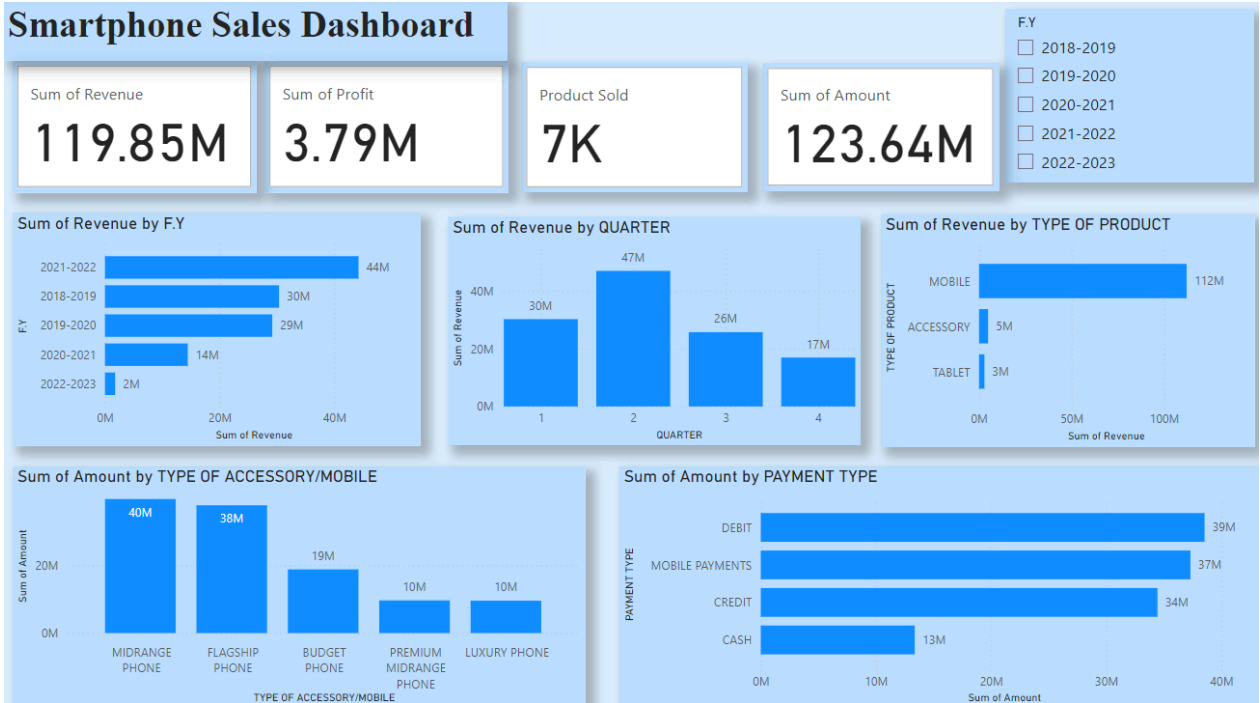


Smartphone Analysis



Key Metrics

- **Total Revenue:** \$119.85M
- **Total Profit:** \$3.79M
- **Total Products Sold:** 7,000 units
- **Total Amount Collected:** \$123.64M

Revenue Analysis

- **By Fiscal Year (F.Y.):**
 - **2021-2022:** \$44M (Highest revenue year)
 - **2018-2019:** \$30M
 - **2019-2020:** \$29M
 - **2020-2021:** \$14M
 - **2022-2023:** \$2M (Lowest revenue year)
- **By Quarter:**
 - **Q2:** \$47M (Highest quarterly revenue)
 - **Q1:** \$30M
 - **Q3:** \$26M
 - **Q4:** \$17M (Lowest quarterly revenue)

Product and Accessory Performance

- **Revenue by Type of Product:**
 - **Mobile:** \$112M (Dominates sales revenue)
 - **Accessories:** \$5M
 - **Tablets:** \$3M
- **Amount by Type of Accessory/Mobile:**
 - **Midrange Phones:** \$40M (Highest amount collected)
 - **Flagship Phones:** \$38M
 - **Budget Phones:** \$19M
 - **Premium Midrange Phones:** \$10M
 - **Luxury Phones:** \$10M

Payment Type Distribution

- **Debit Cards:** \$39M (Most used payment method)
- **Mobile Payments:** \$37M
- **Credit Cards:** \$34M
- **Cash:** \$13M (Least used payment method)

Insights & Recommendations

1. **Revenue Growth:**

- Focus on replicating strategies from 2021-2022 to boost revenue in upcoming fiscal years.
- Investigate the steep drop in revenue for 2022-2023 and address contributing factors.

2. **Product Focus:**

- Continue prioritizing mobile phone sales, especially midrange and flagship models, as they generate the highest revenue.
- Explore opportunities to boost sales for accessories and tablets, which currently contribute minimally to revenue.

3. **Seasonal Trends:**

- Leverage the high-performing second quarter with targeted marketing and promotions.
- Address the relatively low revenue in Q4 by introducing end-of-year sales campaigns.

4. **Payment Methods:**

- Enhance support and incentives for debit and mobile payments, as they are the preferred options.
- Encourage cash transactions by offering discounts to tap into this untapped market.

5. **Diversity in Offerings:**

- Expand the range of budget and premium phones to cater to a broader customer base.
- Innovate in accessory offerings to increase their contribution to overall sales.