

# MOBILE PHONE SALES ANALYSIS



Overview



Details

Year

2018

2019

Brand

Apple

Huawei

Distributor

Metro

Oeschle

Country

El Salvador

France

## \$63.6M

Total Sales

## \$41.4M

Total Cost

## \$22.2M

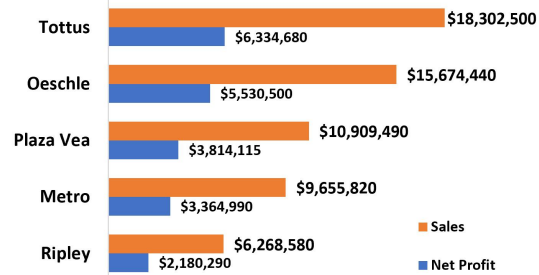
Net Profit

34.92%  
Profit Margin

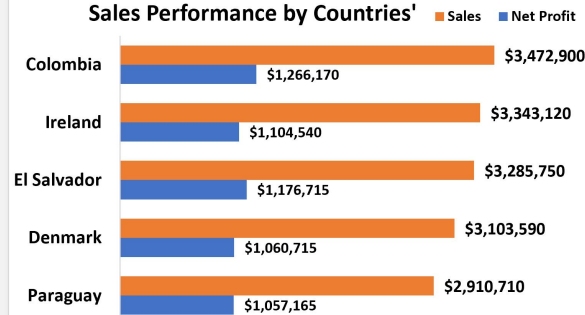
## 76,172

Units Sold

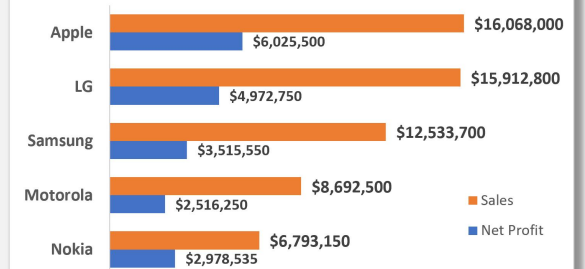
Sales performance of Distributors



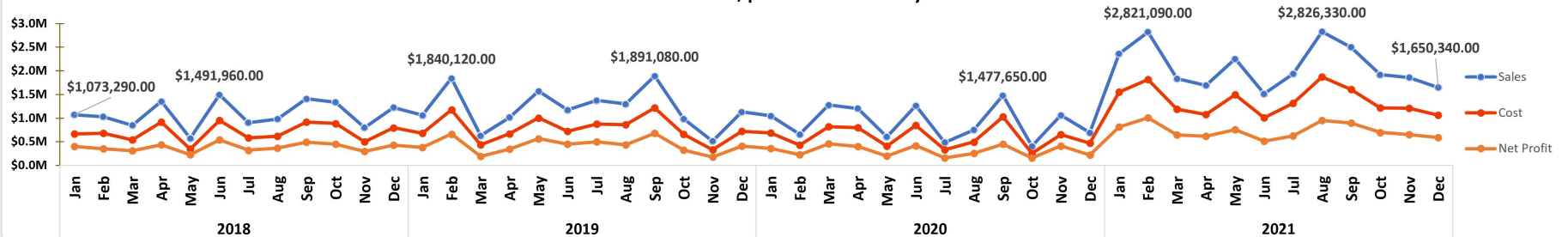
Sales Performance by Countries'



Top Brands by Sales Performance



Trend of Sales, profit and inventory cost



# MOBILE PHONE SALES ANALYSIS

**\$63.6M**  
Total Sales

**\$41.4M**  
Total Cost

**\$22.2M**  
Net Profit

34.92%  
Profit Margin

**76,172**  
Units Sold

Overview

Details

Year

2018

2019

Brand

Nokia

Samsung

Distributor

Metro

Oeschle

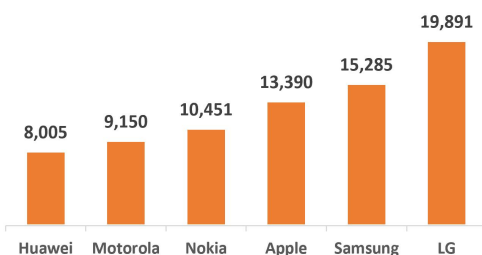
Country

El Salvador

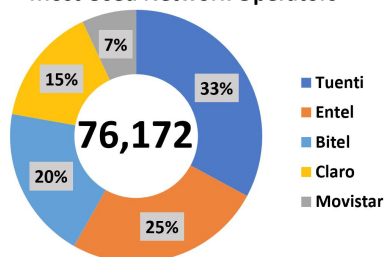
France

Brands	Sales	Cost	Net Profit	Margin	Quantity
Huawei	\$3,602,250	\$1,400,875	\$2,201,375	61.11%	8,005
Nokia	\$6,793,150	\$3,814,615	\$2,978,535	43.85%	10,451
Apple	\$16,068,000	\$10,042,500	\$6,025,500	37.50%	13,390
LG	\$15,912,800	\$10,940,050	\$4,972,750	31.25%	19,891
Motorola	\$8,692,500	\$6,176,250	\$2,516,250	28.95%	9,150
Samsung	\$12,533,700	\$9,018,150	\$3,515,550	28.05%	15,285
<b>Total</b>	<b>\$63,602,400</b>	<b>\$41,392,440</b>	<b>\$22,209,960</b>	<b>36.19%</b>	<b>76,172</b>

Most Sold Brand (Units)



Most Used Network Operators



Country	Sales	Cost	Net Profit	Profit Margin	Quantity
Colombia	\$3,472,900	\$2,206,730	\$1,266,170	36.73%	4,045
Ireland	\$3,343,120	\$2,238,580	\$1,104,540	35.46%	4,031
El Salvador	\$3,285,750	\$2,109,035	\$1,176,715	36.55%	4,050
Denmark	\$3,103,590	\$2,042,875	\$1,060,715	37.00%	3,645
Paraguay	\$2,910,710	\$1,853,545	\$1,057,165	38.94%	3,428
Canada	\$2,804,540	\$1,828,900	\$975,640	36.23%	3,521
Guatemala	\$2,800,070	\$1,779,945	\$1,020,125	37.23%	3,425
Brasil	\$2,789,250	\$1,804,585	\$984,665	36.47%	3,190
Portugal	\$2,692,800	\$1,793,850	\$898,950	34.10%	3,275
Germany	\$2,633,290	\$1,718,325	\$914,965	33.31%	2,905
United Kingdo	\$2,582,970	\$1,655,345	\$927,625	37.05%	3,236
Bolivia	\$2,566,510	\$1,701,905	\$864,605	35.40%	3,022
Chile	\$2,550,240	\$1,674,150	\$876,090	35.34%	3,043
USA	\$2,541,820	\$1,632,900	\$908,920	38.22%	3,061
Spain	\$2,535,100	\$1,647,810	\$887,290	36.46%	3,064
Peru	\$2,493,020	\$1,610,230	\$882,790	34.25%	3,232
Cuba	\$2,422,310	\$1,570,085	\$852,225	37.49%	2,851
France	\$2,421,270	\$1,584,375	\$836,895	35.24%	2,961
Uruguay	\$2,389,390	\$1,591,345	\$798,045	35.07%	2,809
Switzerland	\$2,372,860	\$1,581,780	\$791,080	34.71%	2,751
Argentina	\$2,356,550	\$1,566,325	\$790,225	35.83%	2,760
Mexico	\$2,339,270	\$1,522,825	\$816,445	36.23%	2,814
Jamaica	\$2,127,410	\$1,412,115	\$715,295	34.67%	2,452
Venezuela	\$2,067,660	\$1,264,880	\$802,780	41.13%	2,601
<b>Grand Total</b>	<b>\$63,602,400</b>	<b>\$41,392,440</b>	<b>\$22,209,960</b>	<b>36.19%</b>	<b>76,172</b>