

ARULMIGU PALANIANDAVAR COLLEGE OF ARTS AND CULTURE

DEPARTMENT OF MATHEMATICS

COURSE NAME : DATA LITERACY WITH TABLEAU

PROJECT NAME: I Revolution : A Data -Driven Exploration of Apple
Iphone Impact in India

TEAM MEMBERS

LEADER: A.Vinothkumar

Members: V.Velmani

P. Thamaraiselvan

N. Sivadhanush

MENTOR:

Dr.V.Pandiyammal

Introduction of Tableau Desktop:

- ▣ Tableau is a powerful tool used for data analysis and visualization .It allows the creation of amazing and interactive visualization and that too without coding . It provides the features like cleaning , organizing, and visualizing data

Key Features of Tableau:

- ▣ *Tableau Dashboard
- ▣ *Collaboration & Sharing
- ▣ *Live & In-memory Data
- ▣ *Data sources
- ▣ *Robust Security
- ▣ *Mobile View

Empathy Map

Says

What have we heard them say?
What can we imagine them saying?

Here's a timeline of Apple's 15 year long journey in India from the iPhone 3G launching 2008 to the company opening its first store in Mumbai.

Impact on Apple and the Indian Economy:
Local companies like Foxconn Technology Group and Pegatron Corp. are partnering with the iPhone maker, generating revenue and employment in the region.

The iPhone maker's expansion in India also creates job opportunities and contributes to the country's economic growth.

Updates the application several times

Look at features on other devices.

Does

What behavior have we observed?
What can we imagine them doing?

Changes the access to the Internet (LTE, Wi-Fi etc.).

A lot of people fail to distinguish between the necessities and Auxiliaries.

People buy iPhone for the battery life.

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

The opening of Apple's own stores in Mumbai and New Delhi symbolises India's arrival in the big league of economies, especially in a post-pandemic scenario. It's not as if Apple's iconic products were not available in India through their widespread dealer network all these years. It's just that another milestone has been crossed in one of the globe's biggest marketing successes reaching our metros with flagship stores to flaunt their presence.

Apple was the second biggest revenue generating brand in India in 2022, second only to Samsung as it gained 18% of the total value of smartphone shipments, according to research firm Counterpoint.

The invention of the iPhone has affected people's lives and how they do things. It has also set in motion a few trends that wouldn't have been possible without iPhone. Apple has revolutionized communication, playing Games, Watching movies, listening to music, and more.

People crazy to have an iPhone brands.



Persona's name

Short summary of the persona

Brain Storm map



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-8 people recommended

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

- Team gathering**
Ensure everyone participates in the session and send an invite. Share relevant information so you work ahead.
- Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

5 minutes



Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes



Tip
You can capture all ideas and let the group decide to narrow down your brainstorm.

Group ideas

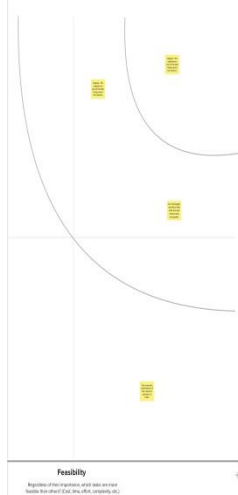
Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes



Tip
Ask your teammate to help you doing a sentence-like label for each cluster. If you're stuck, ask for help. It's okay to ask for help.

important tag which



After you collaborate

You can export the mind as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- Make a mind map**
Make a mind map to the mind with ideas to keep track in the loop about the outcomes of the session.
- Export the mind**
Export a copy of the mind as a PDF or PPT to share with others, include it in slides, or save it for your files.

Keep moving forward

- Strategic blueprint**
Define the components of a new idea or strategy.
- Customer experience journey map**
Understand customer needs, motivations, and emotions for an experience.
- Strengths, weaknesses, opportunities & threats**
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.

[Open template](#)



Need some inspiration?

See a variety of ideas and concepts to inspire your session.

[Open network](#)



Dashboard 1

Global Market Share



Battery type distribution

Battery Type	
Null	15,856
Lithium	34,687
Lithium Ion	13,999
Lithium Polymer	18,570

Country wise best selling smartphone



Brand price comparison



Quarterly-Share

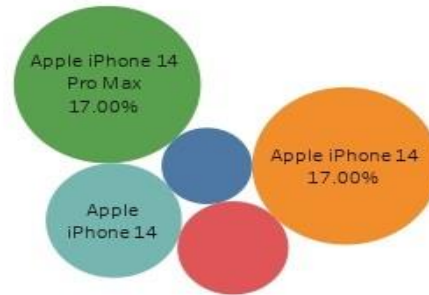


Dashboard 2

KPI

Brand	Count of apple_p..	Discount Percent..	Mrp	Sale Price	Star Rating
Apple	1	0	77,000	77,000	5

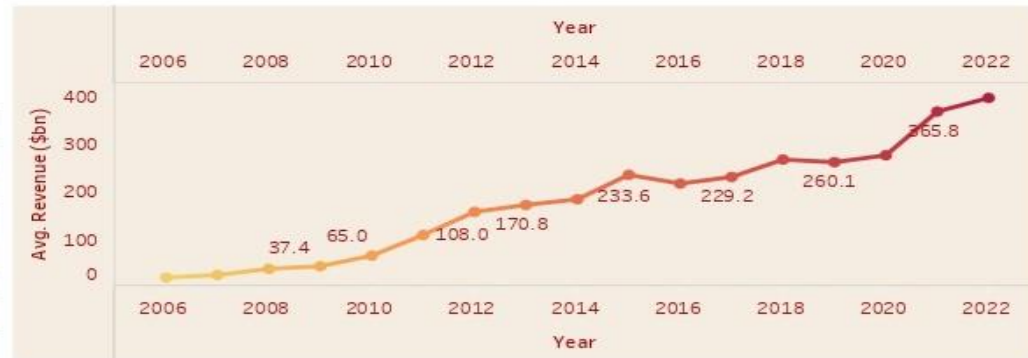
Model -share



model specification

Model	Processor	Front Came..	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	Black	92,800
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	Blue	59,900
			Black	199,700
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	Blue	74,900
			Black	74,900
APPLE IPHONE 13	A Bionic Chip	12MP	Blue	149,800
APPLE IPHONE 14	A Bionic Chip, Core	12MP	Blue	189,800
APPLE IPHONE 14 ..	A Bionic Chip, Core	12MP	Blue	99,900

Annual Revenue



Story

Story 1

iPhone-Global market share, battery type, brand prices co..

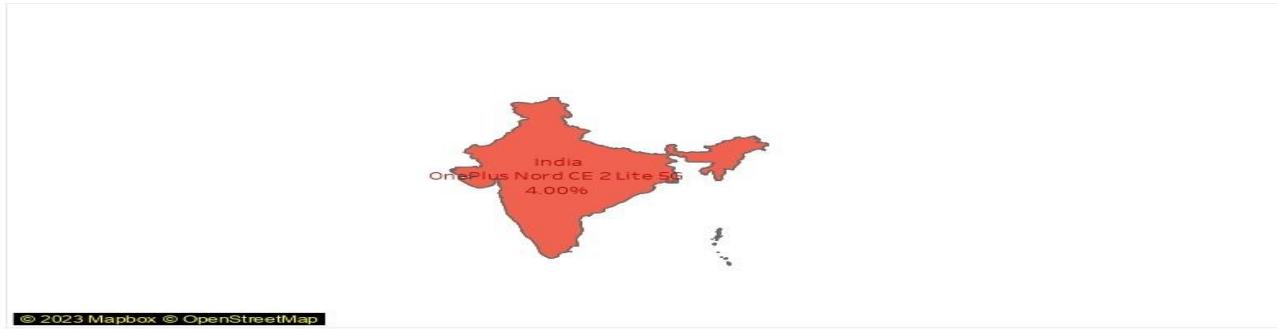
Annual revenue

Model share

KPI_2

iPhone-Model share, Annual revenue

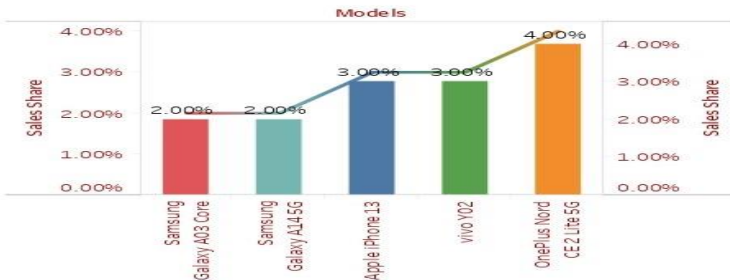
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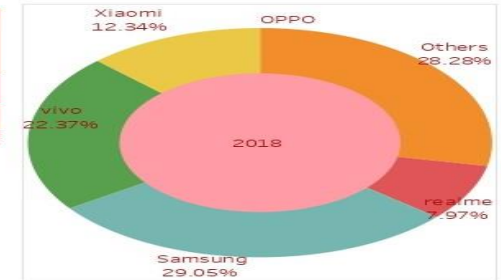
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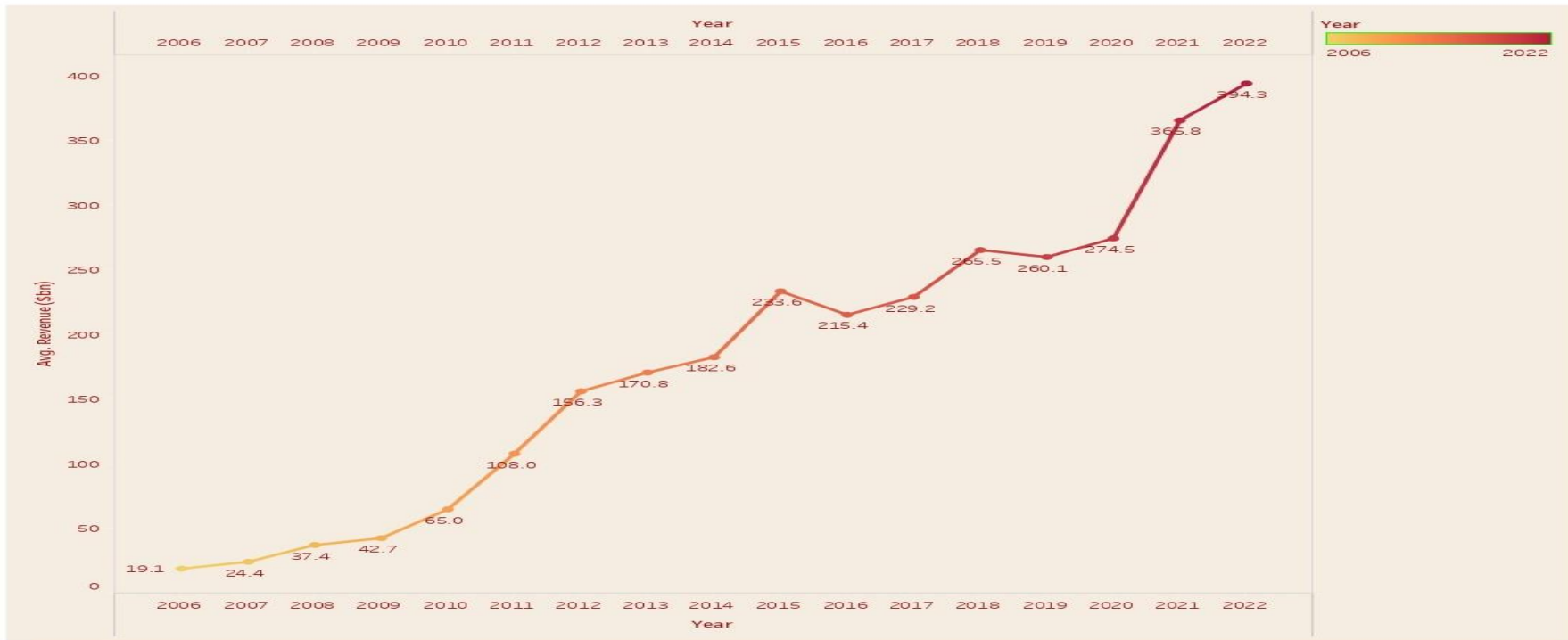
I Phone-Global market share,battery type,brand price s.co..

Annual revenue

Model share

KPI_2

I PHONE-Model share,Annual revenue



Story

Story 1

iPhone-Global market
share,battery
type,brand price s co..

Annual revenue

Model share

KPI_2

iPhone-Model
share,Annual revenue

Models

- Apple iPhone 13
- Apple iPhone 14
- Apple iPhone 14 Plus
- Apple iPhone 14 Pro
- Apple iPhone 14 Pro...



Story

Story 1

I Phone-Global market share,battery type,brand price s co..

Annual revenue

Model share

KPI_2

I PHONE-Model share,Annual revenue

Revenue Generated

Units sold (mm)

Active Users (mm)

Year
2022

205

232

1,334

Story

Story 1

I Phone-Global market share,battery type,brand price s co...

Annual revenue

Model share

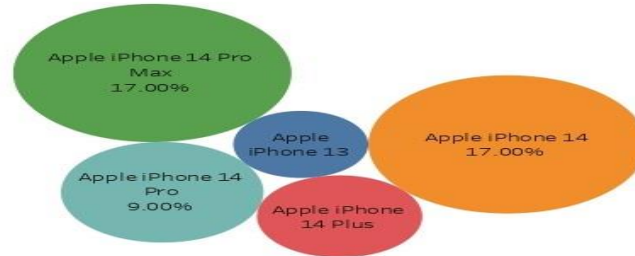
KPI_2

I PHONE-Model share,Annual revenue

KPI

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Annual Revenue

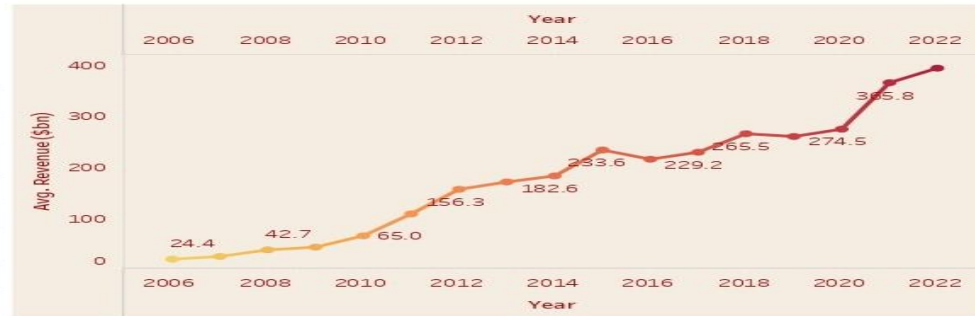


Tableau public link:

<https://public.tableau.com/app/profile/vinothkumar.a/vizzes>

Conclusion:

Tableau is an excellent program to simplify all your data visualization activities and provide better and more accurate analysis if you've ever tried data visualization and found it tough to grasp or too complex.

Thank you