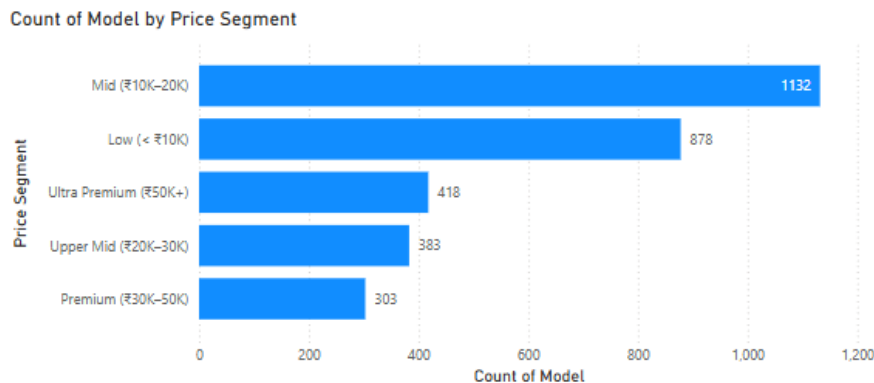


Insights Report

(by Onkar Sonawane)

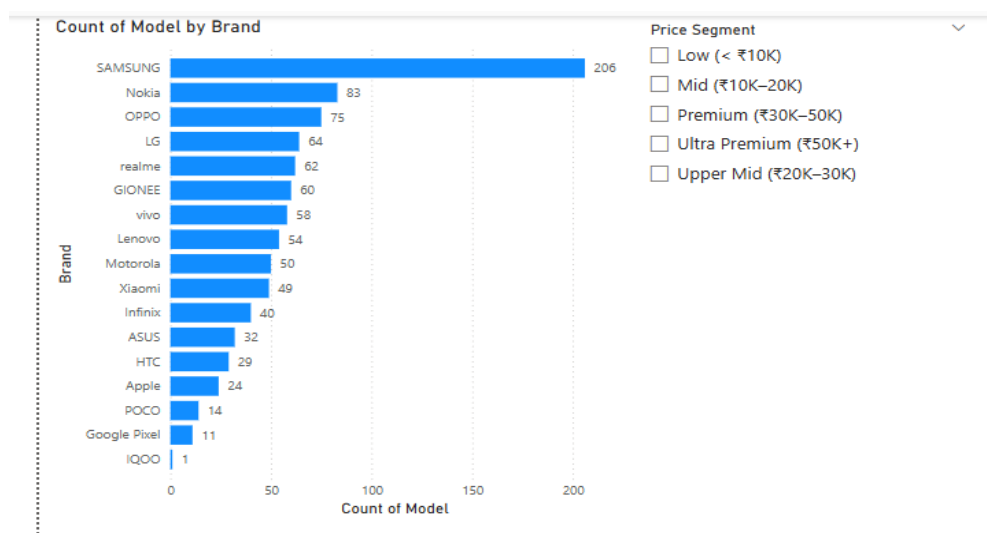
1. Question 1& 2
2. Question 3
3. Question 4
4. Dashboard & additional insights
5. IMP DAX used

1.What are the different price range segments for mobiles in India?



The Mid (₹10K–20K) segment has the highest number of models (1132), indicating that most brands target this price range, likely due to its appeal to a broad consumer base in India. The Low (< ₹10K) segment follows with 878 models, showing a significant focus on budget-friendly options. The Ultra Premium (₹50K+) segment, with 418 models, suggests a growing market for high-end devices.

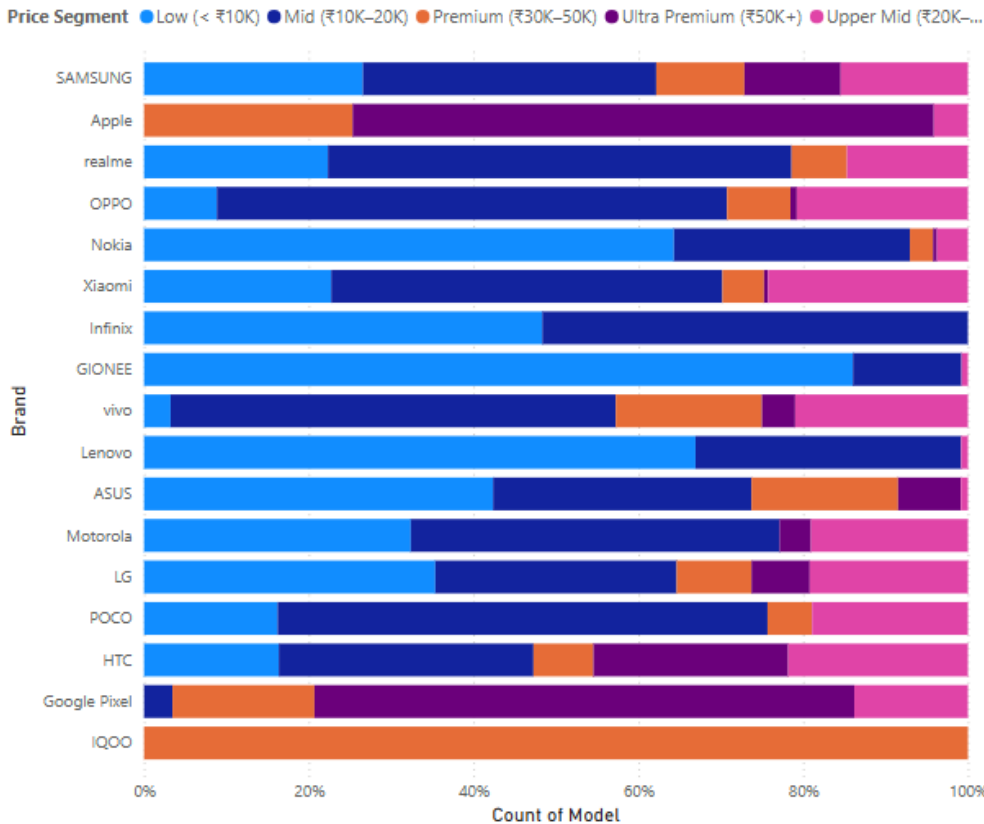
2. Which brand provides the most product offerings for the Indian Market?



Samsung provides the most product offerings in the Indian market with 206 models, significantly more than the second-placed Nokia (83 models). This indicates Samsung's strong focus on catering to a wide range of consumers across different price segments.

3. Which brand caters to all different segments? (Low range, Mid range, Premium)

Count of Model by Brand and Price Segment



Brands that do not cater to all segments:

- **Apple:** Primarily focuses on Premium and Ultra Premium segments, with no models in Low, Mid, or Upper Mid.
- **Google Pixel:** Focuses on Premium and Ultra Premium, with minimal presence in other segments.
- **IQOO:** Only has 1 model, likely not covering all segments.

Insight: Brands like Samsung, Nokia, OPPO, realme, Xiaomi, Infinix, GIONEE, vivo, Lenovo, ASUS, Motorola, LG, POCO, and HTC cater to all price segments, ensuring they appeal to a wide range of consumers. Apple and Google Pixel, however, focus exclusively on higher-end segments, aligning with their premium brand positioning.

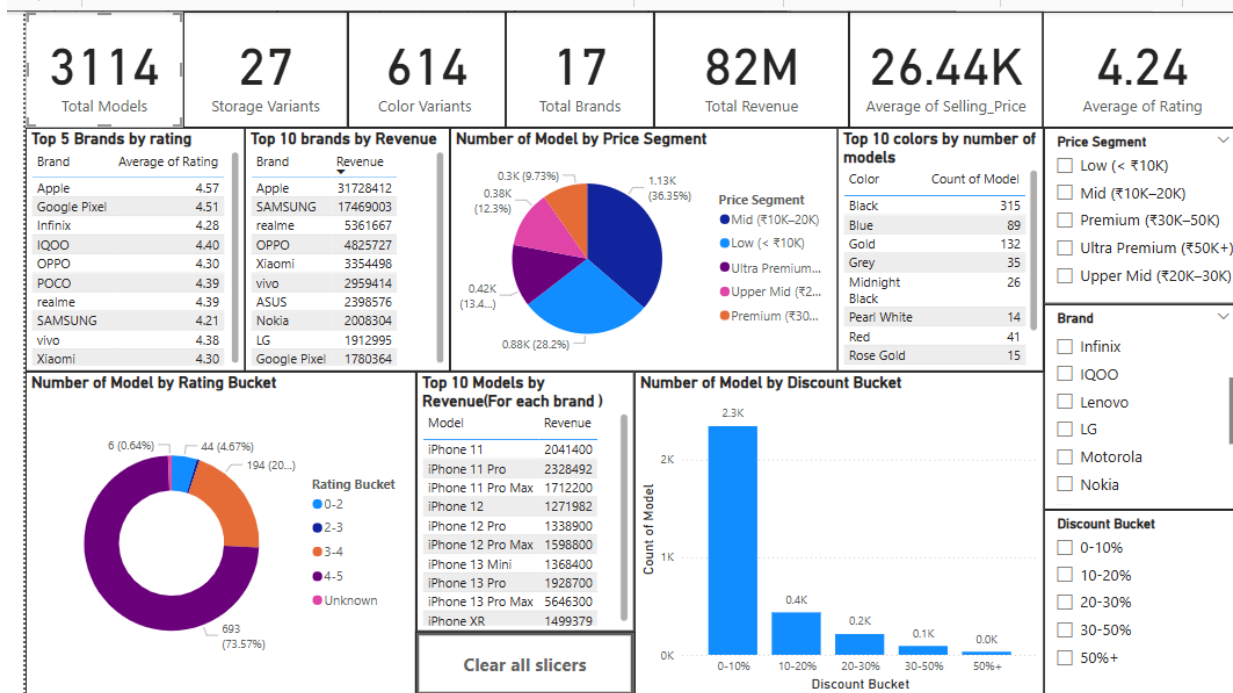
4. What specifications are the most common that are offered by various brands?

Color	Count of Model	Storage	Count of Model	Memory	Count of Model
Black	489	64 GB	774		43
Gold	195	128 GB	764	1 GB	193
White	155	32 GB	555	1.5 GB	29
Blue	146	16 GB	322	10 MB	3
Silver	104	256 GB	240	100 MB	1
Red	82	8 GB	133	12 GB	63
Grey	45	512 GB	67	128 MB	4
Space Grey	36	4 GB	56	153 MB	1
Midnight Black	35	2 MB	45	16 GB	2
Rose Gold	30		39	16 MB	16
Purple	27	4 MB	28	18 GB	2
Yellow	24	1 TB	14	2 GB	390
Green	22	16 MB	14	2 MB	2
Pearl White	18	128 MB	12	3 GB	498
Graphite	17	Expandable Upto 16 GB	12	30 MB	1
Matte Black	17	Expandable Upto 32 GB	12	32 GB	1
Glacier Blue	16	8 MB	6	32 MB	14
Diamond Black	15	129 GB	3	4 GB	750
Midnight Blue	15	256 MB	3	4 MB	39
Phantom Black	15	48 MB	3	46 MB	2
Ocean Blue	14	64 MB	3	4GB	137
Violet	14	100 MB	2	512 MB	46
Cool Blue	12	130 GB	2	6 GB	497
Diamond Red	12	512 MB	2	64 MB	15
Pink	12	10 MB	1	768 MB	6
Arctic White	11	140 MB	1	8 GB	345
Fine Gold	11			8 MB	14
Total	3114	Total	3114	Total	3114

Insight:

- **Most Common Color:** Black is the most common color, with 489 models, followed by Gold (195) and White (155). This suggests that brands prioritize neutral and popular colors to appeal to a wide audience.
- **Most Common Storage:** 64 GB is the most common storage option (774 models), followed by 128 GB (555 models). This indicates a focus on mid-range storage capacities that balance cost and functionality.
- **Most Common Memory (RAM):** 4 GB RAM is the most common (790 models), followed by 2 GB (492) and 3 GB (489). This reflects a trend toward mid-range performance, suitable for the majority of consumers in the Mid and Low price segments.

5. Provide more detailed insights based on the data provided.



Summary of Insights:

- Price Segments:** The Mid (₹10K–20K) segment is the most populated (1132 models), followed by Low (< ₹10K) with 878 models. The Ultra Premium (₹50K+) segment is also significant (418 models), reflecting a growing high-end market.
- Brand Offerings:** Samsung leads with 206 models, showing a strong presence across all price segments. Apple, while having fewer models (24), dominates in revenue due to its focus on Premium and Ultra Premium segments.
- Segment Coverage:** Brands like Samsung, Nokia, OPPO, realme, Xiaomi, Infinix, GIONEE, vivo, Lenovo, ASUS, Motorola, LG, POCO, and HTC cater to all price segments, while Apple and Google Pixel focus on high-end segments.
- Common Specifications:** Black is the most common color (489 models), 64 GB is the most common storage (774 models), and 4 GB RAM is the most common memory (790 models). These specs align with the Mid and Low segments, which dominate the market.
- Additional Insights:** Apple leads in revenue and ratings, reflecting its premium positioning. The average selling price of ₹26,440 indicates a market skewed toward mid-range devices. Most models have high ratings (4–5), and discounts are minimal, suggesting stable demand.

imp DAX USED

1)Price Segment = SWITCH(TRUE(),

Flipkart_Mobiles[Selling_Price]< 10000, "Low (< ₹10K)",

Flipkart_Mobiles[Selling_Price] >= 10000 && Flipkart_Mobiles[Selling_Price] < 20000, "Mid (₹10K–20K)",

Flipkart_Mobiles[Selling_Price] >= 20000 && Flipkart_Mobiles[Selling_Price] < 30000, "Upper Mid (₹20K–30K)",

Flipkart_Mobiles[Selling_Price] >= 30000 && Flipkart_Mobiles[Selling_Price] < 50000, "Premium (₹30K–50K)",

Flipkart_Mobiles[Selling_Price] >= 50000, "Ultra Premium (₹50K+)",

"Unknown")

2)Discount % = DIVIDE(

Flipkart_Mobiles[Original_Price]-Flipkart_Mobiles[Selling_Price],

Flipkart_Mobiles[Original_Price]

) * 100

3)Discount Bucket = SWITCH(TRUE(),

Flipkart_Mobiles[Discount %] < 10, "0-10%",

Flipkart_Mobiles[Discount %] >= 10 && Flipkart_Mobiles[Discount %] < 20, "10-20%",

Flipkart_Mobiles[Discount %] >= 20 && Flipkart_Mobiles[Discount %] < 30, "20-30%",

Flipkart_Mobiles[Discount %] >= 30 && Flipkart_Mobiles[Discount %] < 50, "30-50%",

Flipkart_Mobiles[Discount %] >= 50, "50%+",

"Unknown")

4)Rating Bucket = SWITCH(TRUE(),

Flipkart_Mobiles[Rating] < 2, "0-2",

Flipkart_Mobiles[Rating] >= 2 && Flipkart_Mobiles[Rating] < 3, "2-3",

Flipkart_Mobiles[Rating] >= 3 && Flipkart_Mobiles[Rating] < 4, "3-4",

Flipkart_Mobiles[Rating] >= 4 && Flipkart_Mobiles[Rating] < 5, "4-5",

"Unknown")