Mobile Data Analysis

Total Brands

5

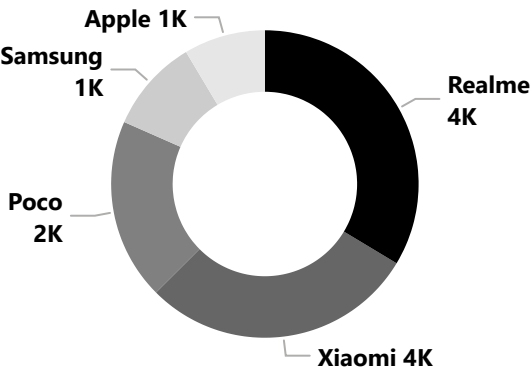**Total Models**

119

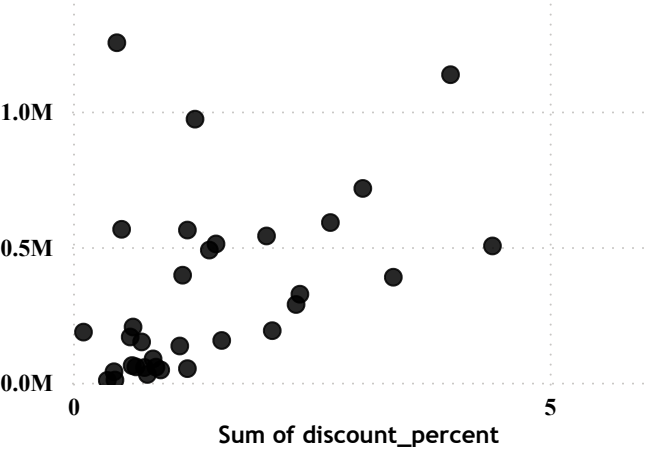**Total Unit Sold**

13K

Total Sales

11M

Unit Sold by Brand

- Apple 1K
- Samsung 1K
- Realme 4K
- Poco 2K
- Xiaomi 4K

Discount Percent and Sum of Sales Price

- 1.0M
- 0.5M
- 0.0M
- Sum of discount_percent
- 0
- 5

Average Battery by screen size

- Very Small 1.80K
- Large 5.02K
- Small 3.15K
- Very Large 4.43K
- Medium 4.11K
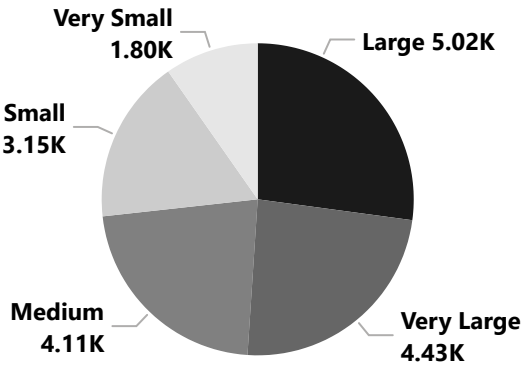
- Apple
- Poco
- Realme
- Samsung
- Xiaomi

Count of Processor

Processor	Count
Qualcomm	168
MediaTek	144
Exynos	53
Ceramic	33
iOS	12
Water	11
Others	9

Sales by Brand

Brand	Sales
Samsung	3.4M
Apple	3.2M
Realme	2.4M
Xiaomi	1.0M
Poco	0.9M

Average of RAM by brand

Brand	RAM
Samsung	5.74
Poco	5.73
Realme	5.69
Xiaomi	4.97
Apple	3.50

Sales by Base color

Color	Sales
Black	3.0M
Blue	2.2M
White	1.3M
Green	0.9M
Others	0.9M
Red	0.6M
Silver	0.4M
Gray	0.4M
Bronze	0.3M
Purple	0.3M
Yellow	0.2M
Gold	0.2M
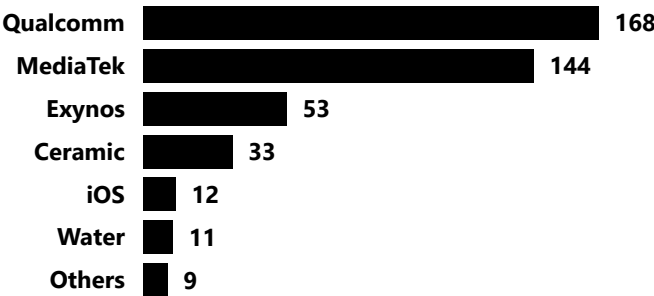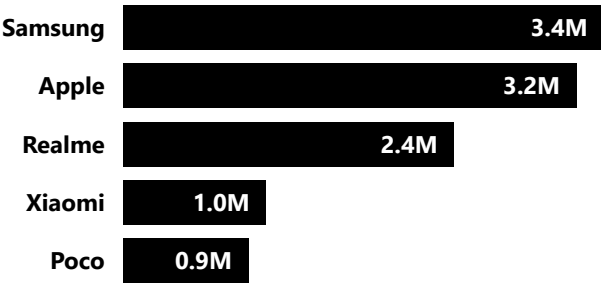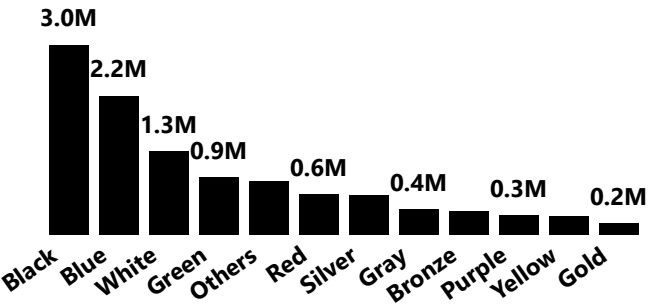
Key Findings:

- **Sales Dominance:** Xiaomi leads in sales with 3.4M units, followed by Samsung with 3.2M units.
- **Popular Processor:** Qualcomm processors are the most common, being used in 168 mobile phones.
- **RAM Distribution:** Samsung phones have the highest average RAM (5.74 GB), while Apple has the lowest (3.50 GB).
- **Screen Size Preferences:** Consumers are split between large screens (5.02K) and very large screens (4.43K).
- **Color Choices:** Black is the most popular base color, followed by blue and white.
- **Brand Unit Sales:** Realme has sold the highest number of units (4K), followed by Xiaomi (4K) and Samsung (1K).

Overall, the dashboard suggests a strong preference for Xiaomi and Samsung phones, particularly those with Qualcomm processors and high RAM capacities. Consumers are opting for larger screen sizes, with black being the preferred base color.