**Smartphone market analysis**

**Ryan Jabłoński**

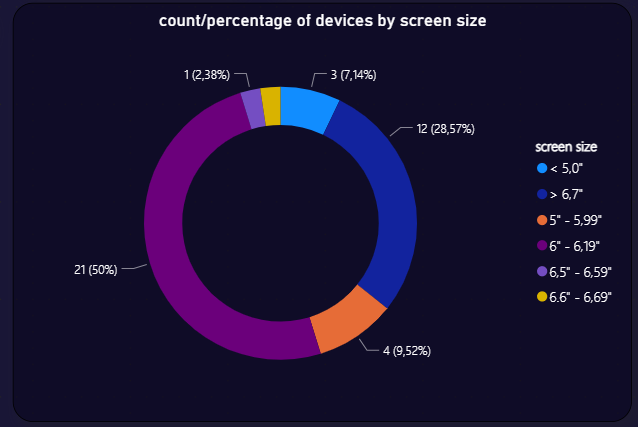
**Key takeways and overview**

Apple:

- their devices have high positive price to specs correlation in all categories, which means that customers need to pay more to get the most out of their devices

Obraz zawierający tekst, zrzut ekranu, Czcionka, numer

Opis wygenerowany automatycznie



- half of Apple iPhone offerings are around 6,1” in screen size, which is considered a medium size nowadays

- iPhone devices hit the premium price segment with an average price of 5190 zł, with their cheapest offering being around ~2000 zł

Obraz zawierający tekst, zrzut ekranu, Czcionka, numer

Opis wygenerowany automatycznie

Samsung:

- screen size and charging power indicates moderate, positive correlation with price, which means that sometimes customers need to pay more for a bigger screen and faster charging

- high positive correlation around 0,8 on *max. clock speed* and *RAM amount* means that Samsung puts beefier processors, equipped with more RAM more often in their premium lineup

- there is very low, negative correlation between price and battery capacity, which means that pricier Samsung phones might have smaller batteries than their cheaper offerings

Obraz zawierający tekst, zrzut ekranu, Czcionka, numer

Opis wygenerowany automatycznie

Top 10 brands by worldwide market share, [according to GBM](https://www.globalbrandsmagazine.com/top-10-mobile-brands-in-the-world-2023/):

NOTE: report includes Redmi and Poco devices as a part of Xiaomi brand

* there is almost no correlation between charging power, screen refresh rate, battery capacity and the price of these devices - this means that there are lots of cheaper, yet still awesome phones that don’t stick out of pricier competition in terms of fast charging, screen refresh rate and battery life
* statement that more expensive devices have better CPU and more RAM is mostly true
* cheap devices mostly get similar or even bigger sized batteries than more premium phones, that is true since powerful CPUs need more power and often flagship-considered phones don’t provide enough screen-on-time and require to be powered daily

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Opis wygenerowany automatycznie

Average price for top selling brands:

Obraz zawierający zrzut ekranu, tekst, Wykres

Opis wygenerowany automatycznie

Metrics:

a) correlation based on price and different specs - it shows the relationship between two sets of variables

0.9 to 1 (-0.9 to −1)

Very high positive (negative) correlation

0.7 to 0.9 (-0.7 to -0.9)

High positive (negative) correlation

0.5 to 0.7 (-0.5 to -0.7)

Moderate positive (negative) correlation

0.3 to 0.5 (-0.3 to -0.5)

Low positive (negative) correlation

0 to 0.3 (0 to -0.3)

Negligible/no correlation

Price to specs:

- price\_pln to fast\_charging

- price\_pln to refresh\_rate

- price\_pln to ram

- price\_pln to processor\_speed

- price\_pln to battery\_capacity

- price\_pln to screen\_size

b) count and percentage of devices by screen\_size

Obraz zawierający tekst, zrzut ekranu, krąg, oprogramowanie

Opis wygenerowany automatycznie

c) basic price statistics:

- minimum

- maximum

- average

- median

Obraz zawierający tekst, zrzut ekranu, Czcionka, numer

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d) distribution of device count according to their price

Obraz zawierający tekst, zrzut ekranu

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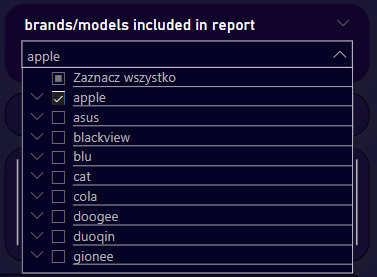
e) distribution of device count according to brand

Obraz zawierający Wielobarwność, zrzut ekranu, kwadrat, Prostokąt

Opis wygenerowany automatycznie

Filters:

- filter by brand\_name, then by model



- filter by price

- filter by screen\_size

- filter by picking one or more devices from the table view