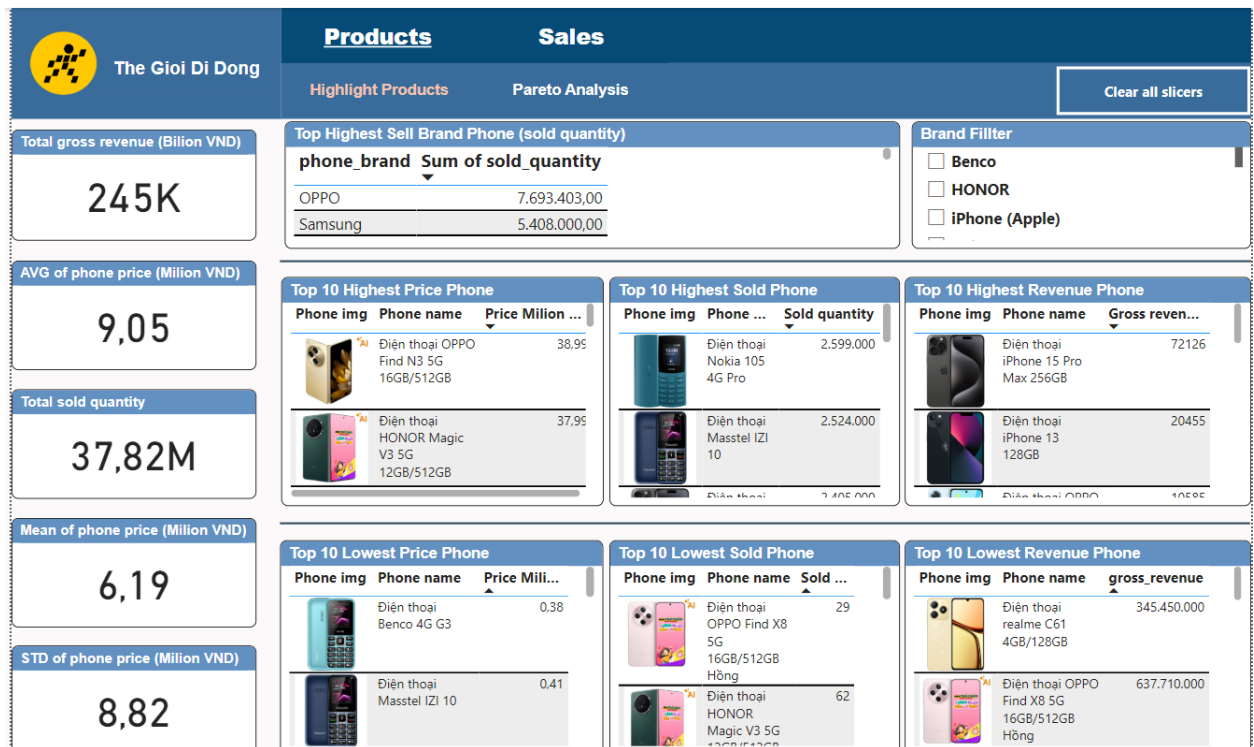
### **Meta Data ( 99 rows, 15 columns)**

- phone\_name: Phone name
- phone\_brand: Brand name
- phone\_price: Phone price
- phone\_price\_Milion\_VND: Phone price Milion VND
- phone\_img: Phone image link
- phone\_utility: Detailed phone description
- RAM(GB): RAM capacity
- ROM(GB): Storage capacity
- Battery: Battery capacity
- info\_screen: Screen specifications
- size\_screen\_inch: Screen size (inch)
- vote\_rating: Phone rating
- price\_segment: Price segment (0-10M; 10M-20M; upper 20M)
- rating\_segment: Rating category
- sold\_quantity: Units sold
- gross\_revenue: Revenue (excluding costs)
- gross\_revenue\_Bilion\_VND: Revenue (excluding costs) Bilion VND

In this report I will concentrate on product and sales.

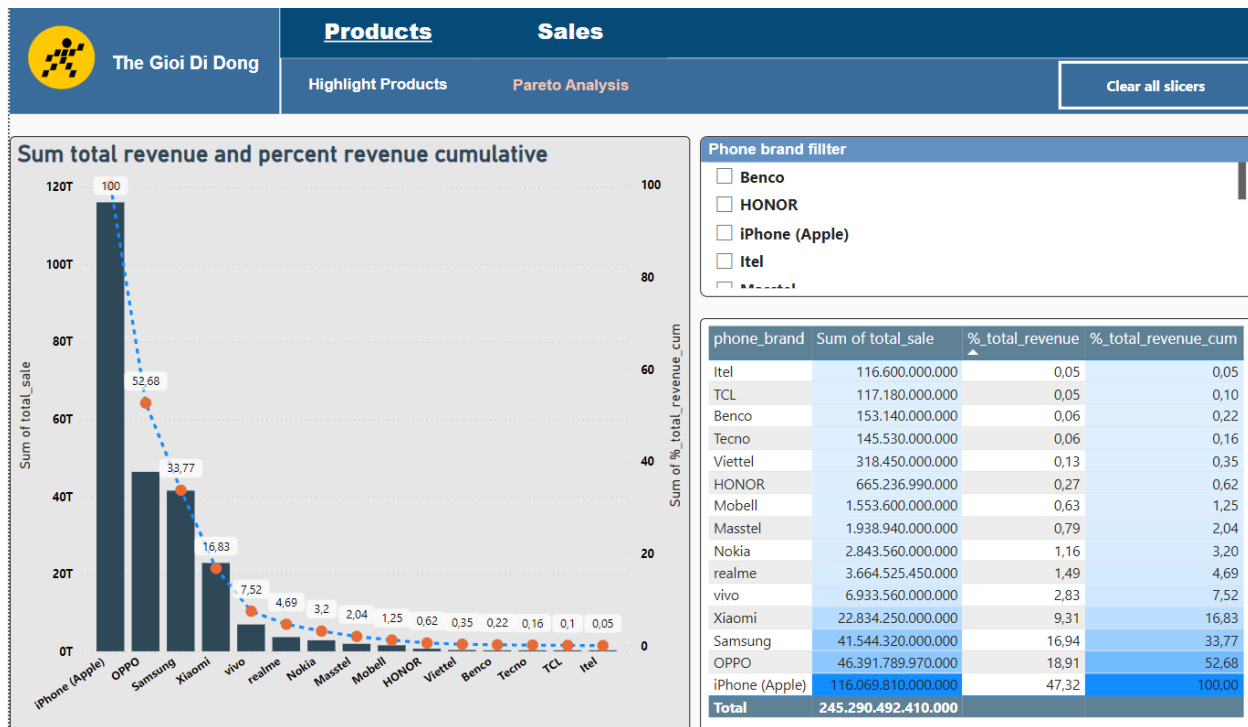
## 2.Product analysis

### 2.1.Over view



- Looking at the overall chart, we can clearly see key metrics such as total revenue, average price, total units sold, median price, and price standard deviation.
- From this perspective, I can assess that product prices are highly dispersed. The highest product price is 38.99 million VND, yet the average and median prices are around 6 to 8 million VND. This indicates that the price distribution is right-skewed.
- We can also see that the top 5 best-selling brands are Oppo, Samsung, Apple, and Xiaomi.

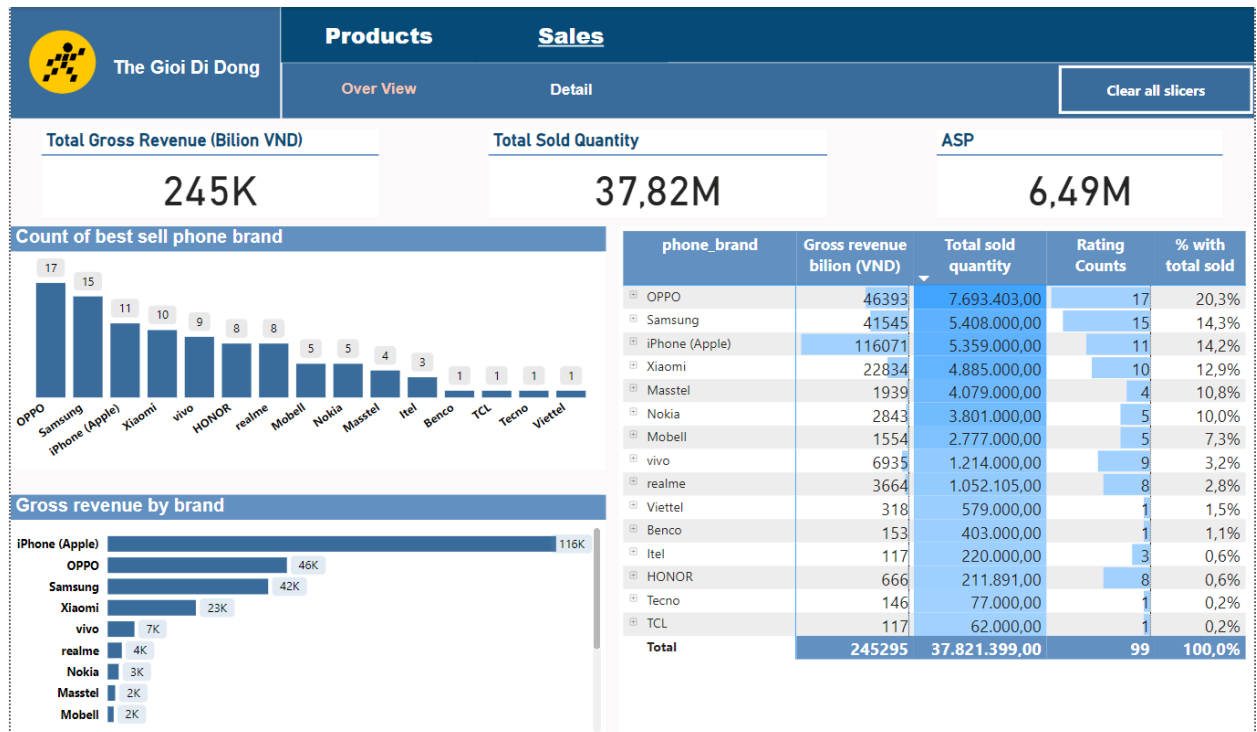
## 2.2.Pareto analysis



- Here, we can see the Pareto chart, which I use to identify which brands contribute to total revenue at the time of data collection.
- Using the 80/20 rule, we can determine that 80% of the revenue comes from Apple, Oppo, and Samsung.
- Looking at the summary table, we can see that brands outside of Apple, Oppo, Samsung, Xiaomi, Realme, and Nokia have a relatively small market share. However, we cannot yet assess whether these brands are performing efficiently.
- For a more detailed view, we will move on to the Sales report.

## 3.Sales analysis

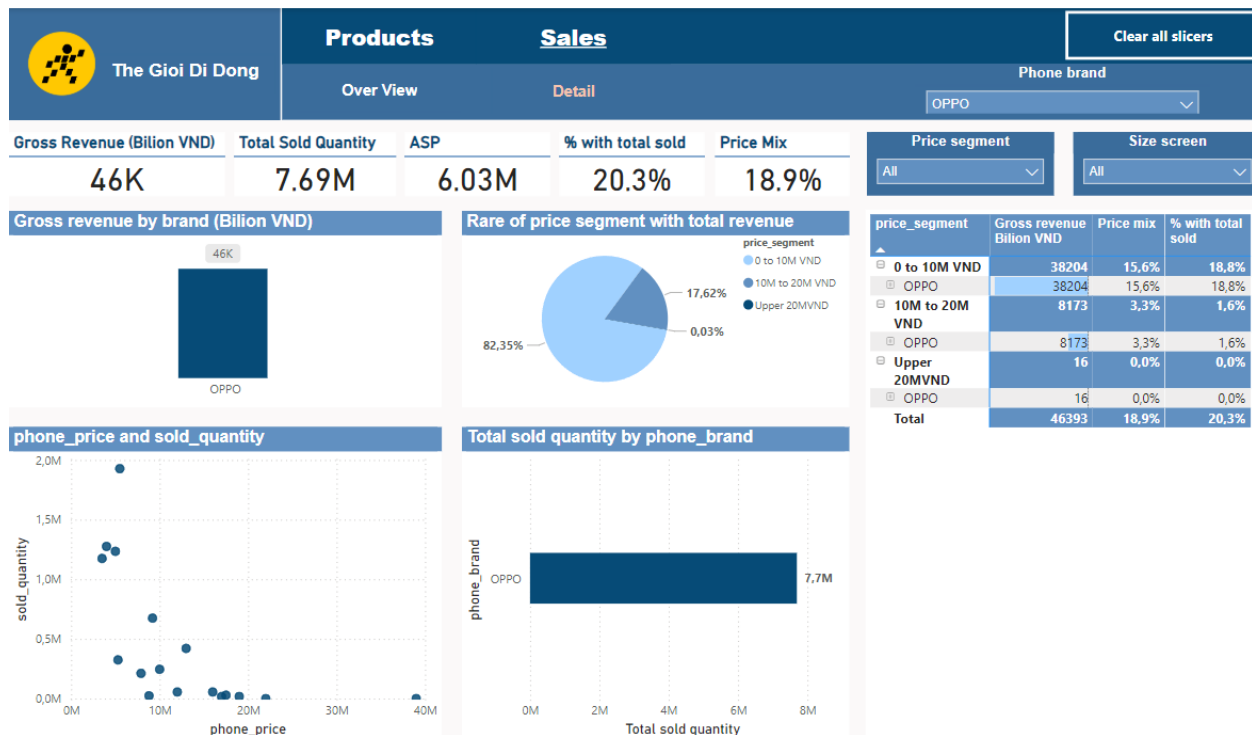
### 3.1.Over View



- Looking at the bar chart highlighting top-selling brands, we can see that Apple generates the highest revenue, but Oppo and Samsung are more popular in terms of units sold.
- From the table, we can observe that Oppo and Samsung have higher sales volume than Apple. This suggests that Oppo has outperformed both Samsung and Apple in terms of units sold. However, Oppo's revenue is not as high, implying that its success comes from selling lower-priced products.
- It's also important to pay attention to brands with a smaller market share in terms of units sold.

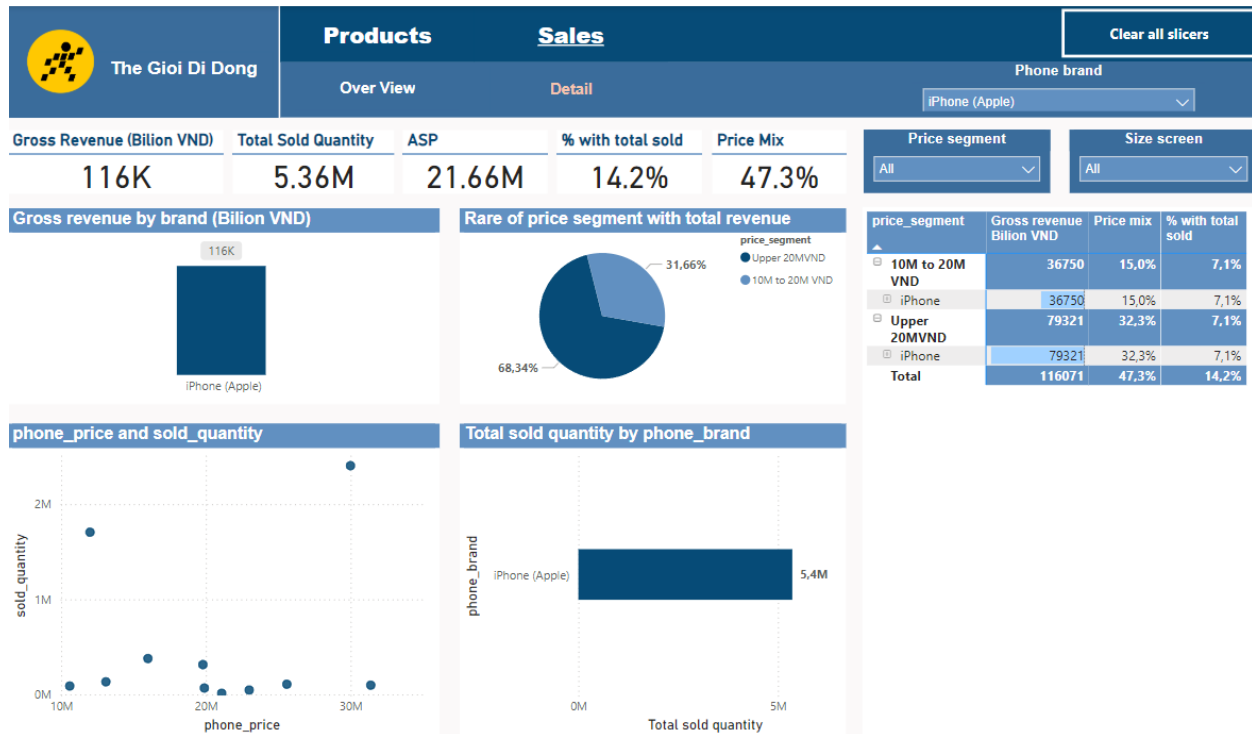
## 3.2.Detail

### Oppo



- In this report, we can see the most detailed insights for each brand, starting with Oppo.
- One key metric is [% with total sold], which represents Oppo's revenue share in the total market. Oppo holds 18.9% of the total revenue—a significant figure, though still much lower than Apple, which dominates with around 50%.
- Given that Oppo primarily targets the budget and mid-range segments, we can conclude that Oppo is performing well in producing mid-range products with stable pricing for consumers.

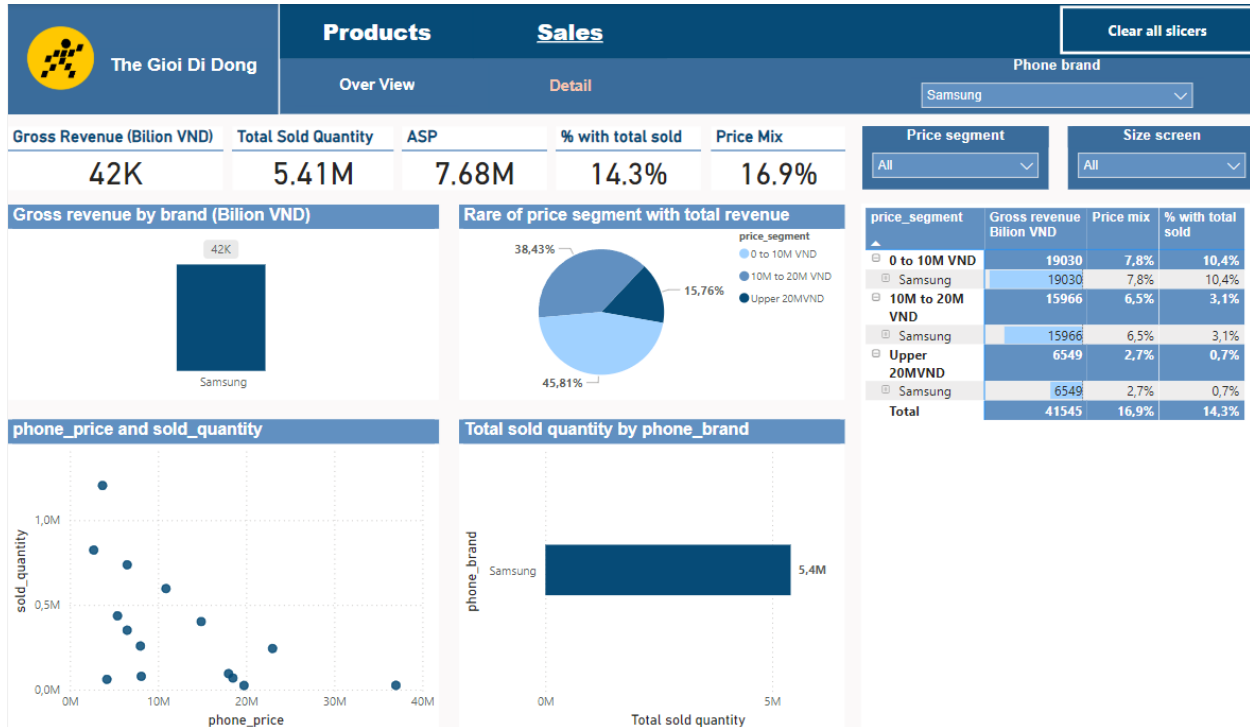
# Apple



- For Apple, its large market share is unsurprising, as it remains a leading brand in mobile technology.
- Most Apple customers have high purchasing power since there are no products priced below 10 million VND, and a significant portion of revenue comes from devices priced above 20 million VND.
- The ASP (Average Selling Price) further highlights Apple's premium positioning, standing at 21 million VND, compared to Oppo's 6 million VND.
- We can conclude that Apple has done an excellent job of dominating the high-end market, but its inaccessibility to lower-income consumers presents a challenge for retailers like Thế Giới Di Động.



# Samsung



- On the other hand, Samsung demonstrates stability in its market share.
- Its well-balanced segments consistently achieve high sales volumes, indicating that Samsung has done an excellent job in segmenting its customers and positioning its products effectively.

## 4.Highlighted insights and recommendations

### Key Insights:

- No overall assessment due to time constraints, but revenue is notably high at 254 trillion VND, driven solely by best-selling products.
- Inverse relationship between price and units sold—higher prices lead to lower sales volume, except for Apple, which is an exception.
- Revenue market share is concentrated among Apple (47%), Oppo (19%), and Samsung (17%).
- Sales volume market share is also dominated by Apple (14%), Oppo (20%), and Samsung (14%).
- Highest revenue comes from the budget segment (0-10M VND), reaching 93 trillion VND.
- Consumers tend to choose Apple, Oppo, and Samsung, while other brands have minimal market presence.
- Other brands mainly operate in the budget segment.

### Recommendations:

#### General Strategies:

- For budget-friendly products, introduce more online-exclusive deals and membership perks for Thẻ Giới Di Động customers.
- Offer discounts and promotions on high-end products to improve accessibility for more customers.
- Conduct customer surveys to better understand their buying preferences and send personalized offers.

#### Brand-Specific Strategies:

- Oppo: Continue advertising campaigns, prioritizing affordable products to attract budget-conscious consumers.
- Samsung: Maintain promotional campaigns that offer free accessories with purchases.
- Apple: Improve customer accessibility by offering 0% installment plans and expanding bank partnerships to maximize sales potential.