

Business Problem and Analysis

The objective is to address a hypothetical business problem for a Flipkart Authorized Seller. According to the problem the individual is looking to sell mobile phones on Flipkart. For this, the individual is looking for the best product, brand, specification and deals that can generate the most revenue with the least amount of investment and budget constraints.

Questions to be answered:

1. Should he simply sell products for one brand, or should he try to sell models from various brands?

Brands –

1. Most expensive brand – Apple
2. Least expensive brand – Xiaomi
3. Budget performance phones – Samsung, Poco, Realme, Xiaomi

2. Which is People's Choice Brand?

People's Choice Brand is defined by the affordability of mobile phones, based on features, screen_size, RAM, etc.

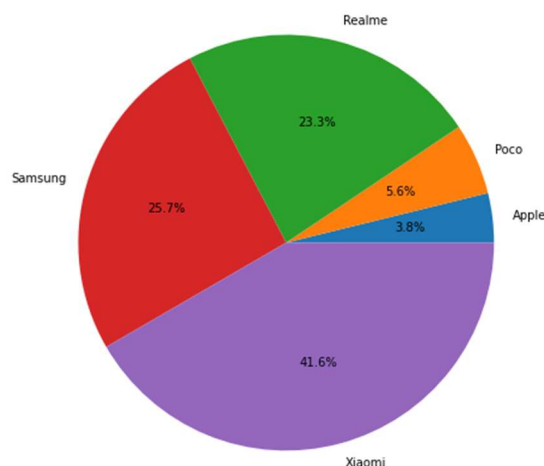
So in our dataset Xiaomi has made the highest sale amount through all it's phones listed, 60.67 cr, followed by Poco who has sells flagship phones has done well with sales of 43.52 cr.

3. Which brand has wider range of phones?

Realme has 138 mobile variants among 33 mobile models

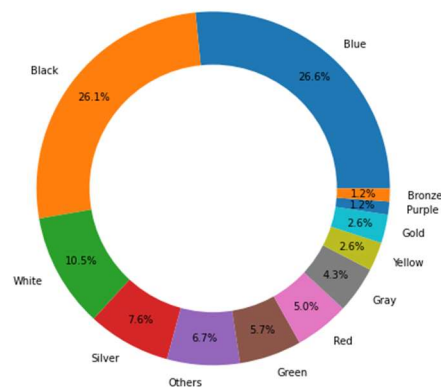
Samsung has the highest base models which is 41, whereas Apple has the least base models which is 6.

4. Brand share of the mobile brands.

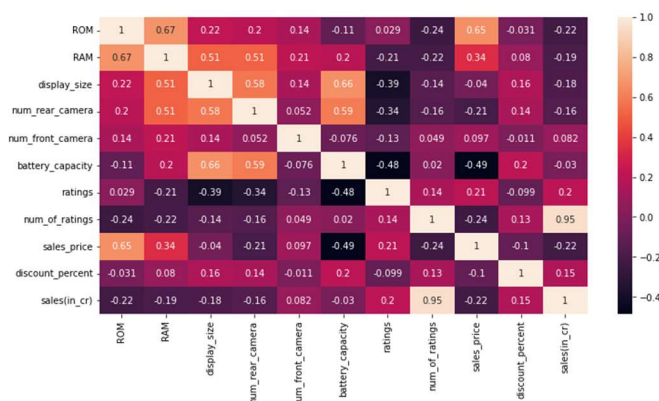


Xiaomi has highest reviewed mobile by people and has a customer base of 41.6% in total, whereas Apple is the least reviewed mobile by people due to its high sale price, otherwise Apple's iPhone XR and iPhone 12 are highest rated phones.

5. Which is the most preferred color of a mobile model?
Blue and White which captures 52.7% of the market share.



6. Using EDA and Data Visualization find out insights and relation between different features.
- As RAM & ROM of a model increases then sale_price of a mobile model also increases.
 - Also, when RAM increases ROM, display_size, battery capacity and num_rear_camera increases.
 - Sales of highly reviewed mobile increases proportionally, with sales(in_cr).
 - As sale_price increases battery capacity increases negatively.



7. Detailed analysis on each brand
- Samsung and Xiaomi make flagship affordable smart phones.
 - 5.7 inches phones are most affordable phones starting from 8396/-
 - Xiaomi has the highest reviewed phone, which exceeds 600000.

Inference

To conclude if the seller has to go for profits then he/she has to choose budget phone which sales well, and Xiaomi has the highest market share of 36.7% followed by Samsung 26.3% because majority of Indian Customers don't want to spend high while purchasing a mobile phone.

But if the seller also wants to sell premium luxurious high rated phone then he/she can choose iPhone XR and iPhone 12 as these two phones are the high rated.

Also, if the seller chooses to sell powerful flagship phones, then keeping Realme and Samsung phones will be the perfect options.