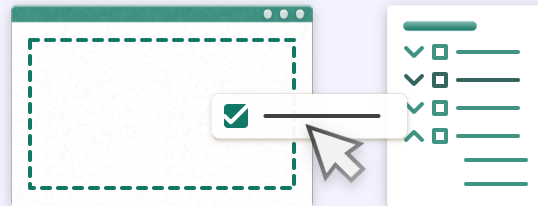


## Build visuals with your data

Select or drag fields from the **Data** pane onto the report canvas.





# Mobile Brand Insights & Performance

Explore which mobile brands, models, and features customers prefer most.

Most Preferred Model Setup

iPhone 15 Pro, 64GB, White

Filter By

Brand

All

Country

All

City

All

## What's Trending Now

Brand

OnePlus

Mobile Model

OnePlus Nord 4

Brand

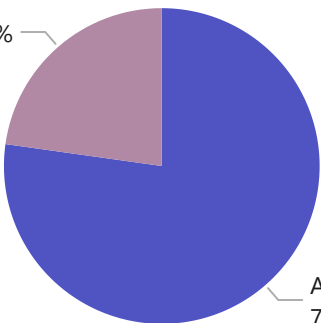
64GB

Brand

Black

## Android vs. iOS: Market Share

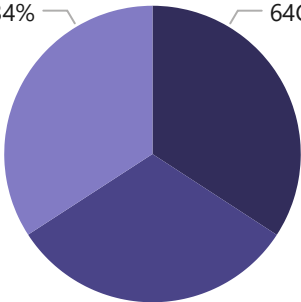
iOS 23%



Android  
77%

## Sales Distribution by Storage Capacity

256GB 34%



64GB 34%

128GB 32%

## Top Performing Brands by Volume

OnePlus

Xiaomi

Samsung

4.4K

Apple

3.5K

3.2K

Google

4.2K

3.2K

## Phone Color Preference by Volume

4.1K



Black



White



Blue



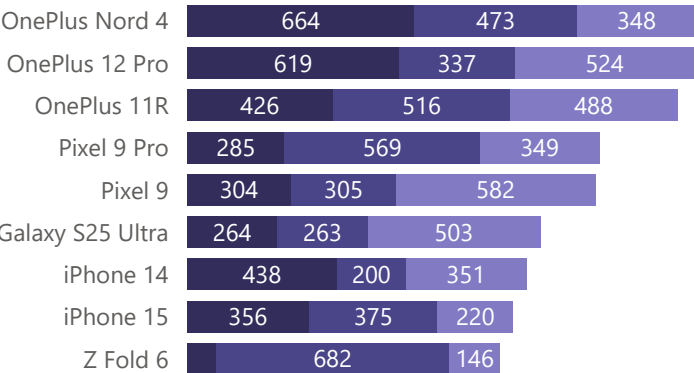
Green



Red

## Top Models with Preferred Storage Combinations

Storage Size ● 64GB ● 128GB ● 256GB



## Customer Segments by Brand Loyalty

Brand	18-25	26-33	34-41	42-49	50-57	58-65
Apple	967	1004	404	759	727	365
Google	471	395	612	631	462	581
OnePlus	990	1146	538	675	230	816
Samsung	508	720	249	879	448	442
Xiaomi	474	600	1099	678	301	377
Total	3410	3865	2902	3622	2168	2581



# Customer Segmentation and Purchase Behavior

A deep dive into who your customers are, what they prefer, and how they spend.

Customer Base Size **303**

## Gender Split of Customers

**157**

Female

**120**

Male

**26**

Other

## Which Brands Do Age Groups Prefer?

Age Group	Apple	Google	OnePlus	Samsung	Xiaomi
18-25	967	471	990	508	474
26-33	1004	395	1146	720	600
34-41	404	612	538	249	1099
42-49	759	631	675	879	678
50-57	727	462	230	448	301
58-65	365	581	816	442	377

## Which Brands Appeal to Which Gender?

Gender	Apple	Google	OnePlus	Samsung	Xiaomi
Female	1749	1811	1612	1869	2245
Male	2166	765	2685	1103	924
Other	311	576	98	274	360

Brand

All

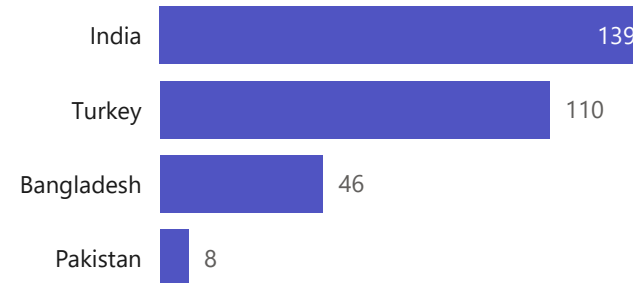
Country

All

City

All

## Sales Reach by Region

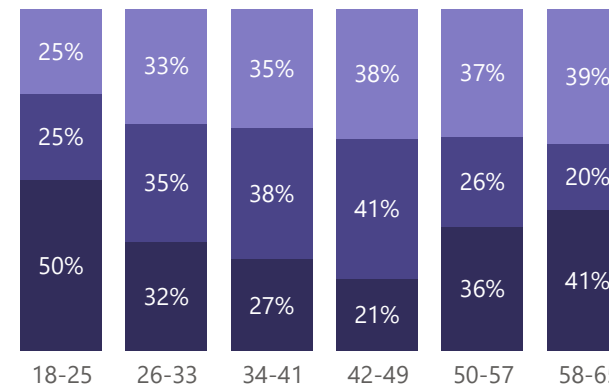


## Age-Wise Purchasing Power



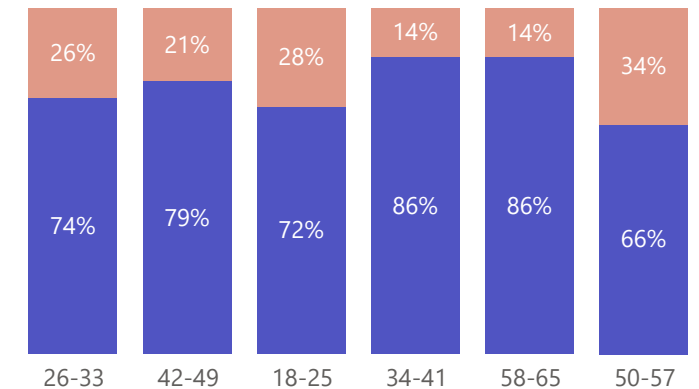
## Storage Preferences Across Ages

Storage\_Size ● 64GB ● 128GB ● 256GB



## OS Demand Split Across Age Groups

Operating\_Sys... ● Android ● iOS





# Sales Performance Across Markets & Segments

A comprehensive view of revenue patterns by country, channel, product, and customer profile.

Sales Overview

Revenue Breakdown

## Filter By

Months

All

Country & City

All

Brand & Model

All

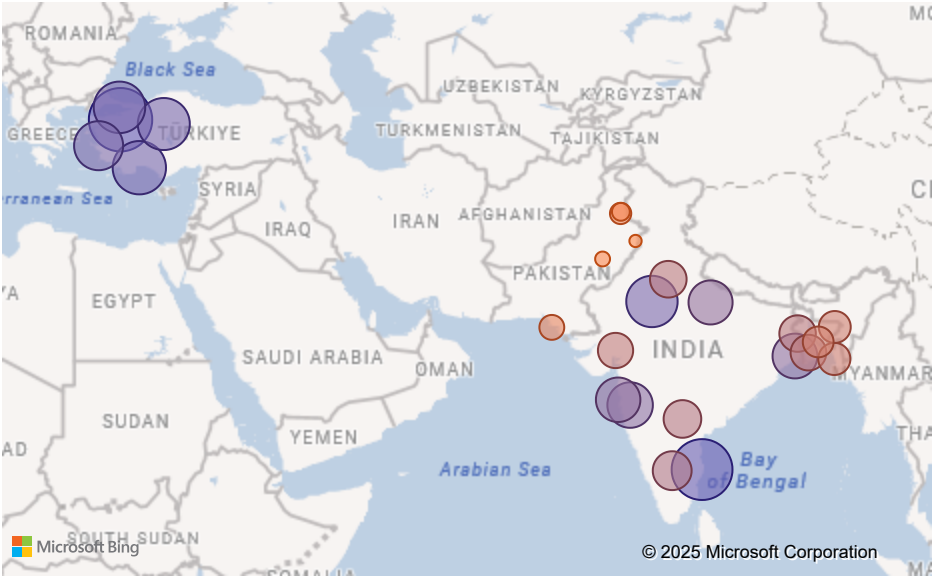
Price Range

All

Sales Channel

All

## Global Revenue Distribution by Country



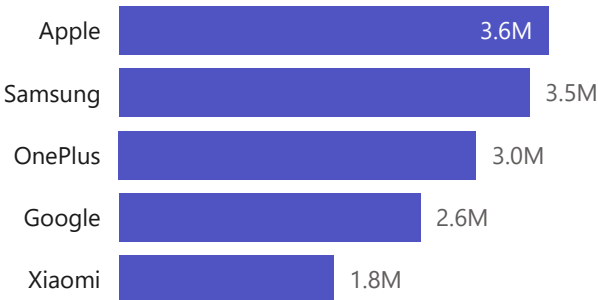
## Best Performing Cities by Revenue & Volume

Country	City	Average Price	Total Units	Total Revenue
Turkey	Bursa	859.60	1799	1.55M
India	Chennai	1,081.13	1305	1.41M
Turkey	Antalya	762.11	1376	1.05M
Turkey	Ankara	876.83	1131	0.99M
Turkey	Istanbul	720.61	1345	0.97M

## Revenue Distribution by Gender



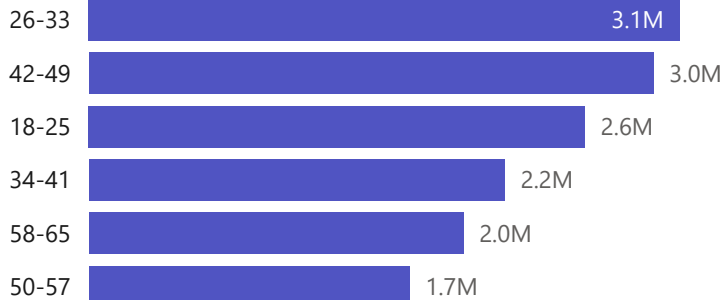
## Brand-Level Revenue Comparison



## Model-Level Performance Overview

Brand	Model	Average Price	Units Sold	Total Revenue
Samsung	Galaxy A55	447.27	689	0.31M
Samsung	Galaxy M15	346.54	615	0.21M
Samsung	Galaxy S25 Ultra	1248.86	1030	1.28M
Apple	iPhone 14	842.55	989	0.83M
Apple	iPhone 14 Pro	1053.65	710	0.74M
Apple	iPhone 15	855.00	951	0.81M
Apple	iPhone 15 Pro	1143.44	793	0.90M

## Age Demographics Driving Sales





# Insight Summary – Mobile Retail Intelligence

A focused summary of customer behavior, product trends, and regional performance to support strategic decisions.

## Brand & Product Insights

- **OnePlus** leads in **unit sales**, while **Apple** drives the **highest revenue** — contributing over **25% of total sales value**, highlighting its strength in the **premium market**.
- **Android** dominates with **77% of total devices sold**, though **Apple's smaller share** contributes **more revenue per unit**.
- **Black** is the most **preferred device color**, followed by **White**.
- **64GB** and **256GB** are the most **purchased storage sizes**, indicating demand at both **entry-level** and **high-performance tiers**.
- **OnePlus Nord 4** is the most **sold model overall**, while the **Galaxy Z Fold 6** brings in the **most revenue** due to its **high price point** and **volume**.

## Customer Insights

- Customers aged **26–33** and **42–49** are the **highest revenue contributors**, together accounting for over **42% of total sales**.
- **Female customers** contribute **50% of total revenue**, slightly ahead of **male customers (42%)**.
- **Brand preferences vary by demographic:**
  - Females** favor **Xiaomi**
  - Males** prefer **OnePlus**
  - Non-binary customers** lean toward **Google**
- Customers aged **26–33** and **42–49** also spend **above average**, leaning toward **mid- and premium-tier models**.
- Most customers purchase **mid-range devices**, followed by **budget models** — though

## Sales & Revenue Insights

- **Total revenue: \$14.5 million** • **Units sold: 18,500+** • **Transactions: 303**
- **Online sales** dominate across all segments, accounting for **62% of total revenue**.
- **EMI** is the most **preferred payment method**, followed by **credit card** and **cash**.
- **Apple, Samsung, and OnePlus** lead in **total revenue contribution** — with **Apple generating the most**, despite fewer units sold than OnePlus.
- **Mid-range phones (\$500–\$1000)** account for **49% of total revenue**, followed by **premium phones (29%)**. **Budget phones** rank second in **volume** but third in **revenue**.

## Regional Insights

- **India** is the **top-performing country**, contributing nearly **50% of overall revenue**.
- **Turkey** follows, with **4 of the top 5 revenue-generating cities**.
- **Bursa** tops **city-level sales** in both **revenue** and **units sold**.
- **Chennai** has **fewer units sold** but ranks second in revenue due to a **higher average price per device (~\$1,081)**.
- **Pakistan** shows **minimal revenue (\$0.4M)**, signaling **low market penetration** and **potential opportunity**.

## Time & Trend Performance

- **January, February, July, August, October, and December** consistently **outperform average monthly revenue**, indicating **strong seasonal spikes**.