



# MOBILE SALES ANALYSIS

Executive Summary

Customer Demographics

Product Performance

Channels, Regions & Time Trends

Operating System

All

Country

All

Month

All



14.5M

Total Revenue

PM : 1.13M

% Change PM : +16% ▲



18.5K

Units Sold

PM : 1.45K

% Change PM : +3% ▲



\$785

Avg Price

PM : \$783

% Change PM : +7% ▲



25

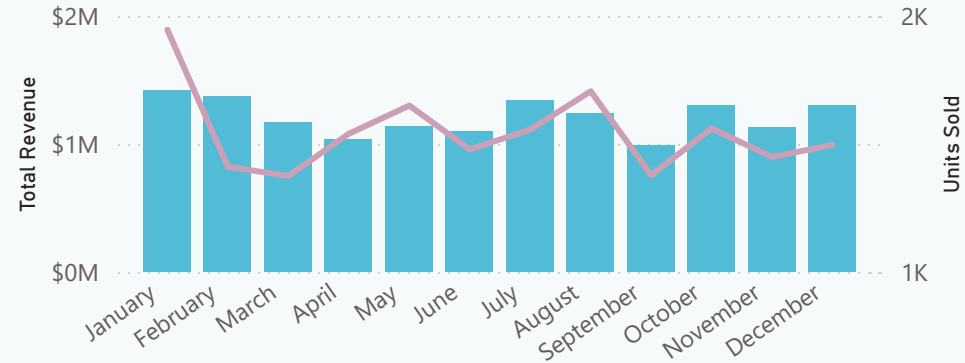
Cities

PM : 13

% Change PM : +15% ▲

## Monthly Sales Performance

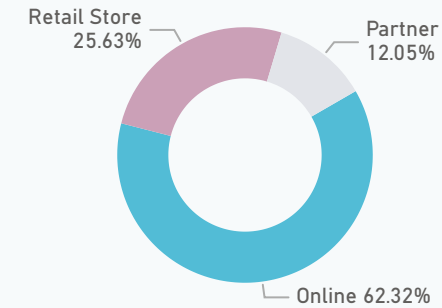
Total Revenue Units Sold



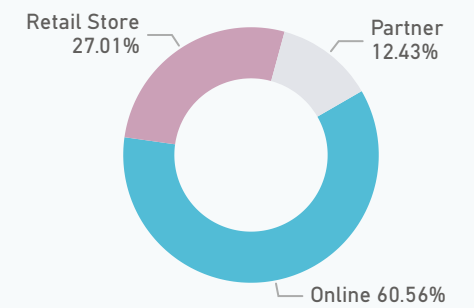
## Sales Performance by Channel

Online Partner Retail Store

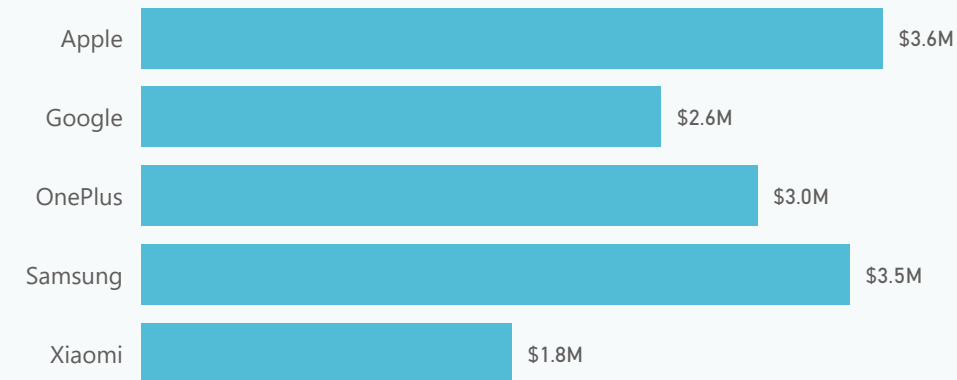
Total Revenue



Units Sold

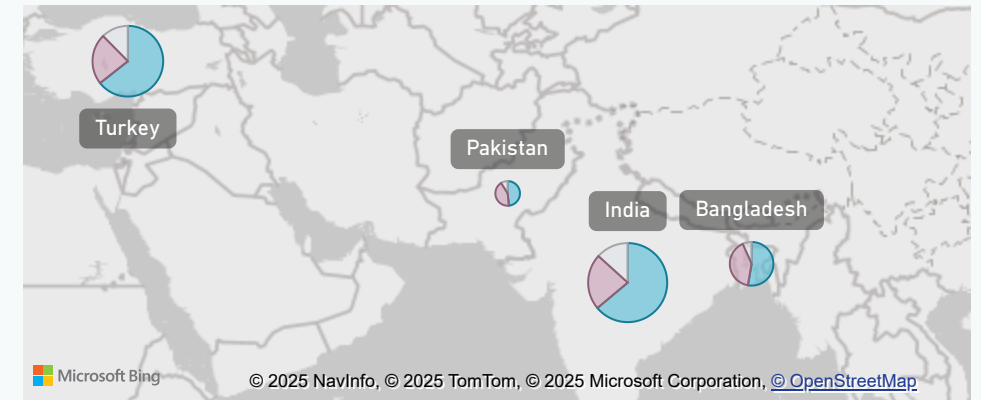


## Revenue Distribution Across Brands



## Regional Sales Overview: Revenue by Country & Channel

Online Partner Retail Store





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## Female vs Male Customers



52%  
% Female



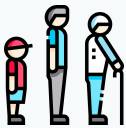
39%  
% Male



\$40K

Avg Customer Spend

On average, customers spend \$39686.92 per transaction in the selected context.



26-33

Top Age Group (TAG)

Customers aged 26-33 make up the largest buyer group based on unit sales.



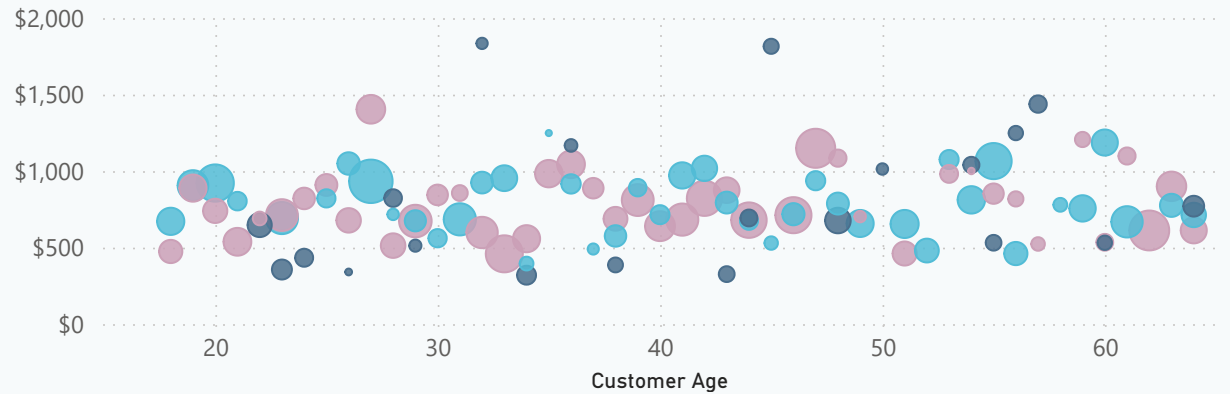
Xiaomi

Top Brand of TAG

With 5 competing brands, Xiaomi is the most popular among the top customer age group, 26-33.

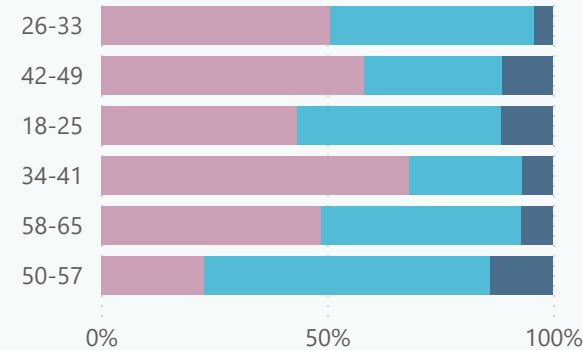
## Price and Units Sold by Gender and Customer Age

Female Male Other



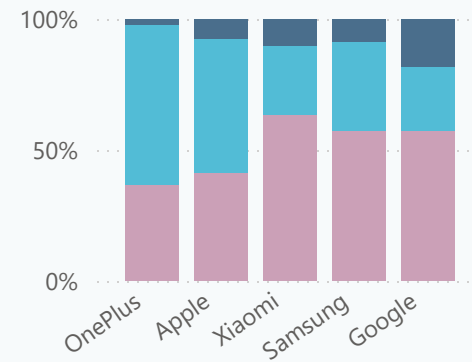
## Sales Distribution by Age Group and Gender

Female Male Other

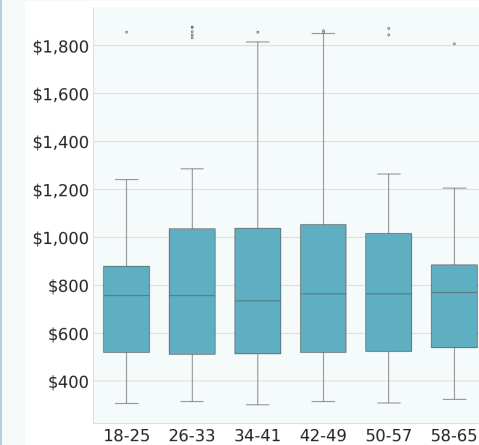


## Gender Split by Brand

Female Male Other



## Price Range Preference by Age Group



## Brand Preferences by Age Group

OnePlus Apple Xiaomi Samsung Google

OnePlus	Apple	Xiaomi	Samsung	Google
26-33	26-33	34-41	42-49	
		42-49	26-33	34-41
18-25	18-25	26-33	18-25	58-65
58-65	42-49	18-25	50-57	18-25
42-49	50-57		58-65	50-57
34-41				26-33



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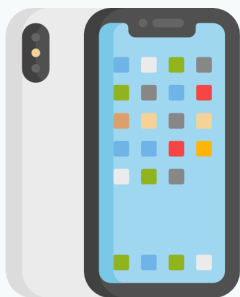
Storage Size  
All

Operating System  
All

Country  
All

Month  
All

## Best selling iOS device



\$0.90M

Revenue

989

Units Sold

iPhone 14

## iOS Sales Overview



\$3.64M

Revenue



\$875.5

Avg Price



4,226

Units Sold



256GB

Top Storage

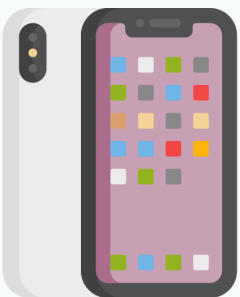
ONEPLUS

SAMSUNG



Pixel

## Best selling Android device



\$1.68M

Revenue

1,485

Unit Sold

Z Fold 6

## Android Sales Overview



\$10.88M

Revenue



\$758.1

Avg Price



14K

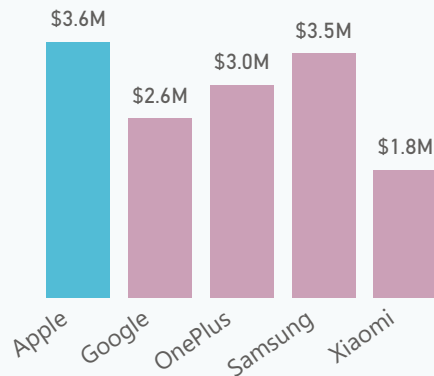
Units Sold



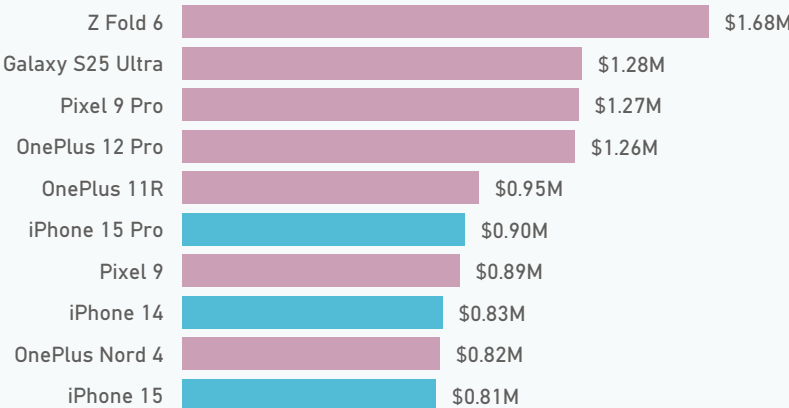
128GB

Top Storage

## Revenue by Brand

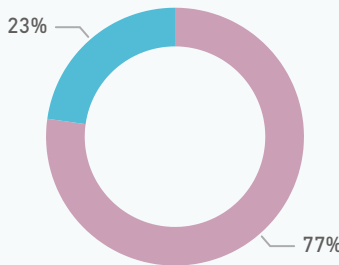


## Best Selling Mobile Models



## Operating System Demand

Android iOS



## Colour By Age Group

Age Group	Black	Blue	Green	Red	White
18-25	5.46%	2.24%	2.46%	3.79%	4.44%
26-33	4.38%	3.36%	5.38%	3.91%	3.81%
34-41	2.66%	3.82%	3.48%	1.42%	4.26%
42-49	5.85%	3.94%	2.97%	2.80%	3.97%
50-57	3.05%	2.22%	3.16%	1.84%	1.42%
58-65	0.95%	4.69%	2.66%	3.09%	2.53%



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Date Slicer

31/01/2024

31/12/2024

Storage Size

All

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