

Mobile Phone Comparison Analytics Report

Project Title: Mobile Phone Comparison Analytics

Overview:

This data analytics project analyzes a small dataset of 10 mobile phones across various brands using Microsoft Excel.

It focuses on identifying trends and extracting insights from key features such as Price, RAM, Camera, Battery, and Ratings.

Objectives:

- Compare phones based on technical specifications
- Discover value-for-money phones using feature-to-price analysis
- Visualize patterns using Excel charts (bar, pie, scatter)
- Derive brand-level pricing and performance trends

Tools Used:

- Microsoft Excel
- Data filters, conditional formatting
- Charts: Bar Graph, Pie Chart, Scatter Plot

Dataset Features:

- Brand, Model, Price (INR), RAM (GB), Storage (GB), Camera (MP), Battery (mAh), OS, Rating (/5)

Key Findings:

- Mi and Realme offer higher RAM per price ratio.
- Battery capacity often correlates with better ratings.
- Some budget phones outperform premium ones in value.
- Apple and Samsung dominate pricing but not always ratings.

Outcome:

The project demonstrates basic data cleaning, filtering, analysis, and visualization using Excel, making it ideal for beginners.

This also builds a foundation for exploring advanced data science tools.

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Status:

[Done] Excel file uploaded to GitHub

[PDF] PDF report generated (this file)

[Link] GitHub: <https://github.com/satwikj04/mobile-phone-comparison>

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