
Google Data Analytics Capstone Project

Mobile Phone Data Analysis

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Mission

The goal of this project is to study mobile phone dataset (2025) containing detailed specifications and official launch prices of various mobile phone models from different companies, and to provide insights into smartphone hardware, pricing trends, and brand competitiveness across multiple countries.

Data Source: Kaggle [Mobiles Dataset \(2025\)](#)

License: Apache 2.0

Objectives

1. Analyse launch prices in different countries by companies.
2. Analysis of exchange rate impact on prices
3. Price trend over the years.
4. Analysis of market competitiveness.
5. Brand popularity by phone sales.

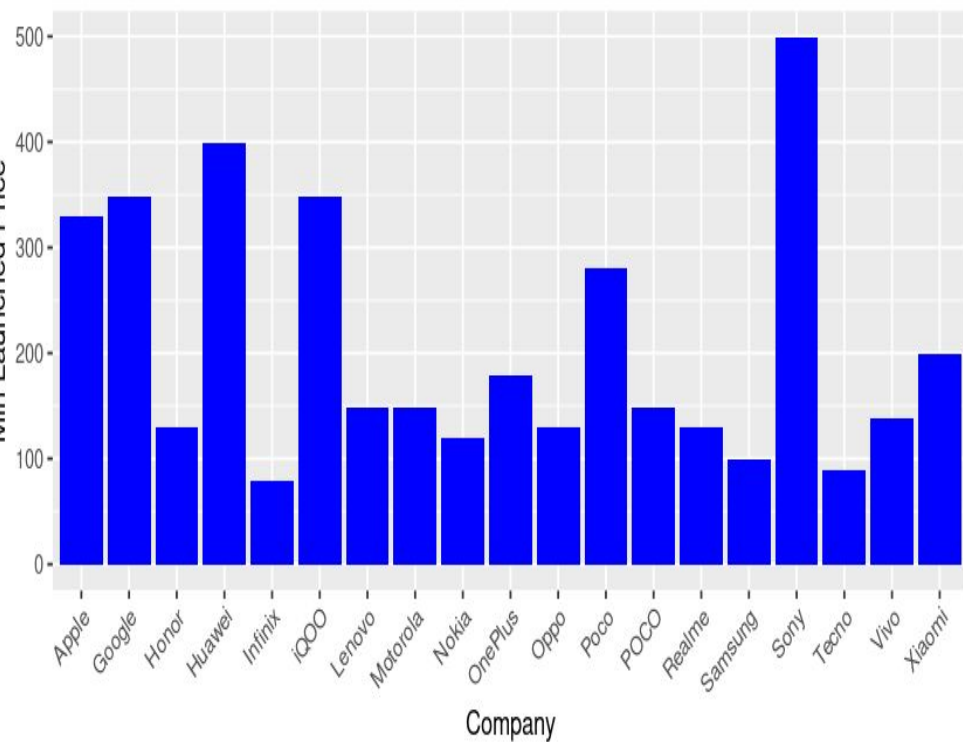
Analysis of Launch Prices By Companies in Different Countries

Objectives

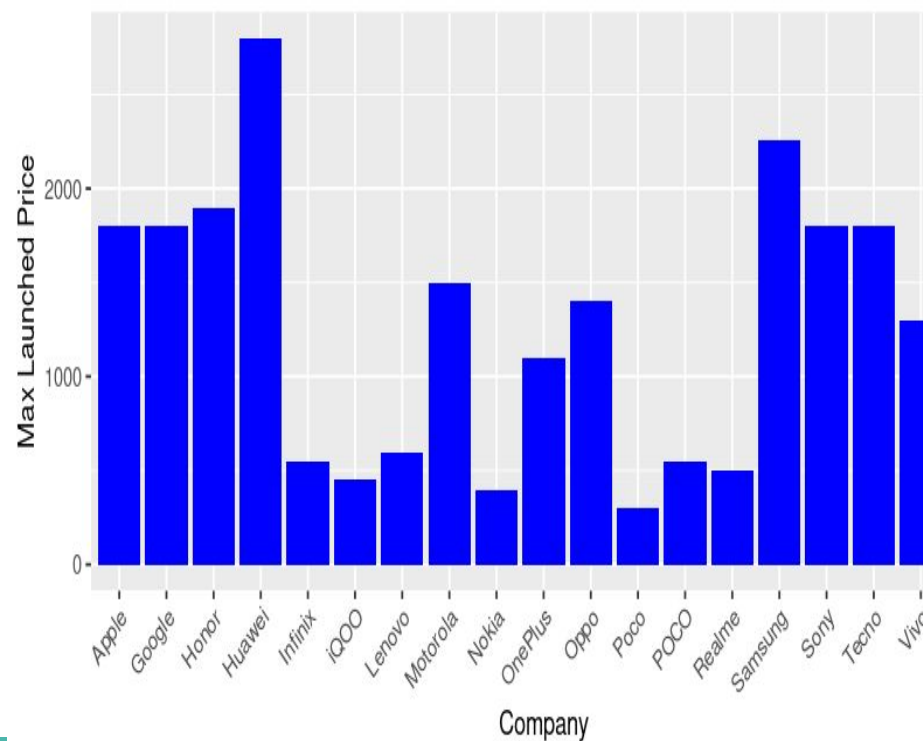
- i. To compare how mobile phone prices differ across Pakistan, India, China, the USA, and Dubai (UAE).
- ii. To identify which country has the lowest and highest prices.

Minimum and Maximum Prices in USA

Minimum Launched Price by Company in USA

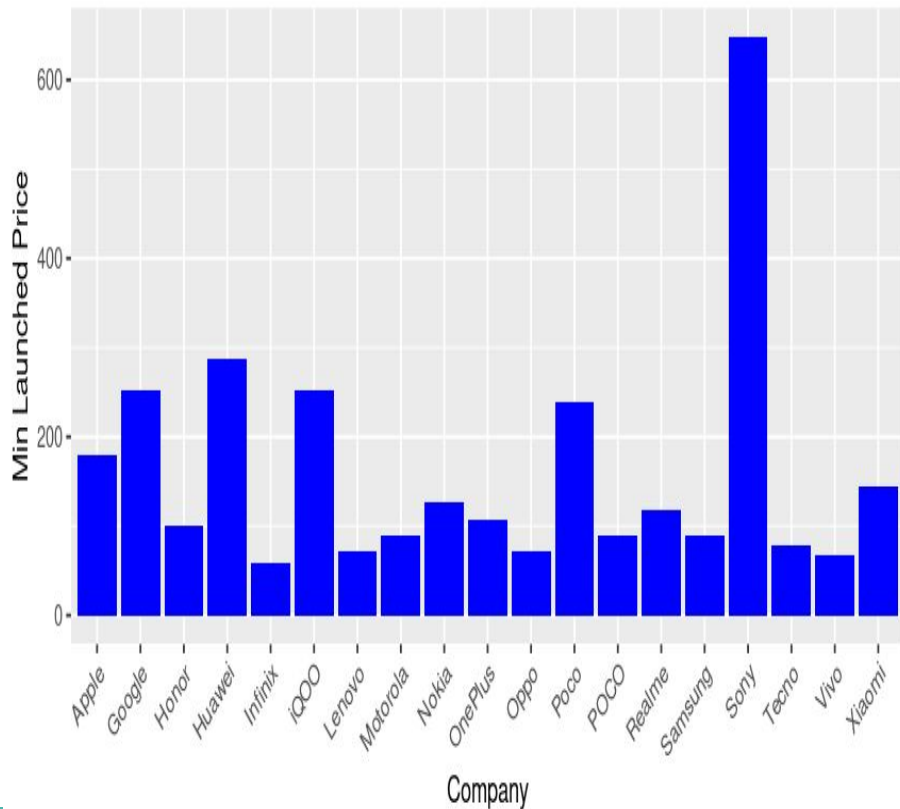


Maximum Launched Price by Company in USA

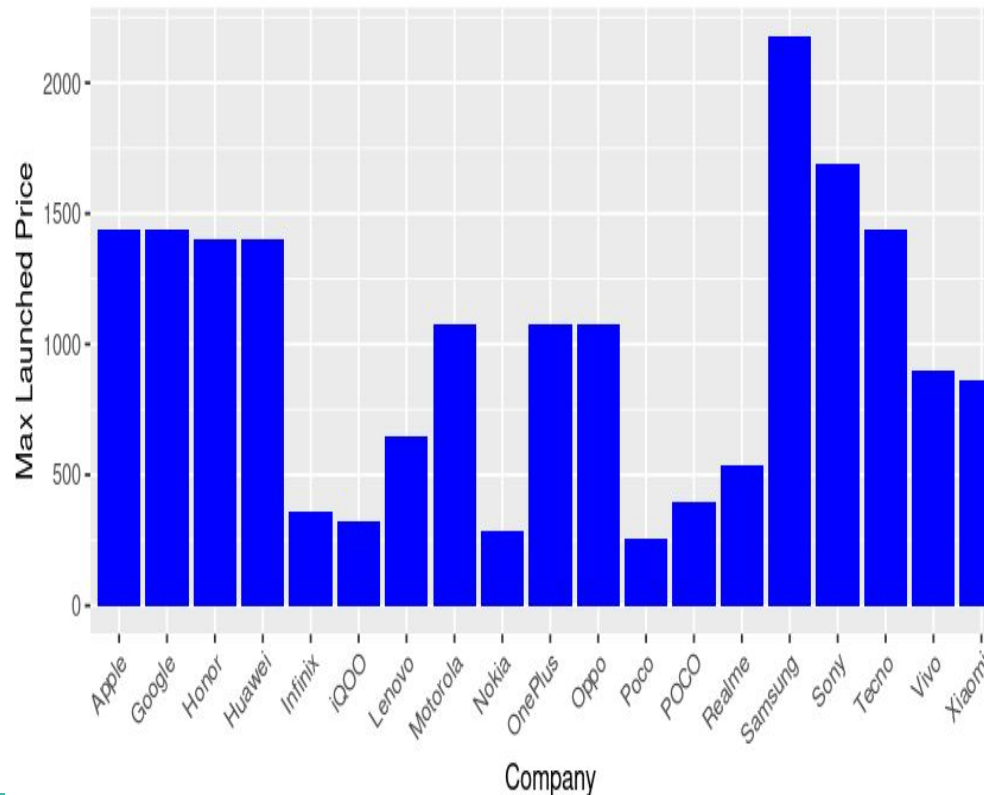


Minimum and Maximum Prices in Pakistan

Minimum Launched Price by Company in Pakistan

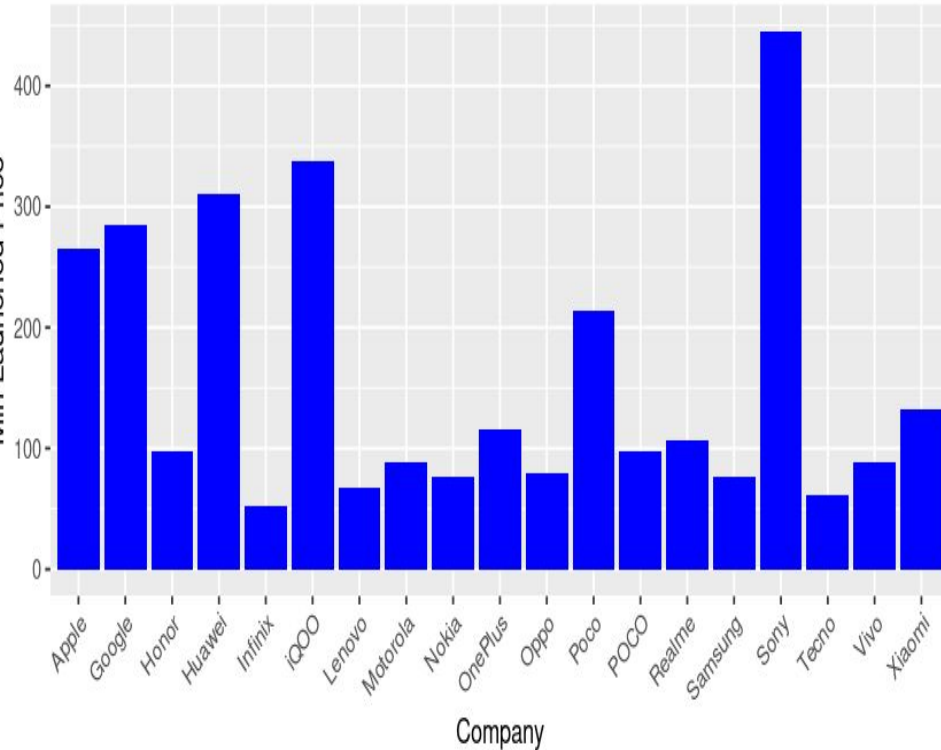


Maximum Launched Price by Company in Pakistan

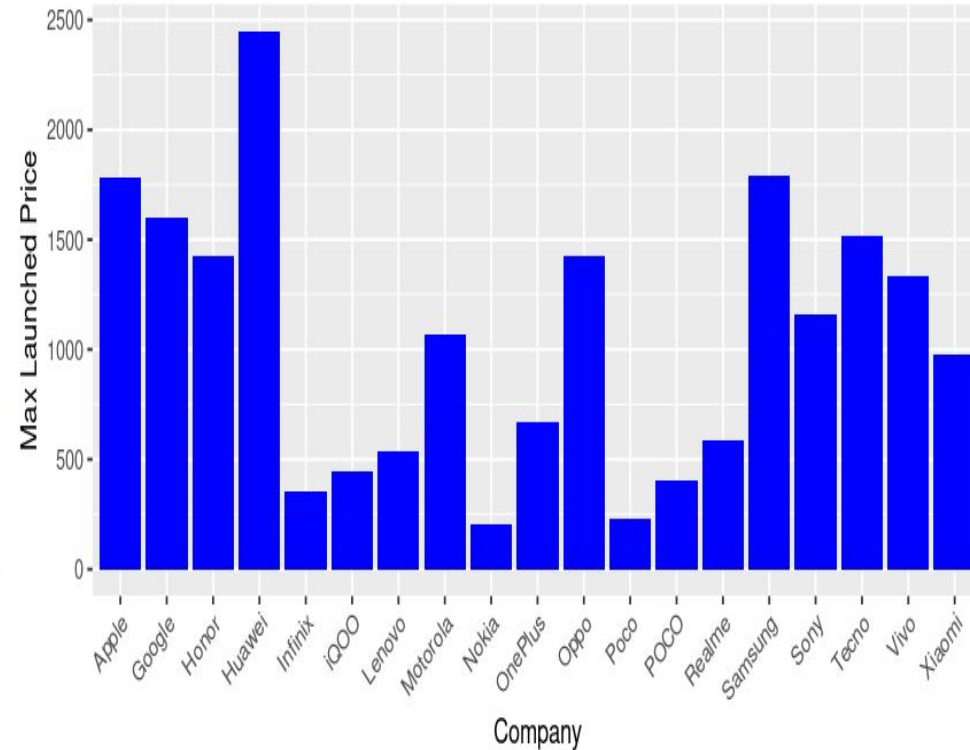


Minimum and Maximum Launch Prices in India

Minimum Launched Price by Company in India

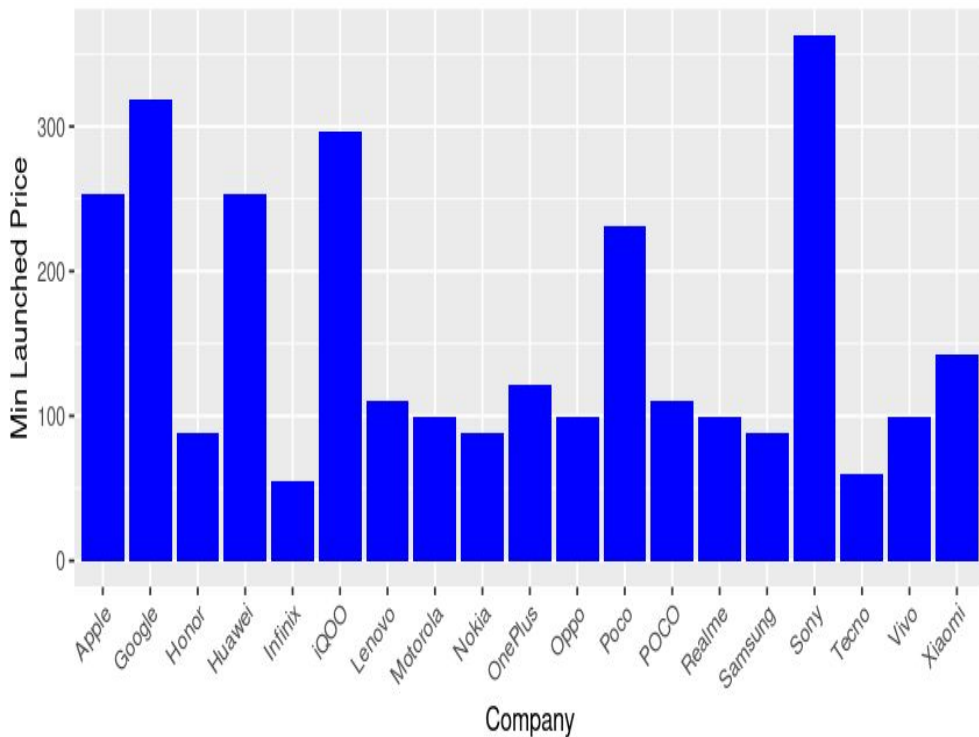


Maximum Launched Price by Company in India

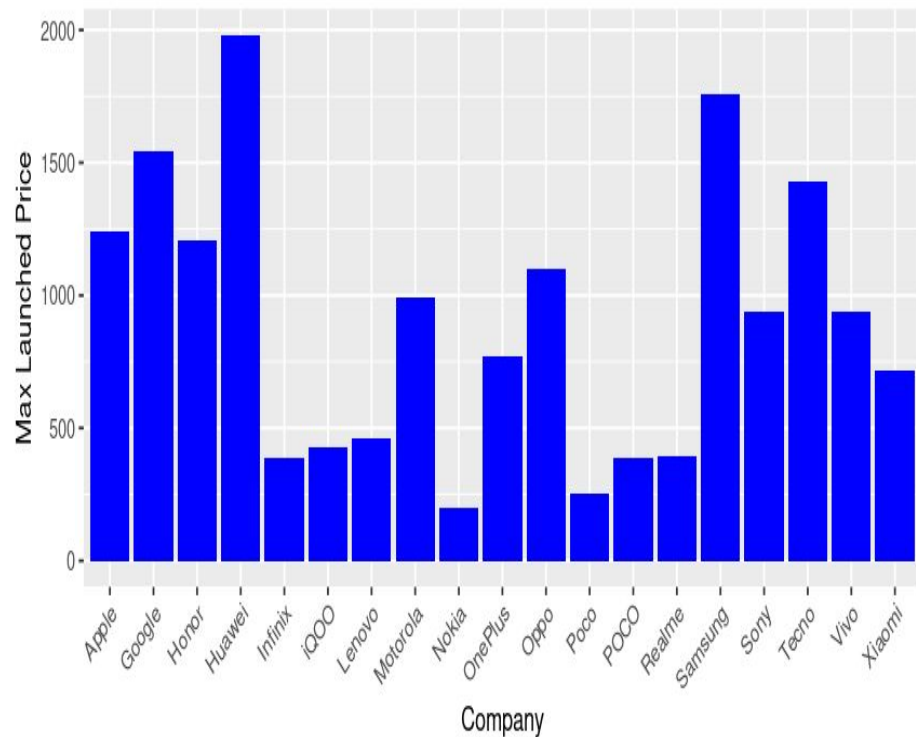


Minimum and Maximum Launch Prices in China

Minimum Launched Price by Company in China

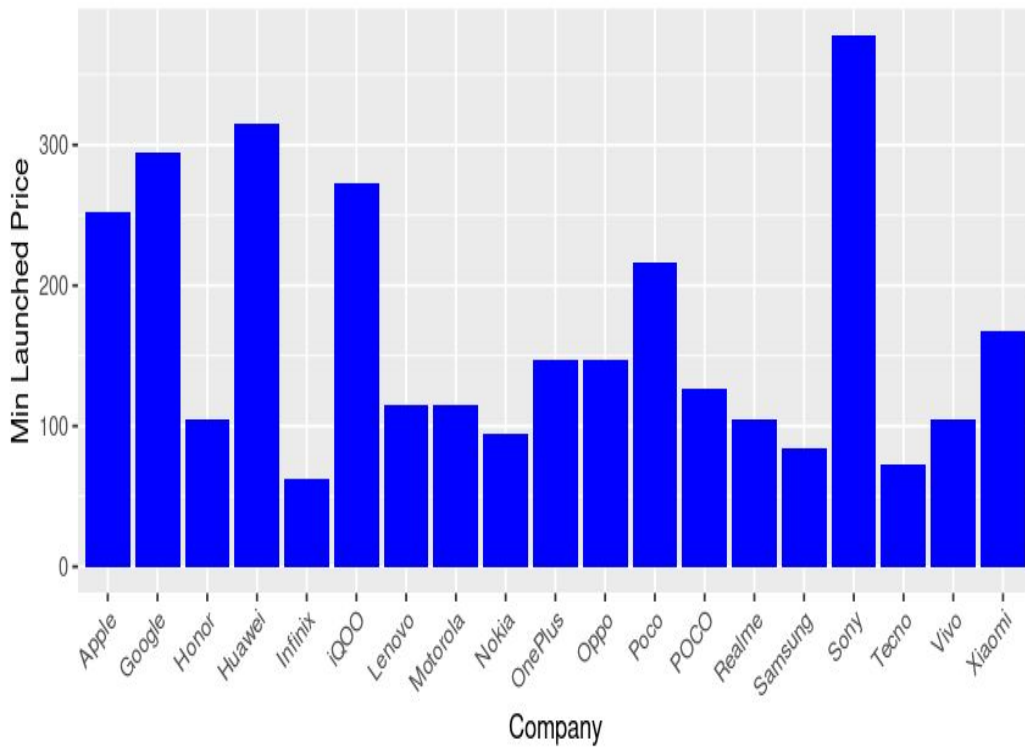


Maximum Launched Price by Company in China

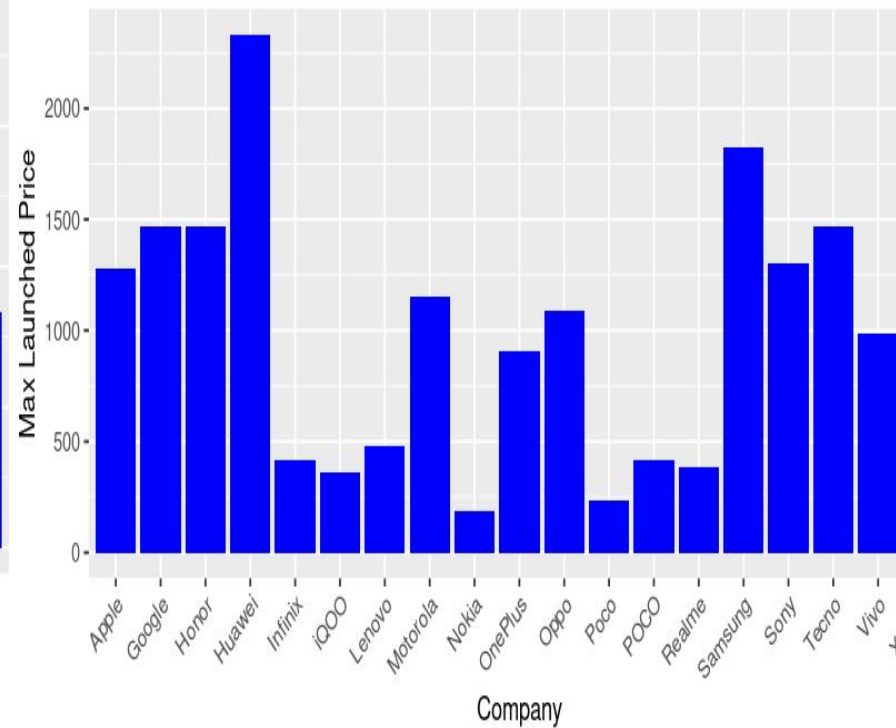


Minimum and Maximum Launch Prices in Dubai-UAE

Minimum Launched Price by Company in Dubai



Maximum Launched Price by Company in Dubai



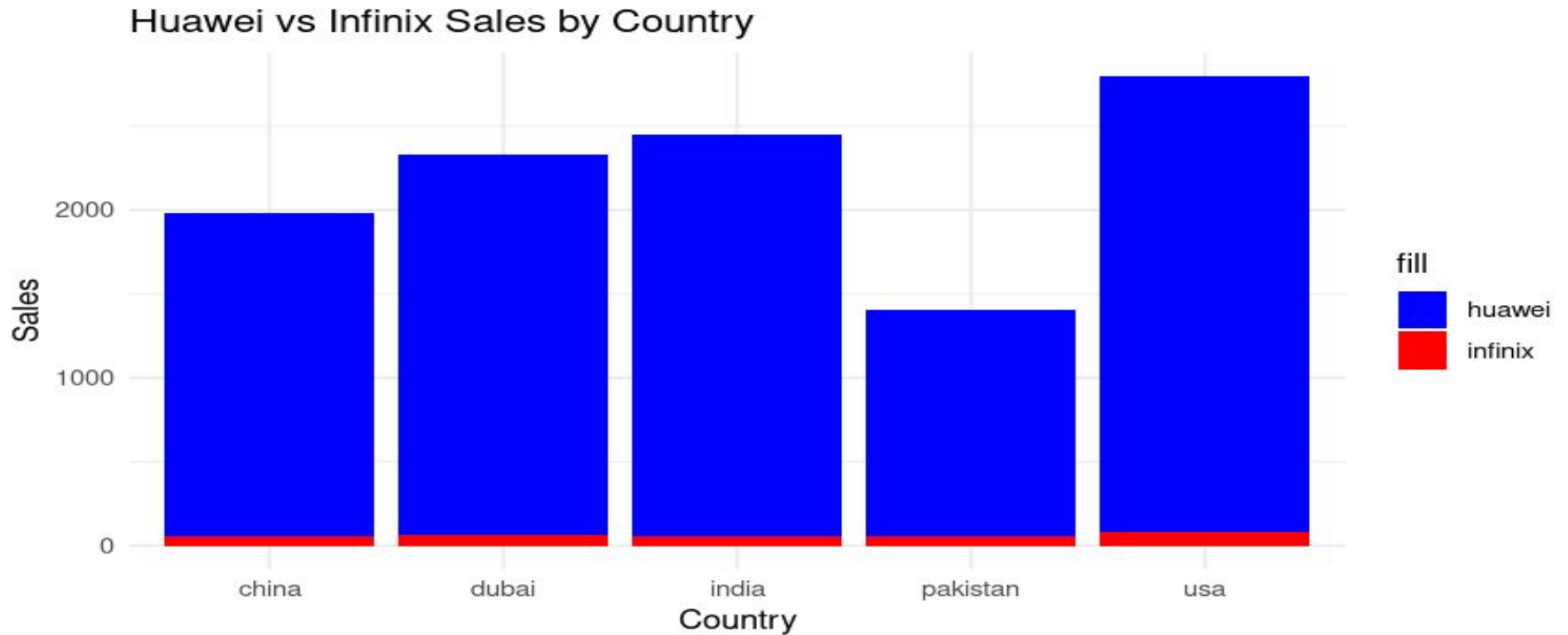
Key Findings and Insights

- a. Prices differ across countries and are largely influenced by exchange rates.
- b. China has the lowest average prices, while the US has the highest average prices.
- c. In the US market, Infinix is the cheapest phone sold at \$79, which is the Smart HD 32GB, 2GB RAM, while Huawei model Mate XT 512GB, 12GB RAM is the most expensive phone introduced at \$ 2,799.
- d. In Pakistan, Infinix maintained the position of the cheapest brand. Model Smart HD 32GB storage and 2GB RAM sold at \$58, while Samsung Galaxy Z 12GB RAM is the most expensive phone sold at \$ 2,178.
- e. Huawei XT series was sold for \$2,447 followed by Samsung Galaxy Z sold at \$1,789 in India. Infinix Smart HD was the cheapest brand and was sold for \$53.
- f. Huawei XT series, being the most expensive phone, was sold for \$ 2,331 in Dubai, while Infinix Smart HD maintained firm control as the cheapest brand. This was sold for \$63 per unit.
- g. China's market is not different from other markets in terms of the most expensive and cheapest brand. Huawei sold for \$1980, while Infinix phones sold for \$55.

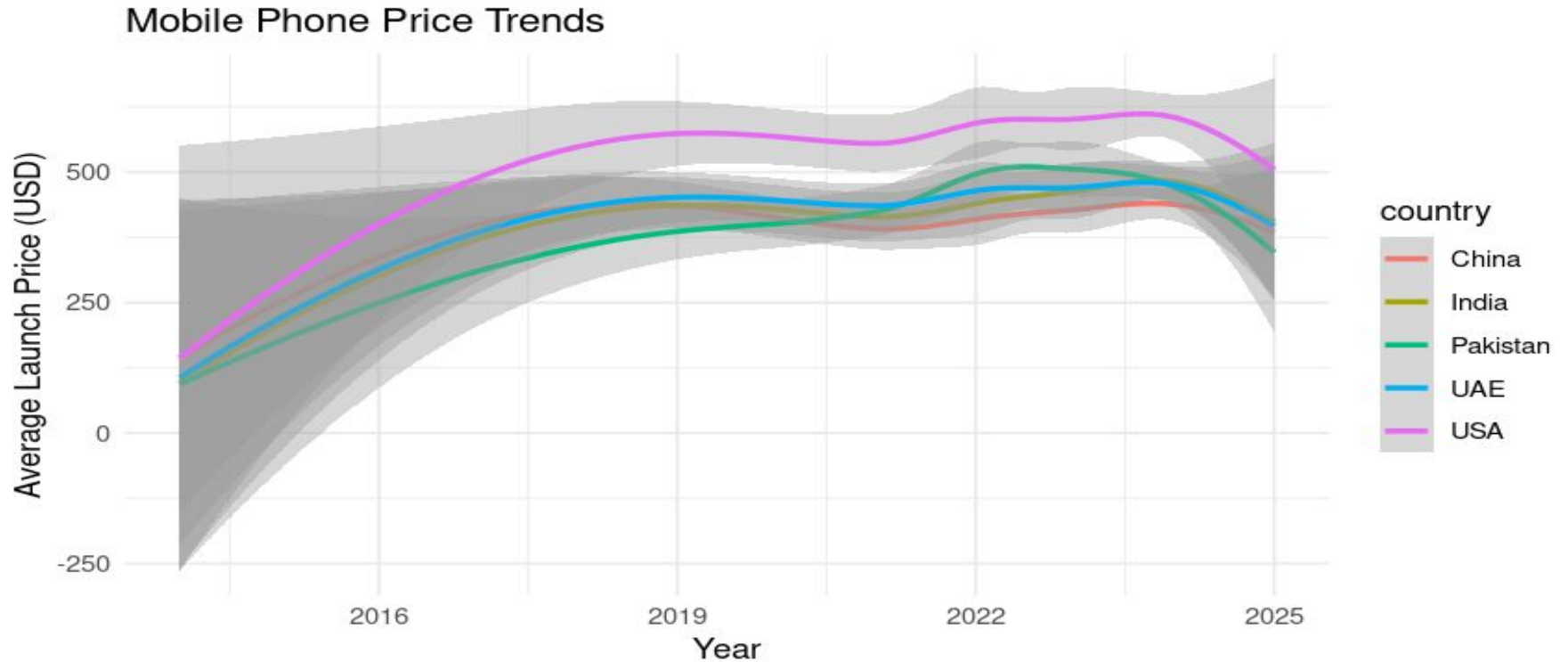
Key Findings and Insights Cont'd

- a. Huawei Mate XT 512GB, 12GB RAM is the most expensive phone, and Infinix Smart HD 32GB, 2GB RAM is the cheapest brand in all key markets analysed except for Pakistan which has the most expensive phone as Samsung Galaxy Z.
- b. In terms of average launch prices, China has the least phone prices with average phone prices around \$424, while the US is the country where phones are most expensive with average phone prices around \$589.
- c. The strong exchange rate of dollars to other countries' currencies plays a prominent role in this. The US market has high purchasing power. Companies probably set high launching prices owing to this. China has many domestic brands (Huawei, Xiaomi, Oppo, Vivo, etc.) that produce affordable models, which lowers the average price. The USA market, however, is dominated by premium brands like Apple and Samsung.

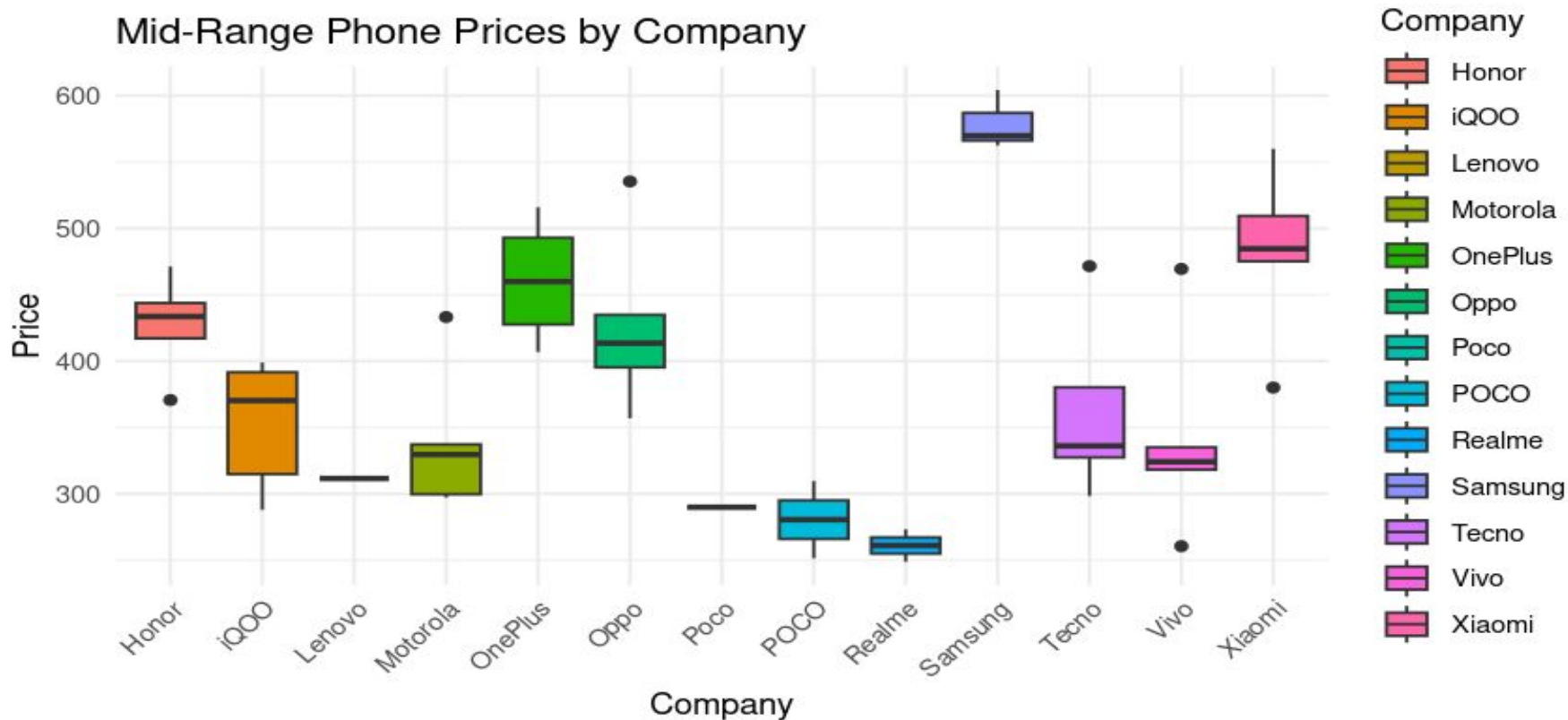
Most Expensive and Cheapest Brands



Mobile Price Trend

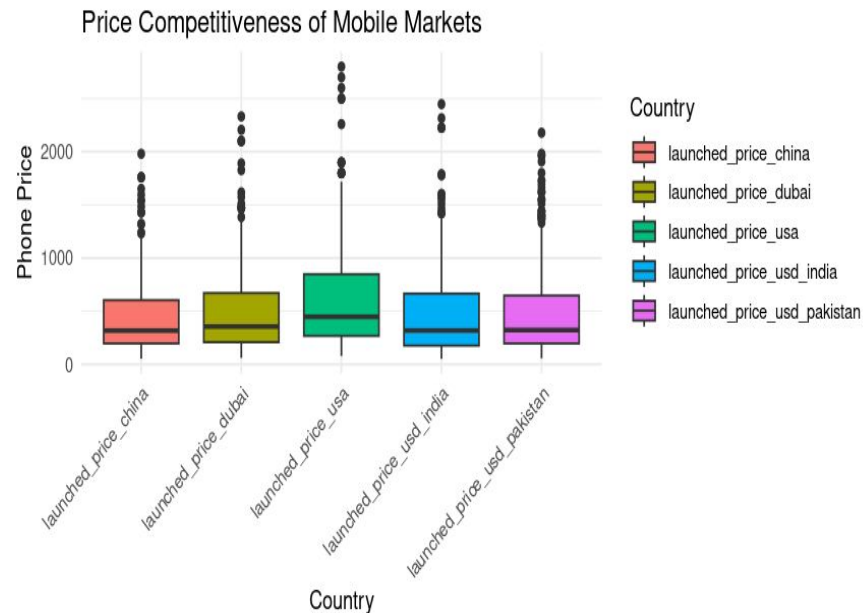
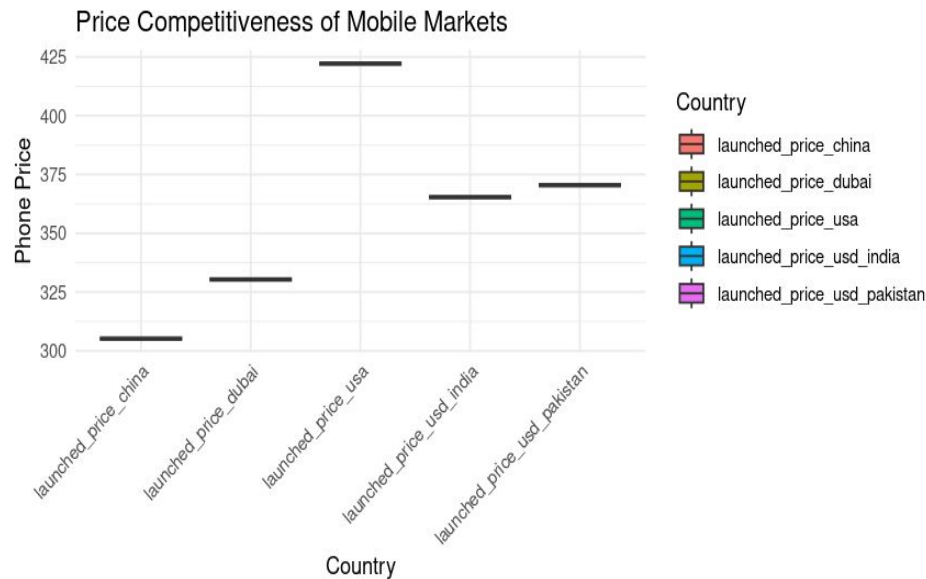


Mid-range Brands

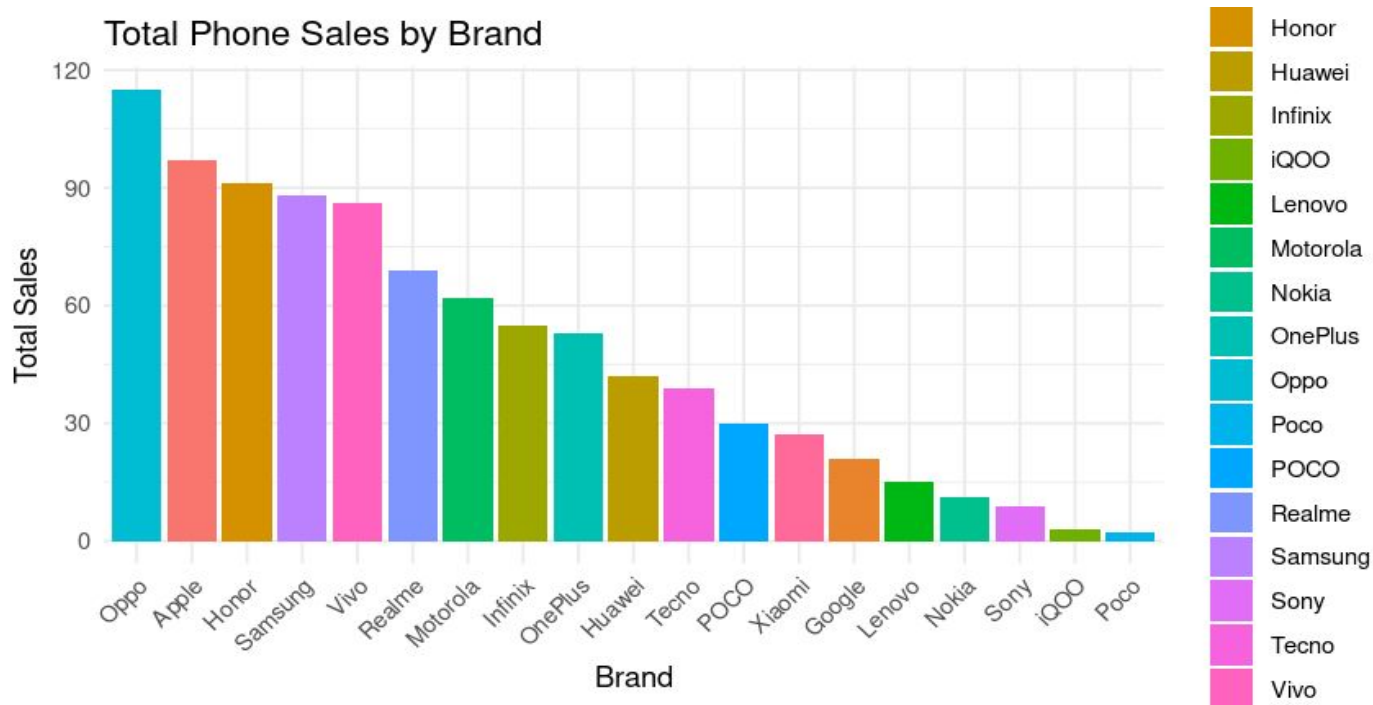


Price Competitiveness in Across Countries

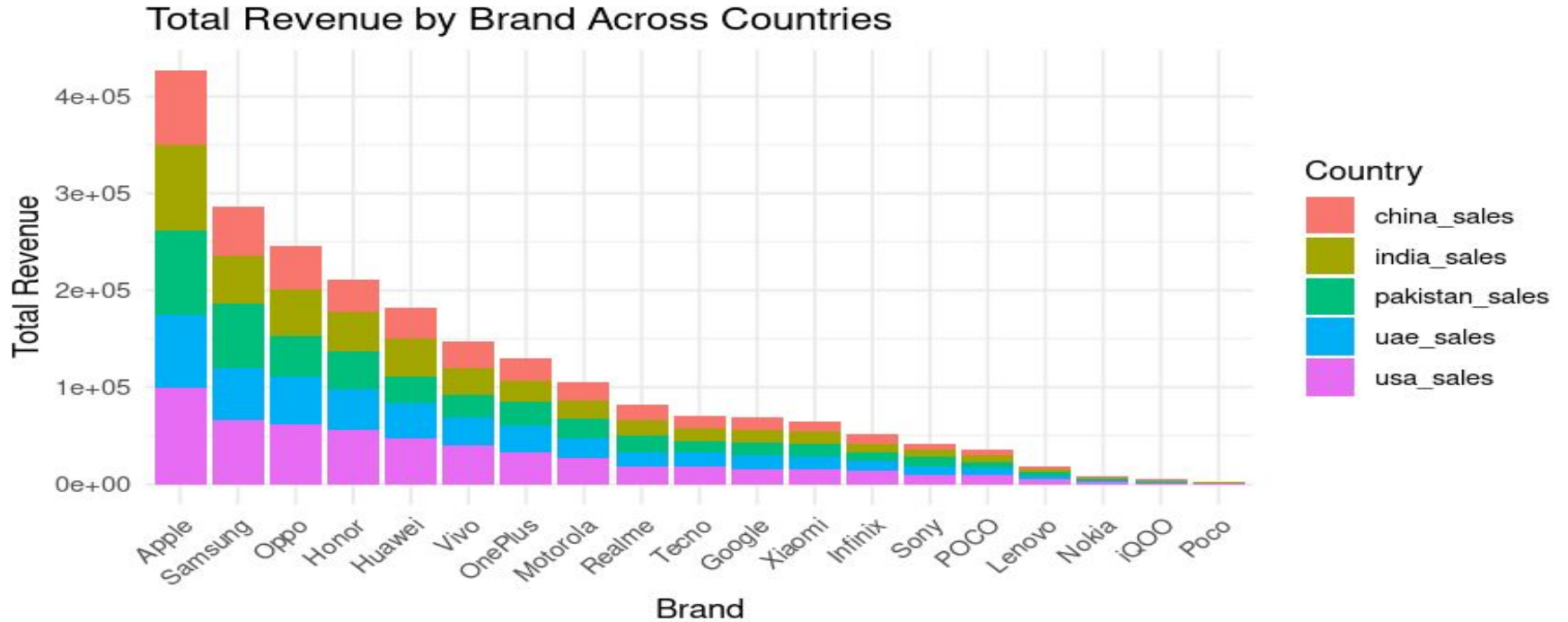
China is the most competitive market with the least average launch prices.



Brand Popularity Based on Phone Units Sold



Total Revenue per company



Conclusion

Phone prices are influenced by brands, phone storage and operating system. Prices across countries are influenced by the country's exchange rate or value of its local currency. Most brands fall within the categories of budget and mid-range phones.

The US is the most profitable market based on total revenue, followed by Dubai (UAE). Oppo is the most popular brand based on units sold, followed by Apple and Samsung, while Pocco and Iqoo are the least popular brands .

Recommendation

- I. Prices should be set to account for fluctuations in exchange rates. Prices should be competitive and revenue maximizing.
- II. More flagship models and premium brands should be sold in US and UAE markets.
- III. Brands with lesser visibility (Poco & Iqoo) should adopt aggressive marketing strategies and partnerships. Their prices should be set competitive.
- IV. Focus on unique selling points like battery life, camera quality, or exclusive features to compete effectively.