**Executive summary**

**Objective:**

To find out Samsung’s eminence is at risk with phones like OnePlus getting profound penetration into mobile market. Get a perspective of consumers and mass media to analyse impact on current Samsung’s market by choosing flagship mobiles of both companies.

**Statistical Analysis:**

Basic hypothesis testing with sample of amazon reviews ratings suggests that we could look into alternate phones other than Samsung, when average ratings of Samsung are projected over larger population.

**General Search Trends:**

Google trends and average ratings on tableau visualization clearly shows that the popularity for OnePlus is impressively higher than that of Samsung galaxy s10, they are two flagship mobiles of both companies in recent times

**Go-No-Go:**

Looking at initial exploratory analysis, it is evident that pointers drive to drive more for analysis, validate customer perception from reviews (amazon, tech reviews, etc.), examine the sentiment and insights from text corpus using text analytics techniques and excerpt consumer insights.

**Data Collection & Cleaning**

Collected and cleaned data from various web sources:

1. Customer reviews from Amazon India (post purchase reviews)
2. YouTube review video subtitles (Samsung s10 vs OnePlus 7 reviews)
3. YouTube viewers review
4. Reviews from Tech review site GSM arena
5. NewsAPI

**Sentiment:**

Over all there is a positive perception for OnePlus 7 pro across corpora visibly showing a better sentiment over Samsung s10, giving way for OnePlus to get deeper into high end mobile market

**Topic Mining & NLP:**

Topics, key phrases and Co-occurrence of words shows the talk is more about the better features in OnePlus over Samsung for a better price

1. Refresh rate 2) 4K video recording 3) 60 fps 4) 3x optical zoom 5) 12gb RAM

**Recommendations:**

OnePlus is fairing over Samsung with cutting edge features and commendable price, also proves to be better phone with value for money:

* Samsung has to equip phones with advanced feature over OnePlus
* Samsung’s steps to launch new features with s10+ is not a winning strategy, revived pricing strategy and competitive specs should be a better approach
* Accrue positive sentiment with value for money phones in Indian market.