

# iRevolution :

## A Data driven exploration of Apple iPhone in India

### INTRODUCTION

#### Overview:

Iphone were growing their rate of selling in India after 2022. Because of making iphones in India make the selling rate low thus marketing increases every month. As newly iphones were selling at low price than before makes it affordable for all people. Here we discuss about the defects and how to improve the product.

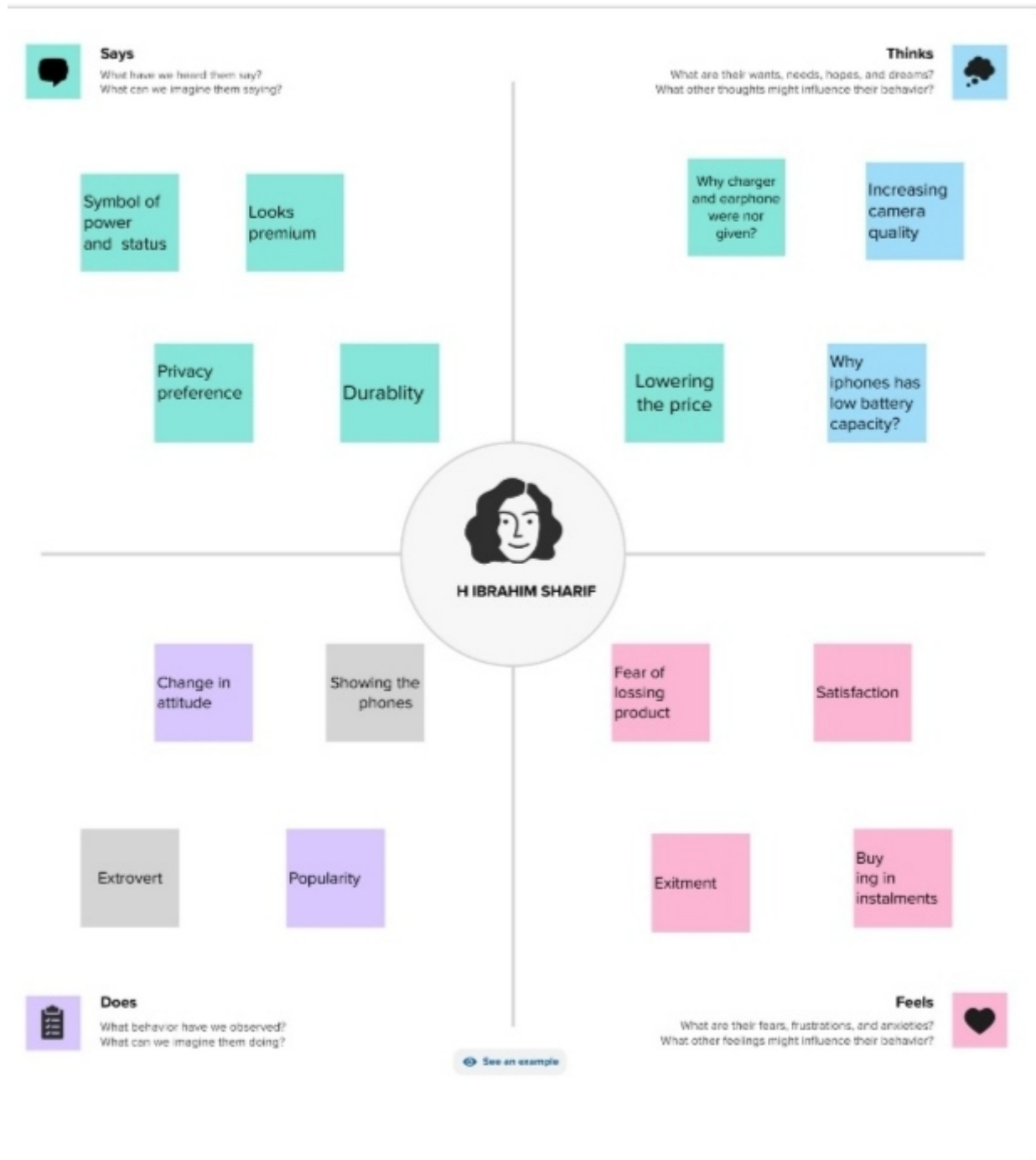
#### Purpose:

By having the data of iphones marketing we can make prediction of country's economy growing. Making the data helps us to increase the production if it is in demand and decrease the production if it has no demand on market.

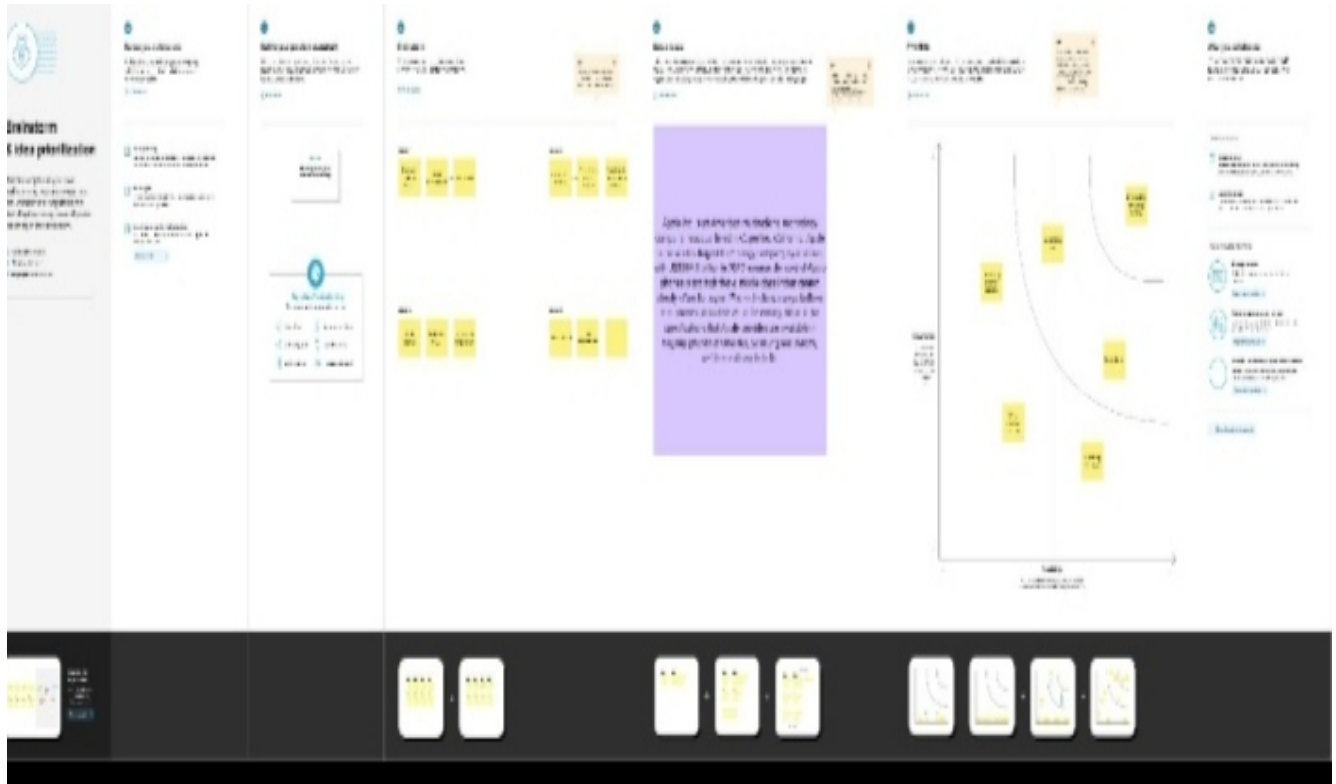


# Problem Definition and Design Thinking:

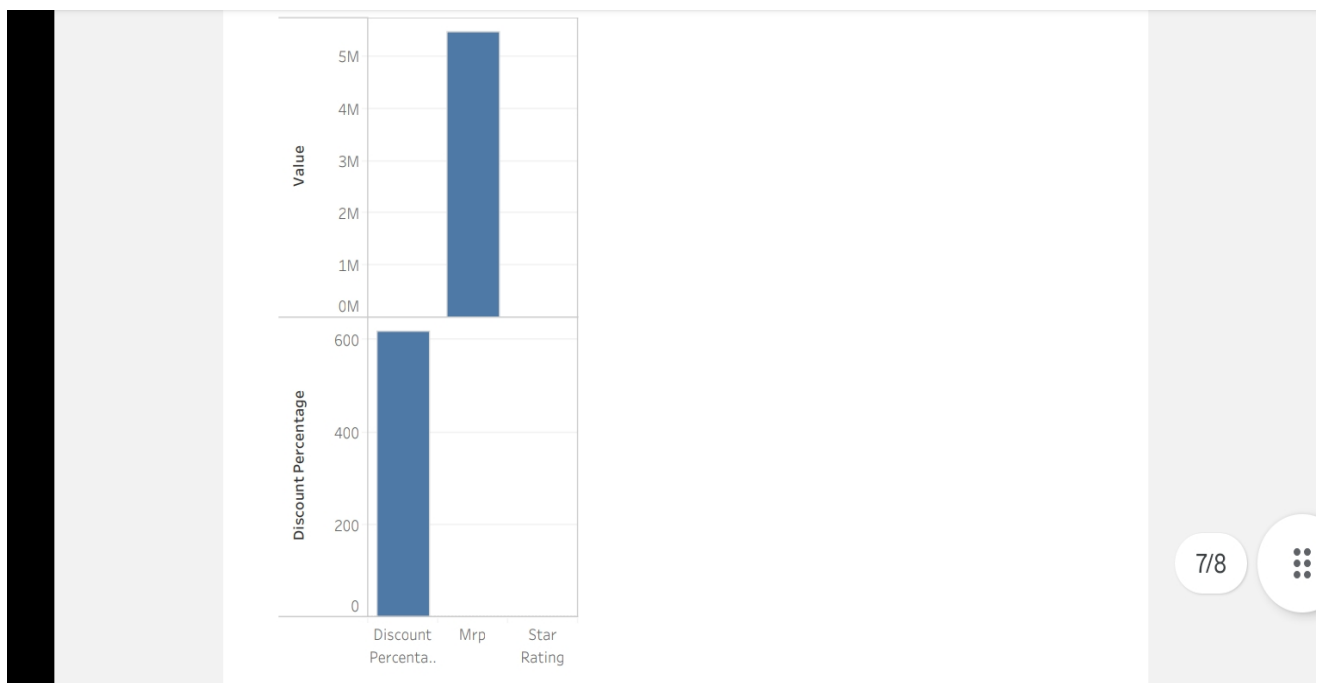
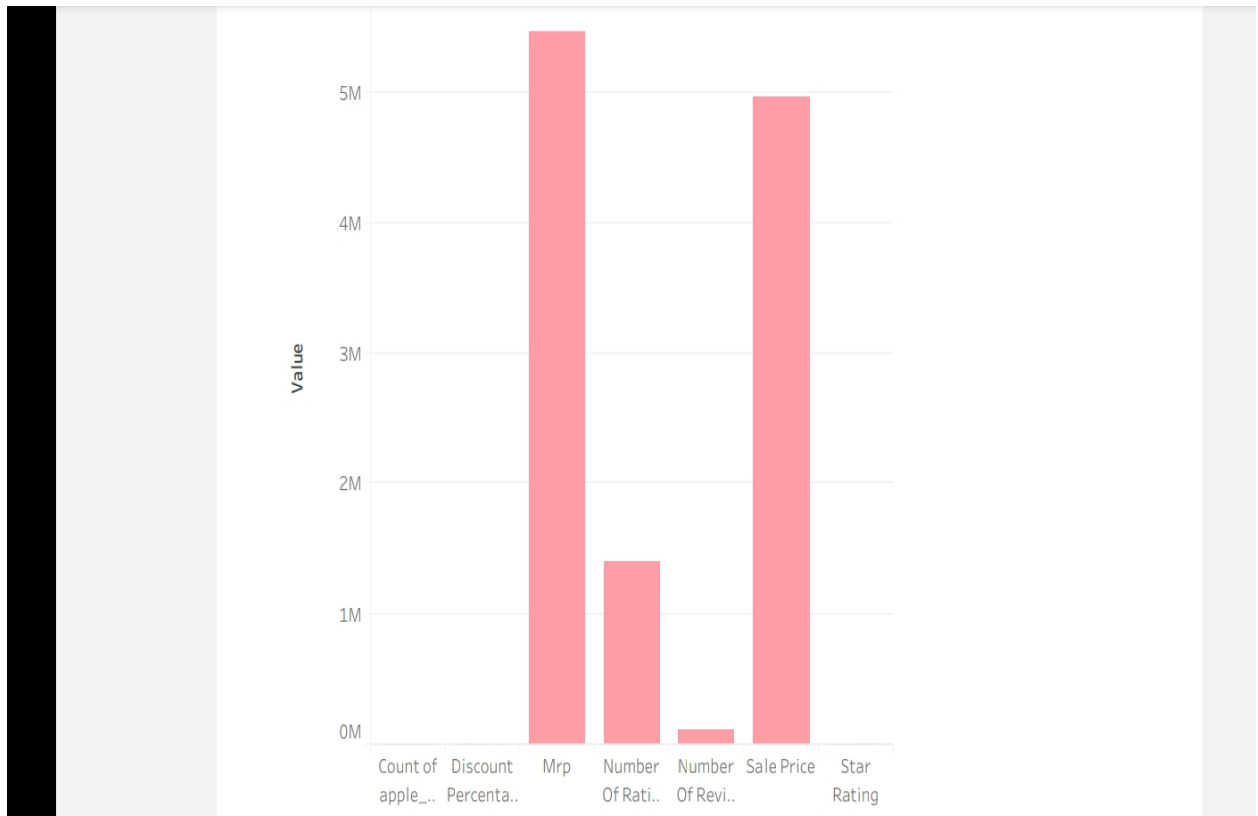
## Empathy Map:



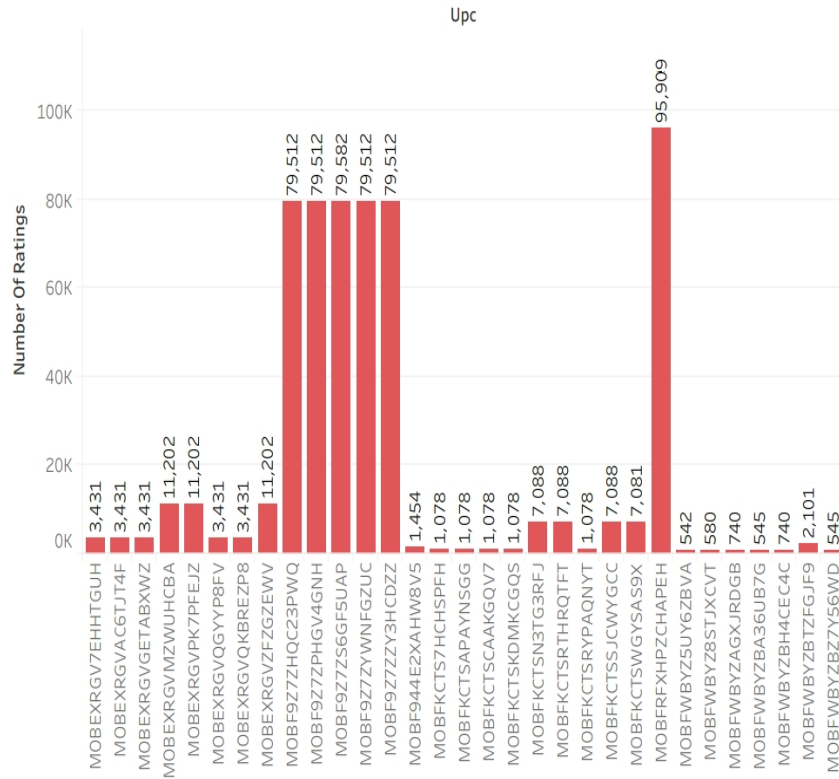
# Brainstorming Map:



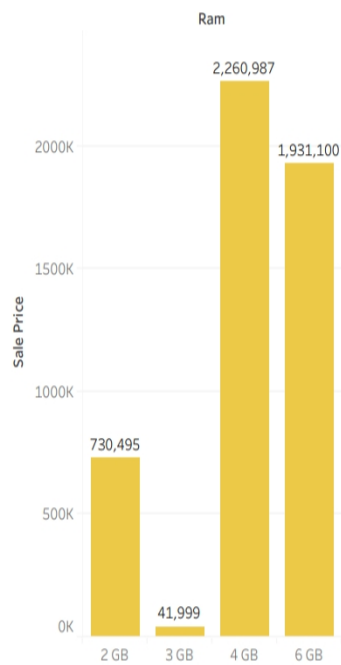
## Result:



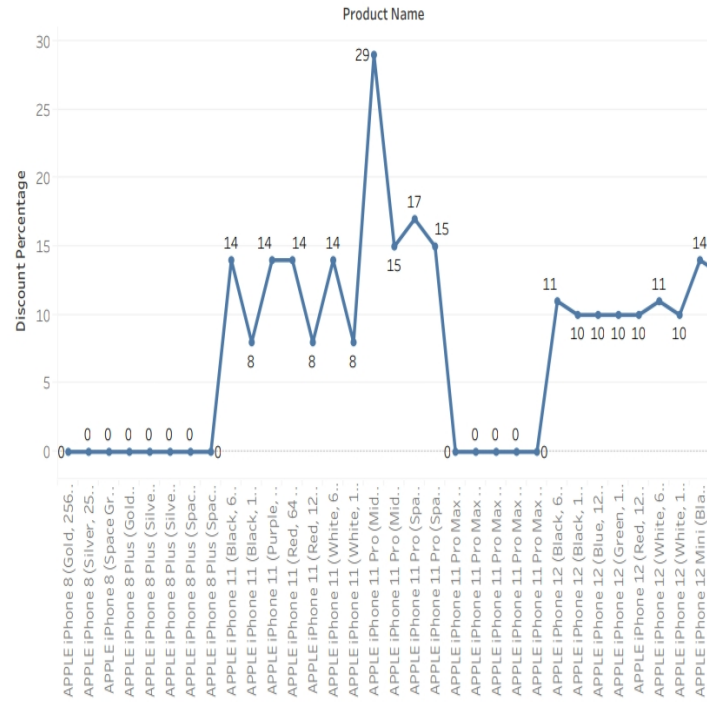




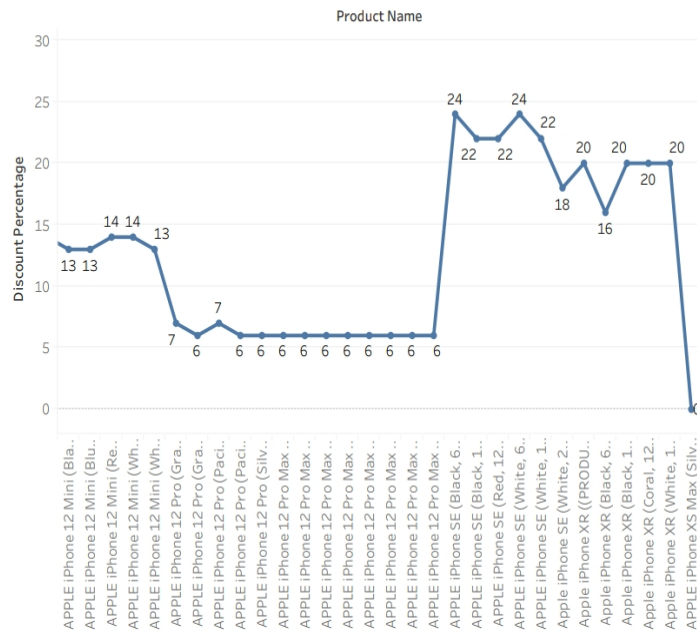
Sheet 3



## product using in discount percentages



## product using in discount percentages



## **Advantages:**

- High-quality camera
- Robust performance
- Stylish design
- Large app ecosystem
- Regular software updates
- Strong security feature
- Easy to use
- Wide range of models
- Compatibility with other Apple products

## **Disadvantages:**

- iPhones are expensive
- Few free apps and games in Apple store
- Radio is not in-built
- iPhone apps are usually big, consuming too much space
- Limited widgets even after upgrades on iPhone
- Too simple and doesn't support computer work as in other devices
- Lack of Headphone Jack





- Use of iTunes is a bloated mess
- Absence of physical back button
- Absence of physical back button

## Conclusion

Thus iPhones are increasing their selling in the markets of India. And increases the demand by their good performance.

## Appendix

### Introduction

### Advantages

<https://www.google.com/search?q=advantages+of+iphone+in+india&oq=advantages+of+iphone+in+india&aqs=chrome..69i57j33i160l2j33i22i29i30l2.31262j0j15&sourceid=chrome&ie=UTF-8>

### Disadvantages

<https://geeksmode.com/disadvantages-of-iphone/>

## Conclusion



