iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India.

Introduction:

The world has changed as a consequence of the increasing use of smartphones, which have improved communication,connected people and revolutionized many different businesses. With it main product, the iPhone, capturing markets around the world, Apple Inc. has
emerged as a prominent player among the top smartphone makers. India, one of the
economies with the greatest economic growth, has seen a tremendous increase smartphone usage,making it an interesting market to study the effects of Apple's iPhone.

PROJECT OVERVIEW:

To accomplish this, we have to complete all the activities listed below,

- Define Problem / Problem Understanding
  - o Specify the business problem
  - o Business requirements
  - o Literature Survey.
- Data Collection & Extraction
  - o Collect the dataset
  - o Connect Dataset with Tableau.
- Data Preparation
  - o Prepare the Data for Visualization.
- Data Visualizations
  - o No of Unique Visualizations.
- Dashboard
  - o Responsive and Design of Dashboard.
- Story

o No of Scenes of Story.

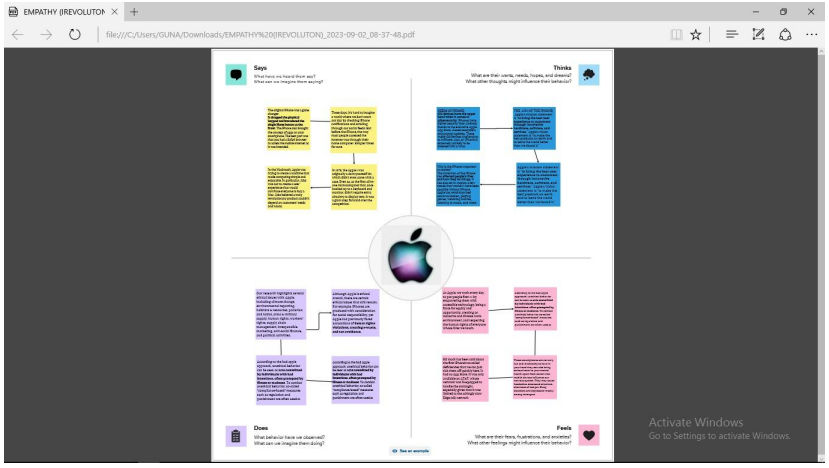
- Performance Testing.
  - o Utilization of Data Filters.
  - o No of Calculation Fields.
  - o No of Visualizations/ Graphs.

- Publishing
  - oPublishing Dashboard and Story to tableau Public.

- Project Demonstration & Documentation
  - o Record explanation Video for project end to end solution.
  - oProject Documentation-Step by step project development procedure.

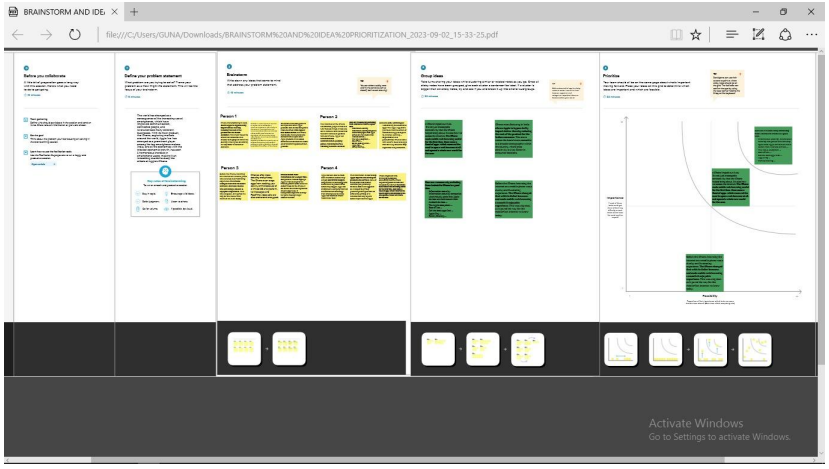
EMPATHY MAP:

The empathy shows the problem analysis of the project.It helps to understand the points and theme of the project.



Empathy Map.

BRAINSTORMING&IDEA PRIORITIZATION:


BRAINSTORM AND IDE
file:///C:/Users/GUNA/Downloads/BRAINSTORM%20AND%20IDEA%20PRIORITIZATION_2023-09-02_15-33-25.pdf
Activate Windows
Go to Settings to activate Windows.

Sheet-1:

KPI.

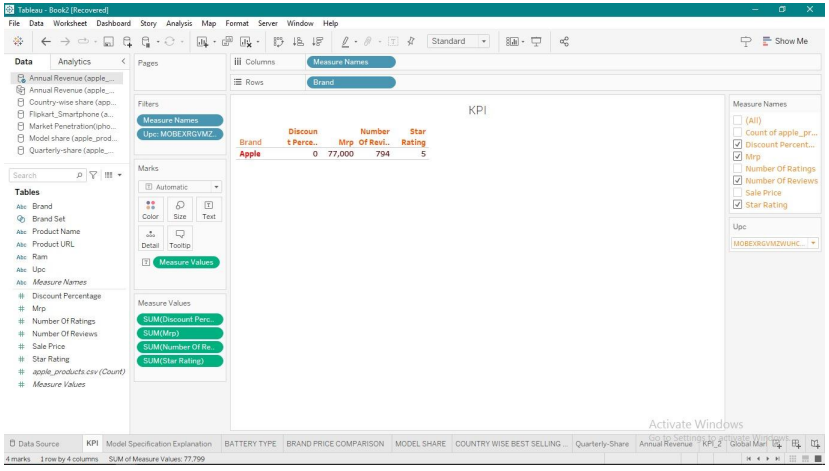
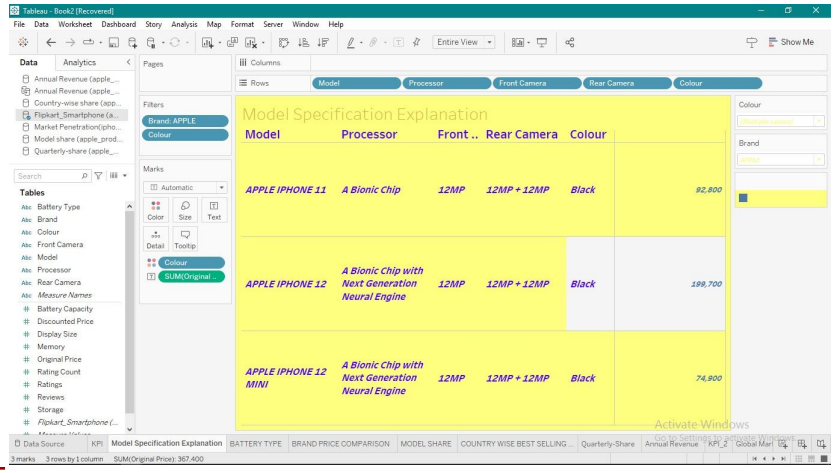


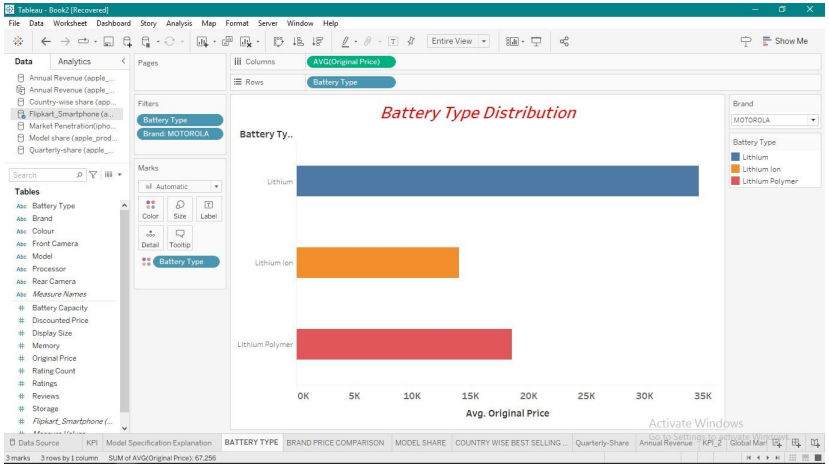
Tableau - Book2 [Recovered]
KPI
Brand
Discount Perce..
Mrp
Number Of Revi..
Star Rating
Apple
0
77,000
794
5
Activate Windows

The above visualisation shows the discount percentage and original price like tables of apple iphone.

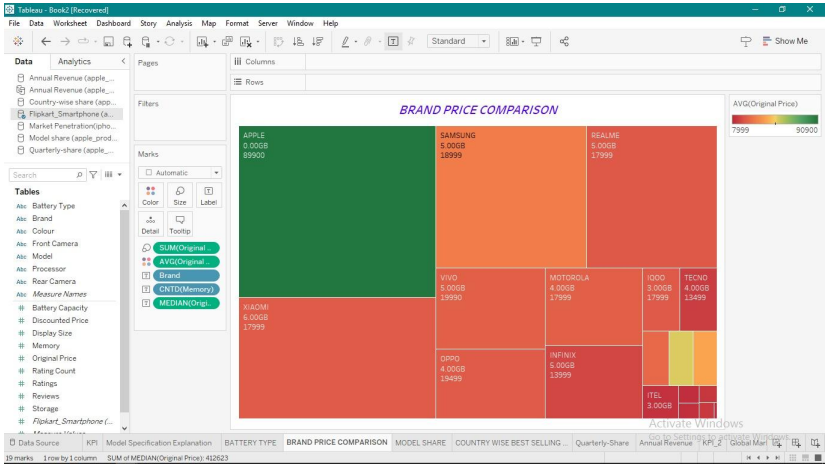
Sheet-2:
Model specification explanation:



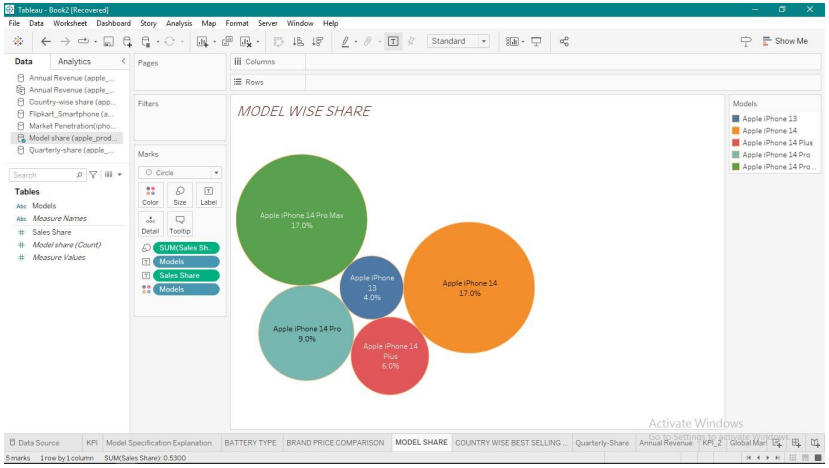
Sheet-3:
Battery type.



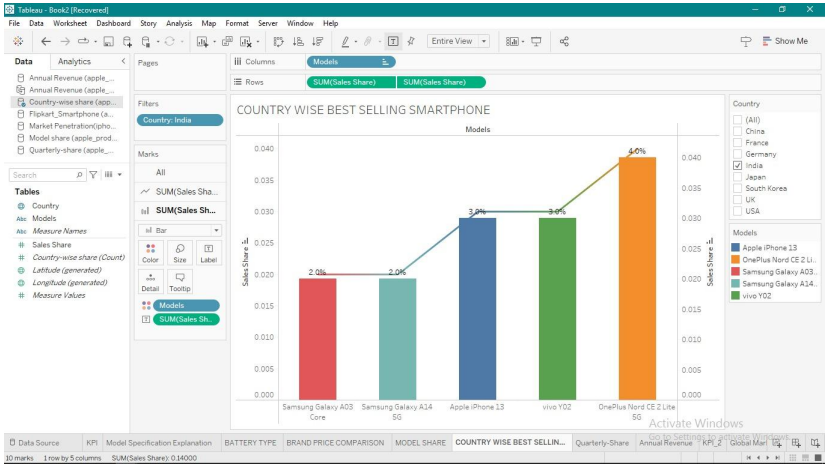
Sheet-4:
Brand-price comparison.



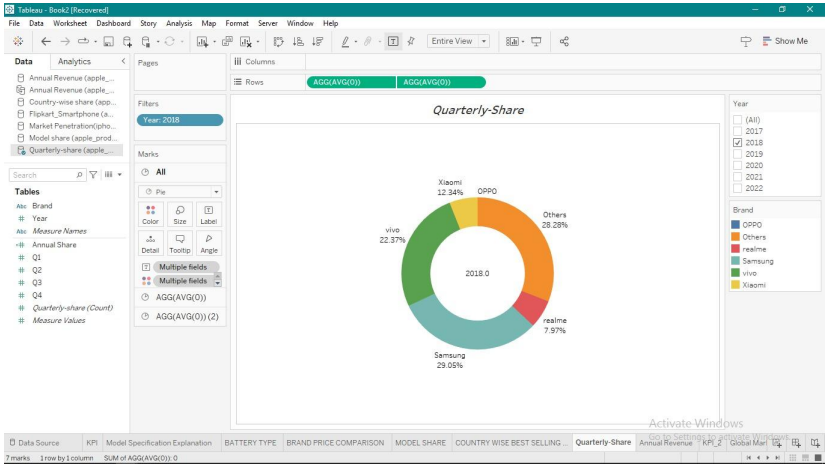
Sheet-5:
Model share.



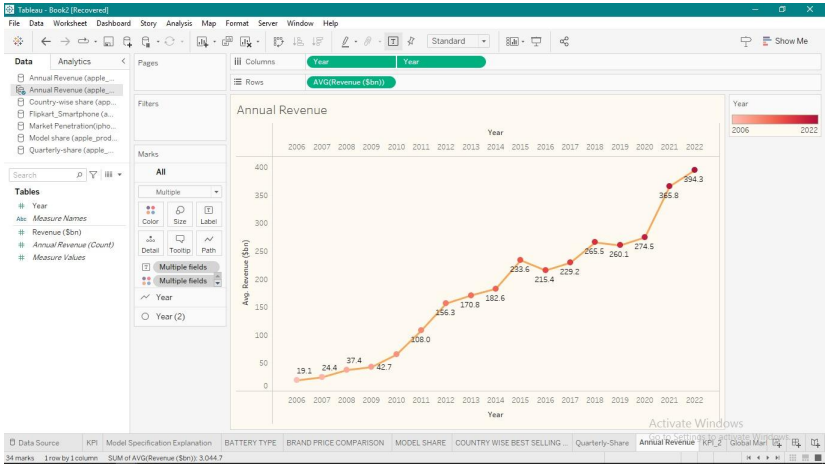
Sheet-6:
Country-wise best selling.



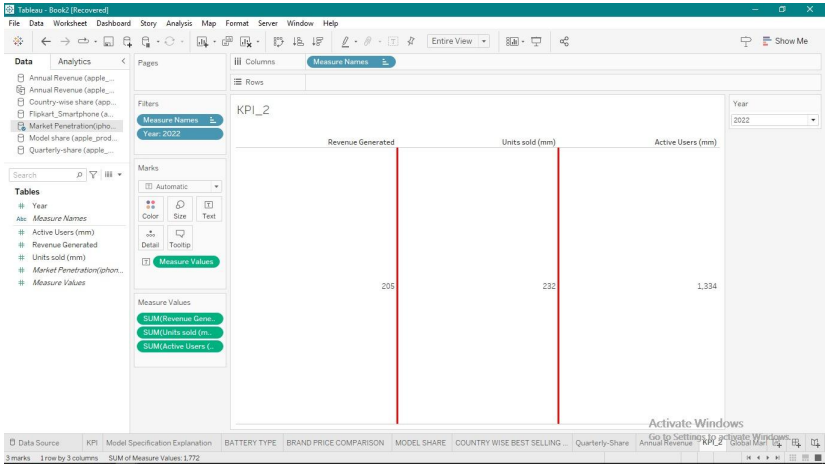
Sheet-7:
Quarterly-Share.



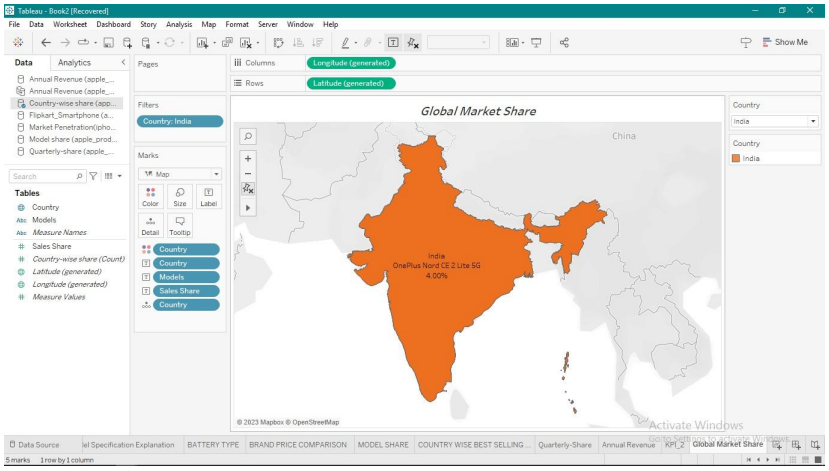
Sheet-8:
Annual revenue.



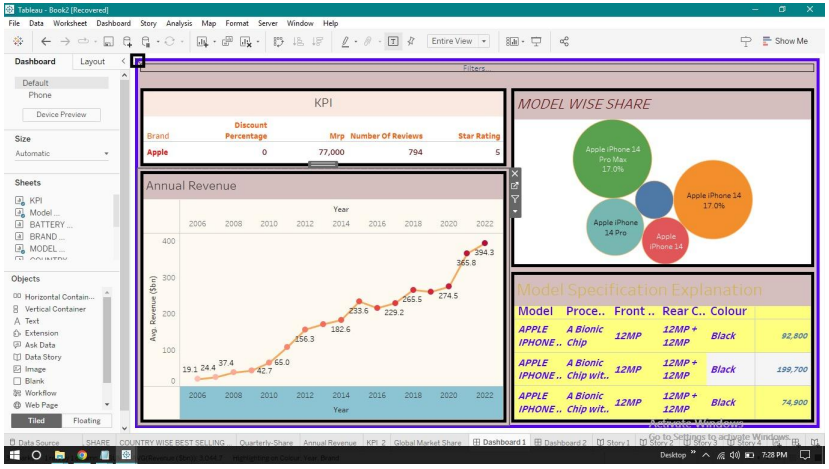
Sheet-9:
KPI-II.



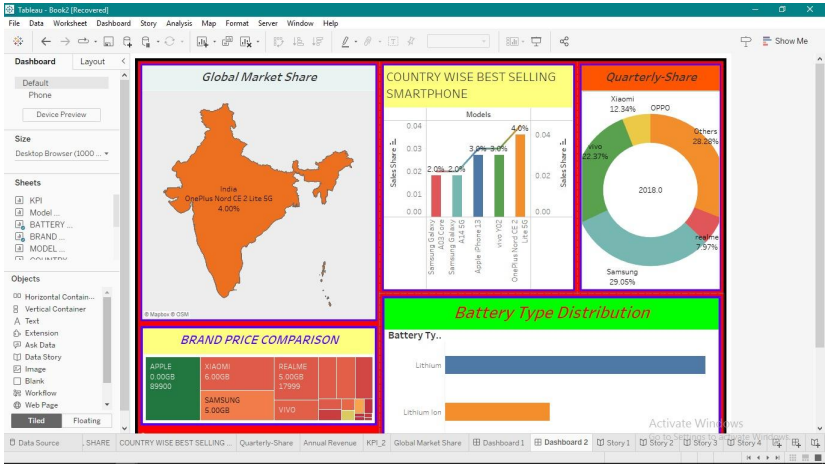
Sheet-10:
Global market share.



Dashboard-1:



Dashboard-2:



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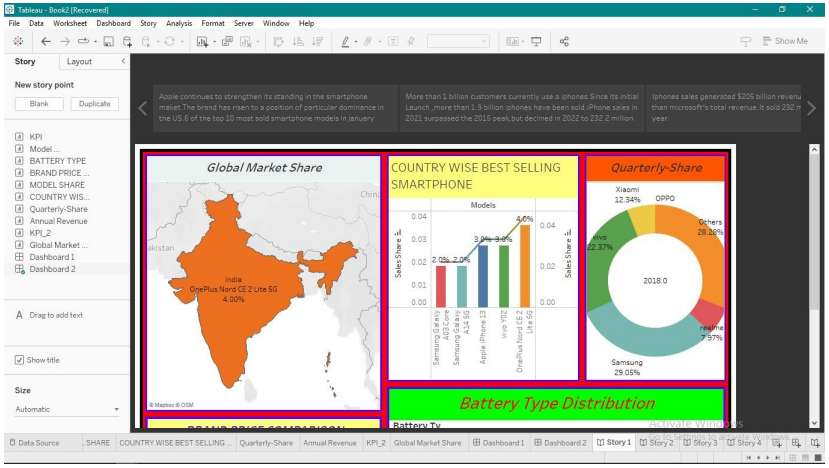

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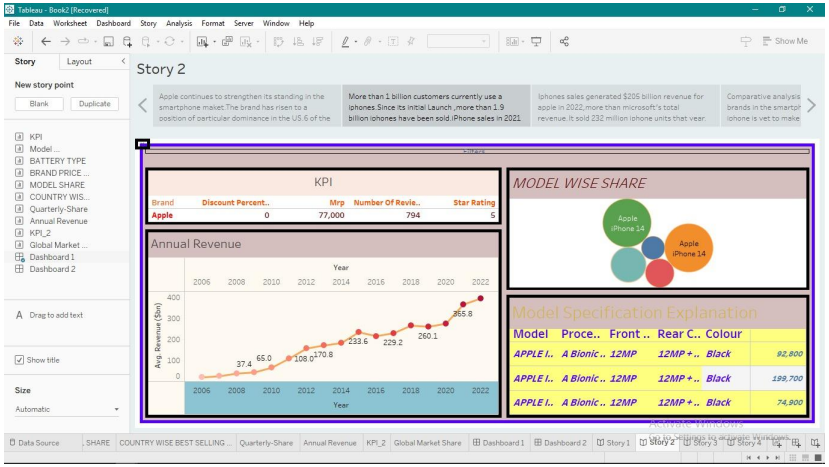

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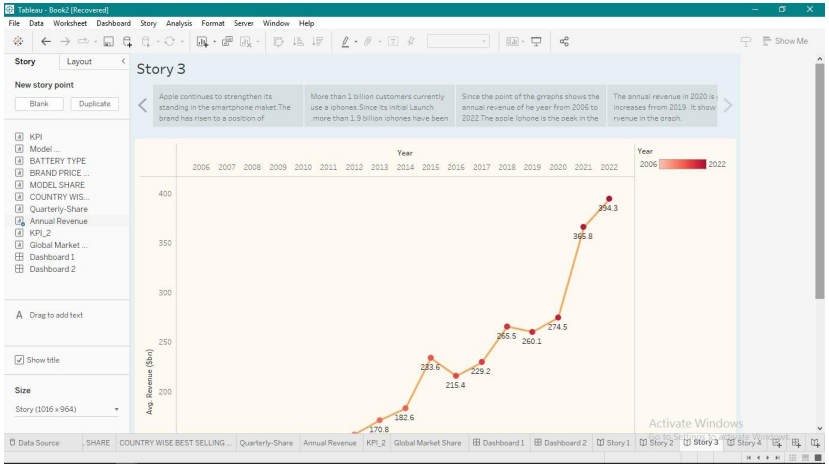

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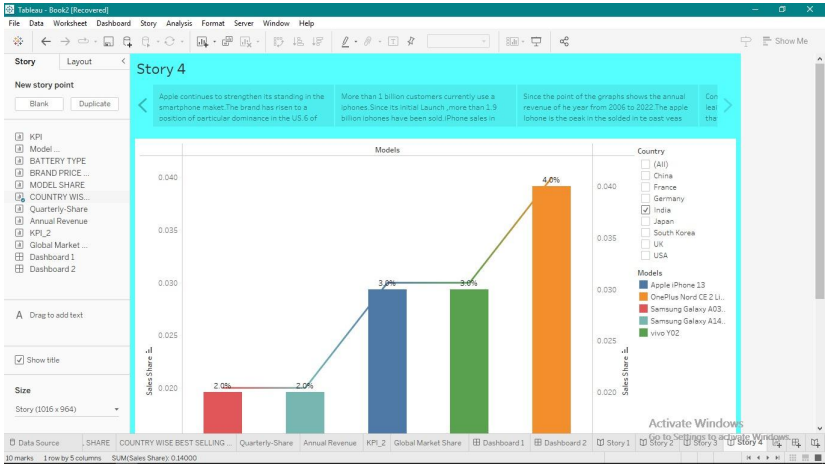

No of Visualizations/ Graphs:

- KPI
- Model Specification
- Model- Wise share
- Battery-Type distribution
- Brand- Price Comparison
- Model- Wise Share of iPhone
- Country-Wise Best-Selling Smartphone
- annual Revenue Year-Wise
- KPI-2
- Global Market Share.

Conclusion:

Apple has a special chance to increase its market share and develop a significant presence in India thanks to the country's large population and rising smartphone adoption. Each new iPhone model unveiling generates excitement and anticipation among

Indian buyers.By utilizing the plethora of information already accessible, this research aims to go beyond conjecture and anecdotal evidence in order to develop a thorough knowledge of the effects of the iPhone.