

**Candidate:** Sivasantoshkumar Bhogi

**Date:** 12/06/2026

**Tool Used:** Power BI,Python

**Dataset:** Flipkart\_Mobiles.csv (3,114 records)

**Objective :** Analyze the mobile sales dataset to derive actionable insights and present findings through visualizations and detailed responses to the following questions

### **What are the different price range segments for mobiles in India?**

Mobile phones in India can be categorized into four primary price segments based on their selling price:

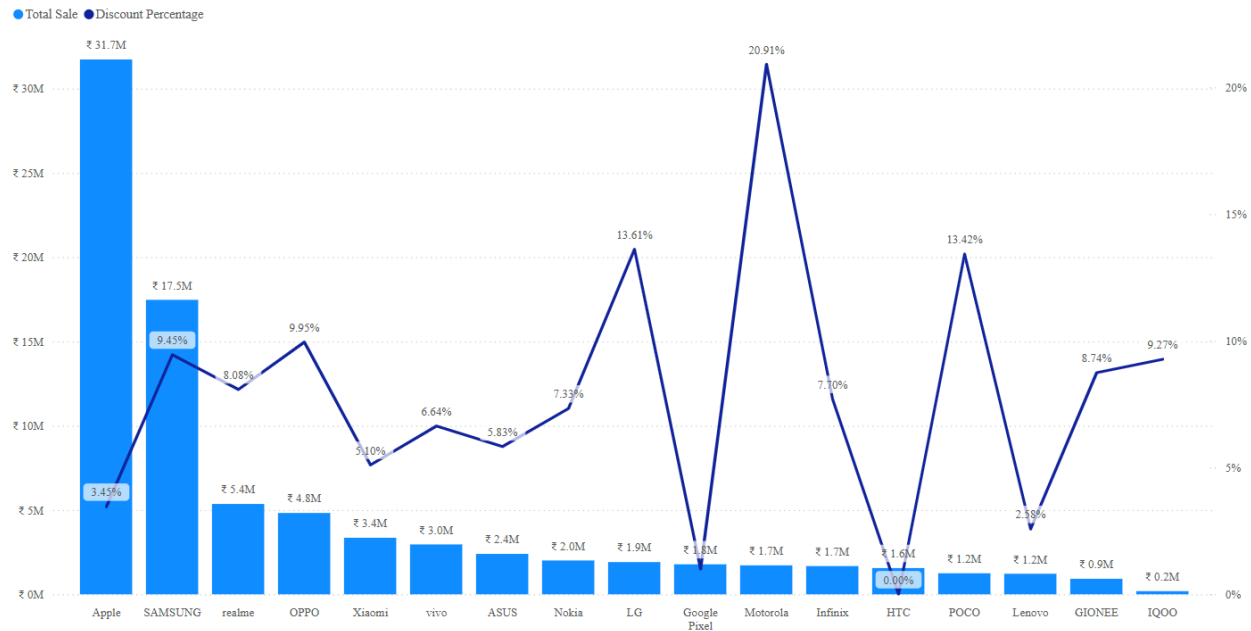
- **Budget:** Devices priced at ₹10,000 or below. These phones are typically targeted at entry-level users or those looking for basic smartphone features at an affordable cost.
- **Mid-range:** Mobiles priced between ₹10,001 and ₹25,000. These phones offer a balance of performance and features, making them popular among the majority of Indian consumers.
- **Premium:** Devices priced between ₹25,001 and ₹50,000. These are equipped with high-end features, better cameras, and faster processors, catering to tech-savvy and performance-oriented users.
- **Ultra-Premium:** Mobiles priced above ₹50,000. These are flagship devices from top brands, offering the latest technology, premium design, and top-tier performance for users looking for the best available experience.

#### **Insight:**

This segmentation helps identify which brands target which economic strata and optimize marketing strategy accordingly.

## Which brand provides the most product offerings for the Indian Market?

Samsung provides the most product offerings for the Indian Market.

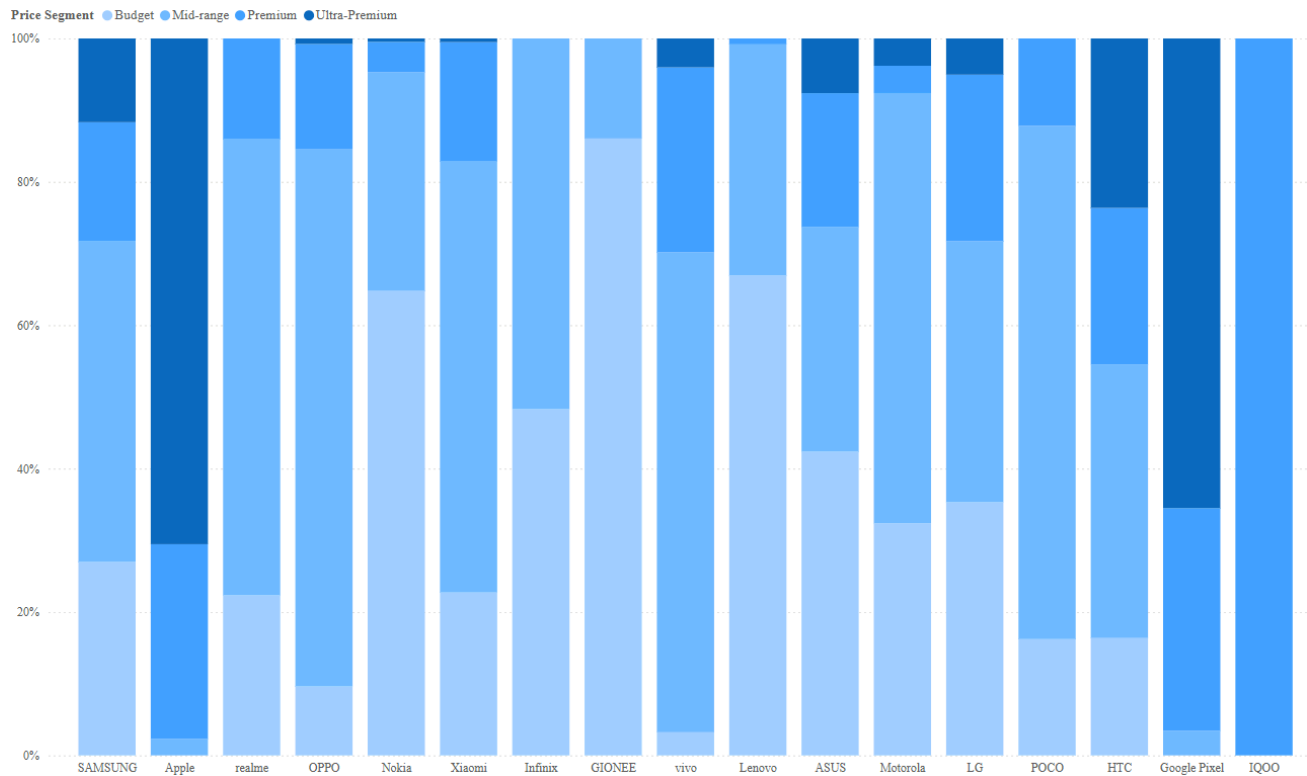


### Evidence:

- **Model Variety (Product Offerings):** Samsung has 206 unique memory-storage combinations, the highest among all brands in your dataset. This strongly indicates a wide range of mobile variants catering to different user needs.
- **Coverage Across Price Segments:** Samsung spans all major price segments—Budget, Mid-range, Premium, and Ultra-Premium—with diverse product lines (e.g., Galaxy M, A, S, Z series).
- **Sales Volume:** Samsung holds the second-highest total sales (~₹17.5M), reflecting strong market penetration and product availability.
- **Balanced Discounting:** A discount of ~9.45% suggests Samsung products are competitively priced without excessive markdowns, showing healthy demand.

## Which brand caters to all different segments (Budget, Mid-range, Premium, Ultra-Premium)?

Based on price segment mapping:



### Insight:

**Samsung, Nokia, OPPO, Motorola, HTC and Xiaomi** offer models in all four segments, making them **full-spectrum brands** capable of catering to every buyer type—from entry-level to premium customers.

## What specifications are the most common that are offered by various brands?

Spec Combination (Memory-Storage)	Apple	ASUS	GIONEE	Google Pixel	HTC	Infinix	IQOO	Lenovo	LG	Motorola	Nokia	OPPO	POCO	realme	SAMSUNG	vivo	Xiaomi	Total
4 GB-64 GB	2	5	5	5	1	19		7	11	19	15	24	6	34	32	14	23	216
3 GB-32 GB	1	7	13		3	9		15	8	8	11	11	2	15	27	4	11	143
6 GB-128 GB	3	2		1	2	4		1	7	6	4	17	10	19	39	7	17	138
8 GB-128 GB		5				2	1		1	2		17	4	25	31	16	9	113
Total	6	15	18		6	6	27	1	19	27	30	26	55	14	57	97	33	465

### Most Common Specs Across Brands:

- **4GB–64GB, 3GB–32GB, 6GB–128GB and 8GB–128GB** combinations are the most frequent.
- These specs appear across Samsung, OPPO, realme and Xiaomi indicating a standard for mid-range devices.

## Additional Insights Based on Data Provided

### Total Sales Analysis:

- Apple leads in revenue (₹31.7M) despite lower product variety—this aligns with its Ultra-Premium pricing.
- Samsung combines volume and diversity, making it the best all-rounder.

### Discount Strategy:

- Motorola offers the highest discount (20.91%) likely to boost volume in competitive segments.
- HTC and Google Pixel offer negligible discounts, showing a different pricing approach.

## Recommendations:

- Samsung's strategy of wide segmentation and product variation should be a benchmark.
- Brands with narrow pricing bands (like Apple or HTC) could benefit from entry-level or mid-tier introductions to broaden reach.
- Focus marketing around most common specs (4GB/64GB, 6GB/128GB) as they dominate the consumer preference range.

