

TOPIC: **MAKO MOBILE SALES PERFORMANCE ANALYSIS 2024**

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TASK 16B (iv)

Introduction:

- **Objective of the Project:** Mobile phones usage & sales is increasing across countries with different brands coming up every day, this project seeks to uncover the trend in demand and sales of these mobiles across different countries and regions.
- **Problem Being Addressed:** this analysis when completed will cut the cases uneven distribution of mobile products to region, shipping mobiles not needed in that area and knowing the features mostly desired by end users
- **Key Datasets and Methodologies:** Kaggle dataset (Model name, Mobile weight, Ram, Front camera, Back camera, Processor, Battery capacity, Screen size, Launched year, Launched Price (USA), Launched Price (China), Launched Price (India), Launched Price (Pakistan), this analysis was carried out with Microsoft excel pivot table, chart and standard table.

Story of Data:

- **Data Source:** Kaggle.com a public data repository
- **Data Collection Process:** the data was downloaded from Kaggle clean, it was still observed for consistency, blanks, duplicates, headings and proper labelling.
- **Data Structure:** the data is structured in rows and column, the row contain the serials while the column contains Model name, Mobile weight, Ram, Front camera, Back camera, Processor, Battery capacity, Screen size, Launched year, Launched Price (USA), Launched Price (China), Launched Price (India), Launched Price (Pakistan), the features above represent the major headings for the analysis that will help define the charts and visualisation to more insights on three project.
- **Data Limitations or Biases:** only launched year was giving, no information logistics, no data on price compares with existing product before launch of the device.

Data Splitting and Preprocessing:

- **Data Cleaning:** data set was clean but I checked for duplicates, spelling errors, or handling missing values.
- **Data Transformations:** the data was transformed from the range table into a standard excel table

- **Data Splitting:** Independent data; Model name, Mobile weight, Ram, Front camera, Back camera, Processor, Battery capacity, Screen size, Launched year. Dependent data; Launched Price (USA), Launched Price (China), Launched Price (India), Launched Price (Pakistan), this analysis was carried out with Microsoft excel pivot table, chart and standard table.
- **Industry Context:** this is a telecommunication industry
- **Stakeholders:** Chief executives and Mobile users
- **Value to the Industry:** this analysis insights will help the company in re-distributing resources, create more business opportunities, generate more sales, know her weakness and area strength, and discover hidden business contracts.

Pre-Analysis:

- **Identify Key Trends:** one key insight here is that the demand was mostly based on the features possessed by the mobile like, the 6g ram with front camera were also at the top
- **Potential Correlations:** there is a potential correlation between the sales mobiles and the price.
- **Initial Insights:**
potential analysis / questions
 1. Number of phone sold per year
 2. Mobile set sold in india by price
 3. Mobile phone sold in USA by price
 4. Mobile set sales based on front camera
 5. Mobile set sold based on back camera
 6. Mobile set sold based on battery capacity
 7. Mobile processor by price

Potential Insights

1. Mobile performance in each country
2. Influence of mobile battery capacity
3. Launched year performance by countries
4. Influence of mobile weight on sales
5. Camera influence on sales
6. Screen size influence on price in countries

7. Top performing model
8. Leading company in each country
9. Leading processor in each country

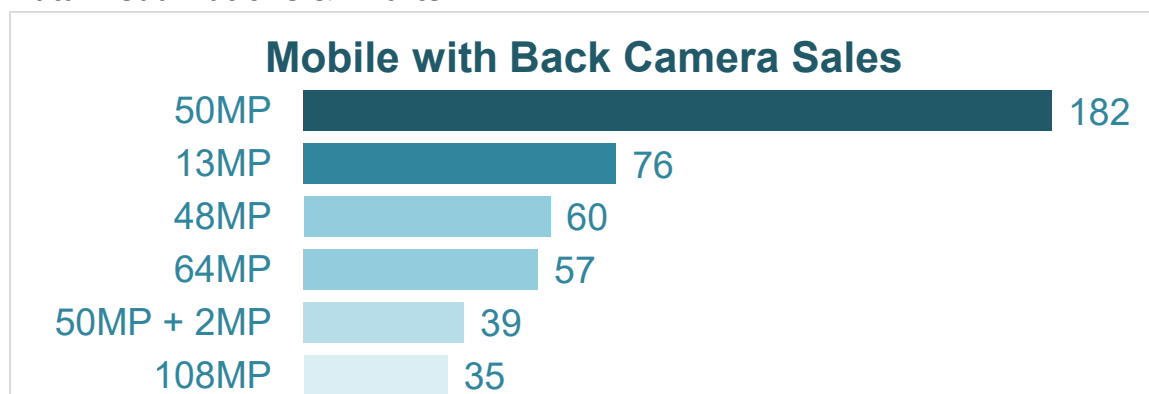
- **In-Analysis:**

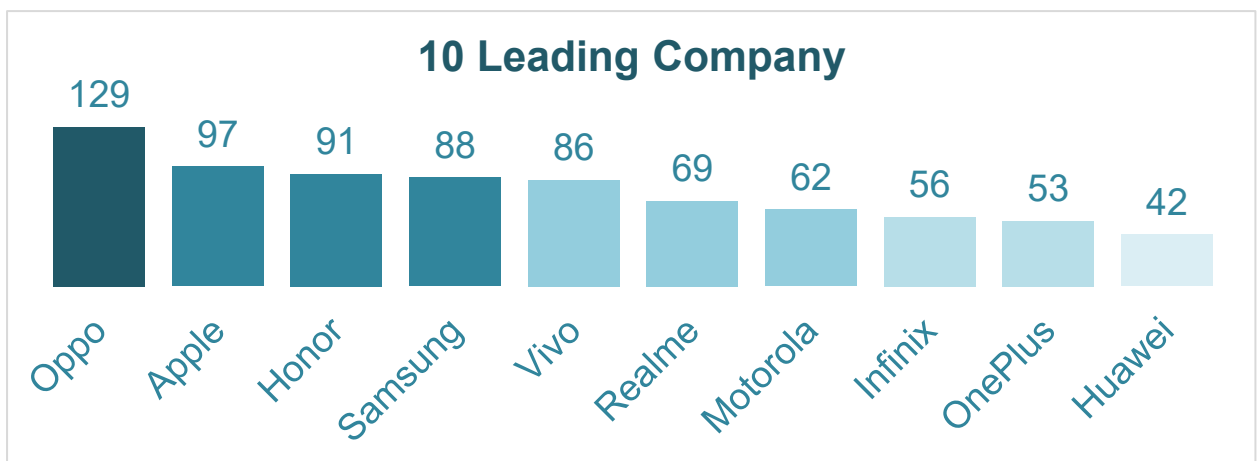
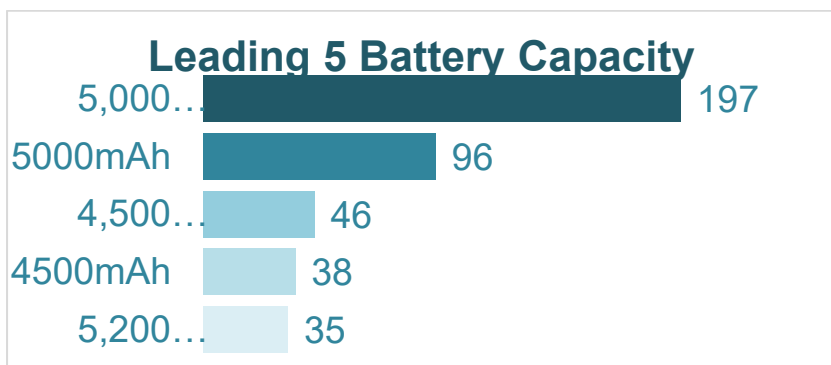
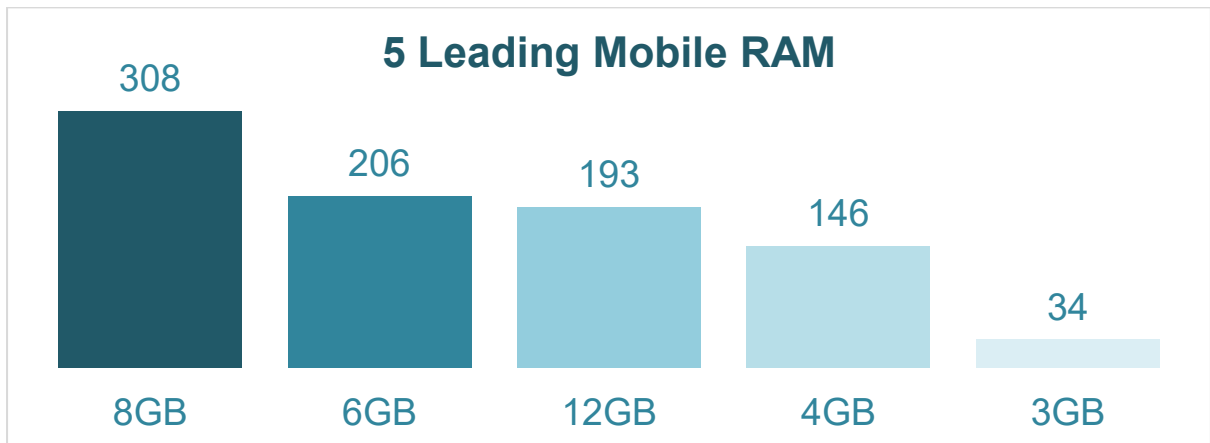
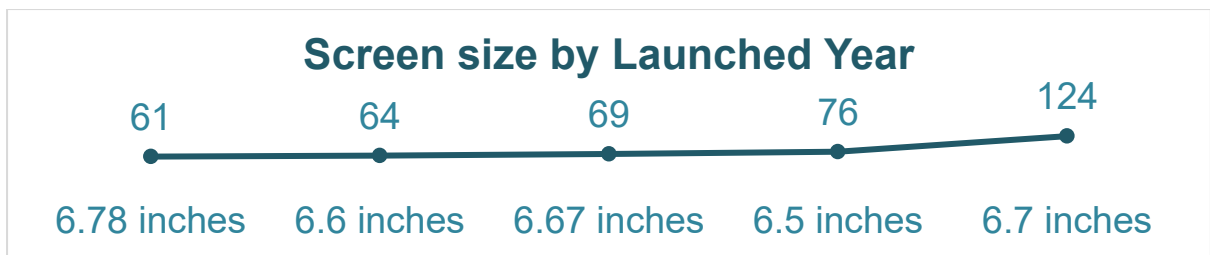
1. Oppo is top selling mobile with total of 129 count, conduct a sales promotion for other brand with emphasis on their top features.
2. Lead company Oppo sold 129, reward oppo effort with discount and souvenirs and also oppo Leads in product sales
3. Sales in China leads with total mobile sold at 129, China should consider as a hub with possible regional office location. Total mobile with back camera sold is at 182 and lead front camera 16MP, 211 so a combination of both front and back camera would do better.
4. Lead processor Snapdragon 30 and Lead RAM 8GB, 308 there the RAM and process should be considered as a top priority and company must ensure higher RAM and processors are considered for import.
5. Lead selling battery with 5000mAh sold 197 and Screen size, mobile with 6.7inches sold total 124, company should ensure no mobile less than 5000mAh is imported, ensure only mobiles with large screens are sold.

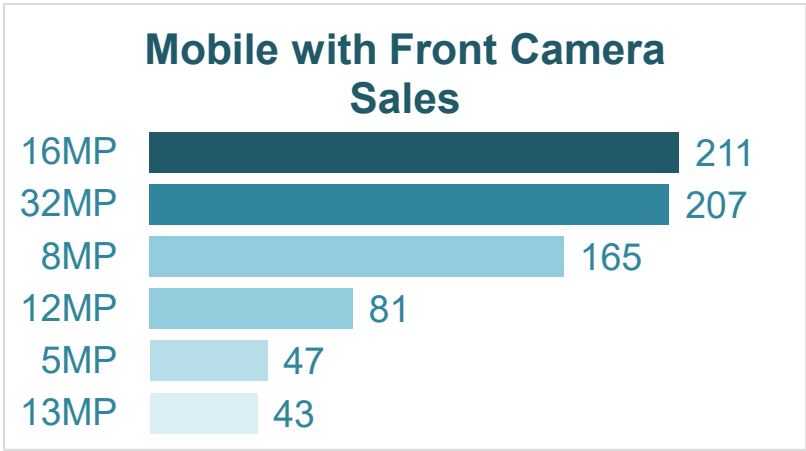
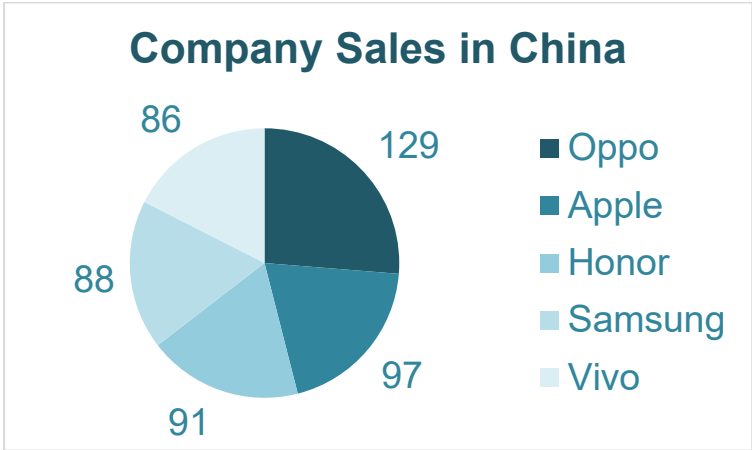
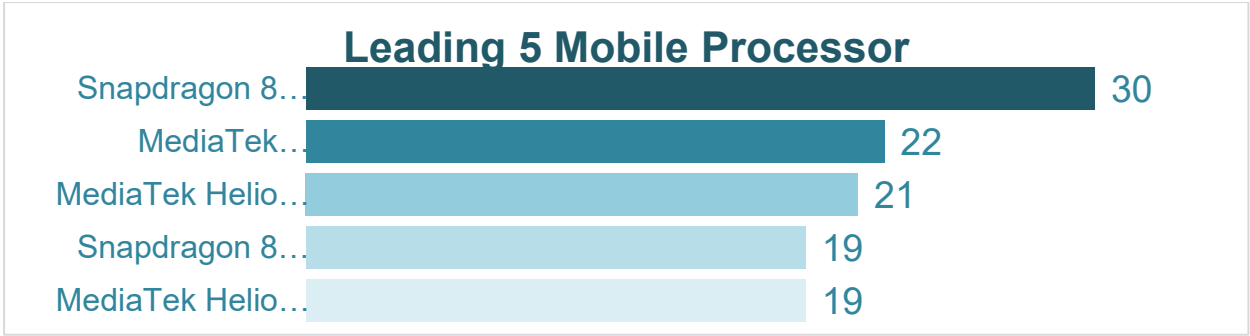
Post-Analysis and Insights:

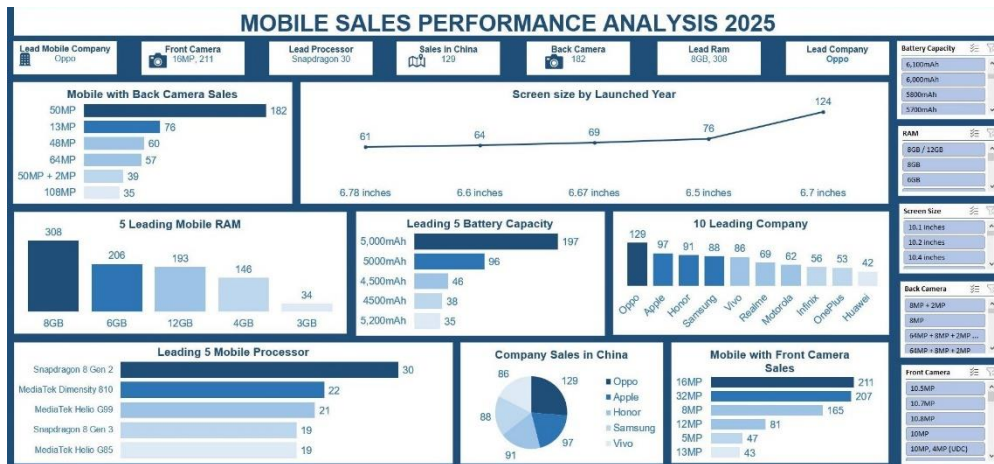
Oppo is the major mobile phone across countries and it has features consistent with demands, this is new compare to another brand that are available like Xiaomi, Samsung etc.

Data Visualizations & Charts:









Analytical Dashboard

Recommendations and Observations

- Oppo is top selling mobile with total of 129 count, Lead company Oppo sold 129, Lead product Oppo
- Sales in China leads with total mobile sold at 129, Total mobile with back camera sold is at 182, Lead processor Snapdragon 30 and lead front camera 16MP, 211. Lead RAM 8GB, 308 and Lead selling battery with 5000mAh sold 197, Screen size, mobile with 6.7inches sold total 124
- Observation reveal the company's performance stood at the following count by sales Oppo at 129, Apple at 97, Honor 91, Samsung at 88, Vivo at 86, Realme at 69, Motorola at 62, Infinix 56, OnePlus 53, Hauwei at 42. From observation, 50MP back camera top the chart with 182 being sold followed by 13MP at 76, then 48MP at 60, 64MP 57, 50MP+2MP 39, 108MP 35.
- From Observation, mobile with front camera sold more than the one with back camera. Front sold total of 211 Mobile with 16MP while back camera sold 182 counts with 50MP. Top selling front cameras where 32MP 207, 8MP 165, 12MP 81, 5MP 47 and 13MP at 43 count These sales where not based on how good but by specification.
- Mobile with Top RAM was 8GB Snapdragon that sold 308. It was observed that 6GB sold a total of 206 mobile, 12GB sold total of 193 mobile across different brands and countries. Next to 6GB was the 12GB that sold 193, 4GB sold 146 and 3GB sold 34.
- observation of sales across the countries were competitive with China topping the chart with Oppo brand selling at 129 mobiles. Apple sold 92 mobile, Honor sold 91, Samsung sold 88 pieces, vivo sold 86 to make the top 5 leading companies by number of sales

7. Why China tops the sales, they also have the most expensive brands with spec. From observation, Snapdragon 8 top the RAM that sells the most with a total of 30 and Media Tek Helio G85 sold least. Others were fairly ok with Media tek dimensity 810 selling 22, Media tek Helio G99 selling 21 and Snapdragon 8Gen sold 19.

8. Screen size varies for mobile as the sales and report have shown and they also sold at different rate, quantity. From observation, it was shown that the companies put together more product with 6.7inches screen than any other mobile with total of 124. Follow by 6.5inches 76, 6.67inches 65, 6.6inches 64, and 6.78inches 61. From Observation battery 5000mAh to the chart and sold 197 pieces of mobile

Analysis Recommendation

1. Following of China top the sales chart it indirectly meaning they have more customers as such is recommended that a mini depot be opened in China if none is there before

2. China can be recommended as the sales country of the year and salesman in China promoted or rewarded by other means

3. Follow the observation that more mobile that have 5000mAh was sold, it is recommended that the organisation stock more of this product of mobile and also send it to the countries performing poorly.

4. It is recommended that this organisation is advised to stock more product of mobile with a processor of Snapdragon than any other one.

5. Recommendation also is that more front camera mobile be supplied to the countries since it sold pretty well across the countries.

6. 8GB RAM mobile recommended for increase stocking since is leading in sales

7. 50MP back is recommended because it the leading back camera mobile and also it is recommended that the organisation can also consider a mobile with combine features.

8. Recommendation, since screen size varies, it is recommended that the 6.7inches be on red-alert to avoid stockout.

9. Transfer of sales person from the Vivo to China for further training.

Conclusion:

Oppo is top selling mobile with total of 129 count, conduct a sales promotion for other brand with emphasis on their top features. Lead company Oppo sold 129, reward oppo effort with discount and souvenirs and also oppo Leads in product sales and Sales in China leads with total mobile sold at 129, China should consider as a hub with possible regional office location. Total mobile with back camera sold is at

182 and lead front camera 16MP, 211 so a combination of both front and back camera would do better.

Lead processor Snapdragon 30 and Lead RAM 8GB, 308 there the RAM and process should be considered as a top priority and company must ensure higher RAM and processors are considered for import. Lead selling battery with 5000mAh sold 197 and Screen size, mobile with 7inches sold total 124, company should ensure no mobile less than 5000mAh is imported, ensure only mobiles with large screens are sold. Following these findings from the analysis it can be said that Oppo is the new mobile uncovered against already know major brands though few limitations were spotted;

- only launched year was giving, no information logistics, no data on price compares with existing product before lunch of the device.

Future research should include the logistics information, targeted population, more

Project Split										Potential Analysis/ Question									
a. Category-1: Independent data																			
1. Company name										1. Number of phone sold per year									
2. Model name										2. Mobile set sold in india by price									
3. Mobile weight										3. Mobile phone sold in USA by price									
4. Ram										4. Mobile set sales based on front camera									
5. Front camera										5. Mobile set sold based on back camera									
6. Back camera										6. Mobile set sold based on battery capacity									
7. Processor										7. Mobile processor by price									
8. Battery capacity																			
9. Screen size																			
10. Launched year																			
b. Category-2: Dependence data																			
1. Launched Price (USA)																			
2. Launched Price (China)																			
3. Launched Price (India)																			
4. Launched Price (Pakistan)																			
Industry Type																			
1. Telecommunication																			
Stakeholders																			
1. Chief executives																			
2. Mobile uses																			
What does success mean to this industry																			
1. Amount of revenue generated																			
2. Number of mobile phone sold																			
Story of this data																			
1. This data is telling the story of data sold across countries, based on features of the phone and at different prices in different countries.																			
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In Board Analysis

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2. Lead company Oppo sold 129
3. Lead product Oppo
4. Sales in China leads with total mobile sold at 129
5. Total mobile with back camera sold is at 182
6. Lead processor Snapdragon 30
7. Lead front camera 16MP, 211
8. Lead RAM 8GB, 308
9. Lead selling battery with 5000mAh sold 197
10. Screen size, mobile with 6.7inches sold total 124

Analysis Recommendation

1. Following of China top the sales chart it indirectly meaning they have more customers as such is recommended that a mini depot be opened in China if none is there before
2. China can be recommended as the sales country of the year and salesman in China promoted or rewarded by other means
3. Follow the observation that more mobile that have 5000mAh was sold, it is recommended that the organisation stock more of this product of mobile and also send it to the countries performing poorly.
4. It is recommended that this organisation is adviced to stock more product of mobile with a processor of Snapdragon than any other one.
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Analysis Recommendation

6. 8GB RAM mobile recommended for increase stocking since is leading in sales
7. 50MP back is recommended because it the leading back camera mobile and also it is recommended that the organisation can also consider a mobile with combine features.
8. Recommendation, since screen size varies, it is recommended that the 6.7inches be on red-alert to avoid stockout.
9. Transfer of sales person from the Vivo to China for further training.

SMART-HOME MOBILE SALES PERFORMANCE ANALYSIS 2025													
Company N.	Model Name	Mobile Weig.	RAM	Front Cam.	Back Cam.	Process.	Battery Cap.	Screen S.	Launched Price (P2)	Launched Price 1	Launched Price 1	Launched Price 1	Launched
3	Xiaomi	Xiaomi 15 Pro 2 210g	12GB	32MP	50MP (Main) +	Snapdragon 8,100mAh	6.73 inches	PKR 199,999	INR 89,999	CNY 5,299	USD 799	AED 3,299	2024
4	Xiaomi	Xiaomi 15 Pro 2 210g	16GB	32MP	50MP (Main) +	Snapdragon 8,100mAh	6.73 inches	PKR 219,999	INR 99,999	CNY 5,799	USD 899	AED 3,699	2024
5	Xiaomi	Xiaomi 15 Pro 1 210g	16GB	32MP	50MP (Main) +	Snapdragon 8,100mAh	6.73 inches	PKR 239,999	INR 109,999	CNY 6,499	USD 999	AED 4,099	2024
6	Xiaomi	Xiaomi 15 256G 190g	12GB	32MP	50MP (Main) +	Snapdragon 5,400mAh	6.36 inches	PKR 179,999	INR 79,999	CNY 4,299	USD 699	AED 2,699	2024
7	Xiaomi	Xiaomi 15 512G 190g	16GB	32MP	50MP (Main) +	Snapdragon 5,400mAh	6.36 inches	PKR 199,999	INR 89,999	CNY 4,799	USD 799	AED 3,299	2024
8	Xiaomi	Xiaomi 14T Pro 209g	12GB	32MP	50MP (Main) +	Dimensity 9, 5,000mAh	6.67 inches	PKR 169,999	INR 74,999	CNY 3,999	USD 634.99	AED 2,699	2024
9	Xiaomi	Xiaomi 14T Pro 209g	12GB	32MP	50MP (Main) +	Dimensity 9, 5,000mAh	6.67 inches	PKR 189,999	INR 84,999	CNY 4,299	USD 790.77	AED 2,999	2024
10	Xiaomi	Xiaomi 14T Pro 209g	12GB	32MP	50MP (Main) +	Dimensity 9, 5,000mAh	6.67 inches	PKR 209,999	INR 94,999	CNY 4,799	USD 899	AED 3,299	2024
11	Xiaomi	Xiaomi 14T 256 195g	12GB	32MP	50MP (Main) +	Dimensity 8, 5,000mAh	6.67 inches	PKR 149,999	INR 69,999	CNY 3,499	USD 599	AED 2,499	2024
12	Xiaomi	Xiaomi 14T 512 195g	12GB	32MP	50MP (Main) +	Dimensity 8, 5,000mAh	6.67 inches	PKR 169,999	INR 79,999	CNY 3,799	USD 699	AED 2,799	2024
13	Xiaomi	Xiaomi 14 Pro 2 206g	12GB	32MP	50MP (Main) +	Snapdragon 5,000mAh	6.73 inches	PKR 189,999	INR 84,999	CNY 4,799	USD 799	AED 3,299	2023
14	Xiaomi	Xiaomi 14 Pro 5 206g	12GB	32MP	50MP (Main) +	Snapdragon 5,000mAh	6.73 inches	PKR 209,999	INR 94,999	CNY 5,299	USD 899	AED 3,699	2023
15	Xiaomi	Xiaomi 14 256G 189g	12GB	32MP	50MP (Main) +	Snapdragon 4,610mAh	6.36 inches	PKR 169,999	INR 74,999	CNY 3,999	USD 699	AED 2,899	2023
16	Xiaomi	Xiaomi 14 512G 189g	12GB	32MP	50MP (Main) +	Snapdragon 4,610mAh	6.36 inches	PKR 189,999	INR 84,999	CNY 4,499	USD 799	AED 3,299	2023
17	Xiaomi	Redmi Note 14 1205g	8GB	16MP	200MP (Main)	Snapdragon 5,110mAh	6.67 inches	PKR 89,999	INR 29,999	CNY 2,499	USD 374.90	AED 1,499	2024
18	Xiaomi	Redmi Note 14 1205g	12GB	16MP	200MP (Main)	Snapdragon 5,110mAh	6.67 inches	PKR 99,999	INR 32,999	CNY 2,799	USD 399.00	AED 1,599	2024
19	Xiaomi	Redmi Note 14 1205g	16GB	16MP	200MP (Main)	Snapdragon 5,110mAh	6.67 inches	PKR 109,999	INR 35,999	CNY 3,099	USD 429.00	AED 1,699	2024
20	Xiaomi	Redmi Note 14 1195g	8GB	16MP	108MP (Main) +	MediaTek D 5,500mAh	6.67 inches	PKR 79,999	INR 27,999	CNY 2,199	USD 349.00	AED 1,399	2024
21	Xiaomi	Redmi Note 14 1195g	12GB	16MP	108MP (Main) +	MediaTek D 5,500mAh	6.67 inches	PKR 89,999	INR 30,999	CNY 2,499	USD 379.00	AED 1,499	2024
22	Xiaomi	Redmi Note 14 1190g	8GB	16MP	108MP (Main) +	Qualcomm 5,000mAh	6.67 inches	PKR 69,999	INR 24,999	CNY 1,999	USD 299.00	AED 1,199	2024
23	Xiaomi	Redmi Note 14 1190g	8GB	16MP	108MP (Main) +	Qualcomm 5,000mAh	6.67 inches	PKR 79,999	INR 27,999	CNY 2,299	USD 329.00	AED 1,299	2024
24	Xiaomi	Redmi Note 14 1185g	6GB	16MP	50MP (Main) +	MediaTek D 5,000mAh	6.67 inches	PKR 59,999	INR 21,999	CNY 1,799	USD 279.00	AED 1,099	2024
25	Xiaomi	Redmi Note 14 1185g	8GB	16MP	50MP (Main) +	MediaTek D 5,000mAh	6.67 inches	PKR 69,999	INR 24,999	CNY 2,099	USD 309.00	AED 1,199	2024
26	Xiaomi	Redmi Note 14 1180g	4GB	16MP	50MP (Main) +	Qualcomm 5,000mAh	6.67 inches	PKR 49,999	INR 16,999	CNY 1,599	USD 249.00	AED 999	2024
27	Xiaomi	Redmi Note 14 1180g	6GB	16MP	50MP (Main) +	Qualcomm 5,000mAh	6.67 inches	PKR 59,999	INR 21,999	CNY 1,899	USD 279.00	AED 1,099	2024
28	Xiaomi	Redmi 14C 5G 1195g	4GB	8MP	50MP (Main) +	MediaTek D 5,000mAh	6.5 inches	PKR 39,999	INR 14,999	CNY 1,299	USD 199.00	AED 799	2024
29	Xiaomi	Redmi 14C 5G 1195g	6GB	8MP	50MP (Main) +	MediaTek D 5,000mAh	6.5 inches	PKR 44,999	INR 16,999	CNY 1,499	USD 229.00	AED 899	2024
30	Vivo	X200 128GB 223g	12GB	32MP	50MP	Dimensity 9, 6000mAh	6.78 inches	PKR 199,999	INR 119,999	CNY 6,999	USD 999	AED 3,699	2024
31	Vivo	X200 256GB 223g	12GB	32MP	50MP	Dimensity 9, 6000mAh	6.78 inches	PKR 219,999	INR 129,999	CNY 7,499	USD 1,099	AED 3,999	2024
32	Vivo	X200 Pro 256G 223g	16GB	32MP	200MP	Dimensity 9, 6000mAh	6.78 inches	PKR 229,999	INR 139,999	CNY 7,999	USD 1,199	AED 4,399	2024
33	Vivo	X200 Pro 512G 223g	16GB	32MP	200MP	Dimensity 9, 6000mAh	6.78 inches	PKR 249,999	INR 149,999	CNY 8,499	USD 1,299	AED 4,699	2024
34	Vivo	X200 Pro Mini 187g	16GB	32MP	50MP	Dimensity 9, 5700mAh	6.31 inches	PKR 189,999	INR 109,999	CNY 6,499	USD 949	AED 3,499	2024
35	Vivo	V40e 128GB 173g	8GB	44MP	64MP	Snapdragon 4100mAh	6.44 inches	PKR 79,999	INR 44,999	CNY 2,999	USD 449	AED 1,649	2024