iRevolution; A Data driven Exploration of Apple's iphone impact in India

1. INTRODUCTION

1.1 Overview

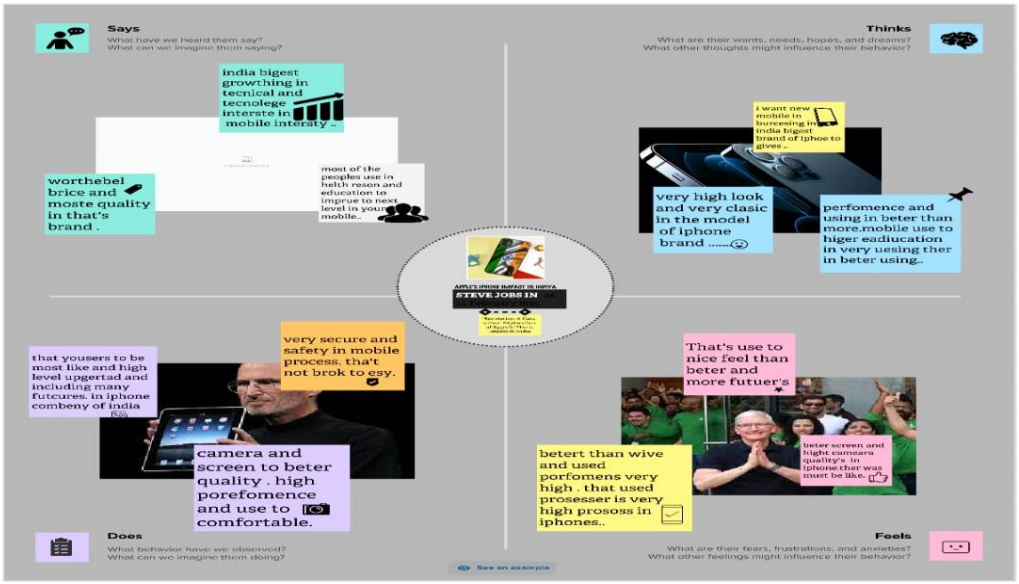
This project about the data analysis on an Apple IPhone's sales in india in diffrent region.

1.2 Purpose

From this analysis to increase the i phone sales, and find the highest demand phone etc.

2. DEFINATION & DESIGN THINKING

2.1 Empathy Map



2.2 Ideation & Brainstorming Map

Brainstorm
& Idea prioritization

3. RESULT

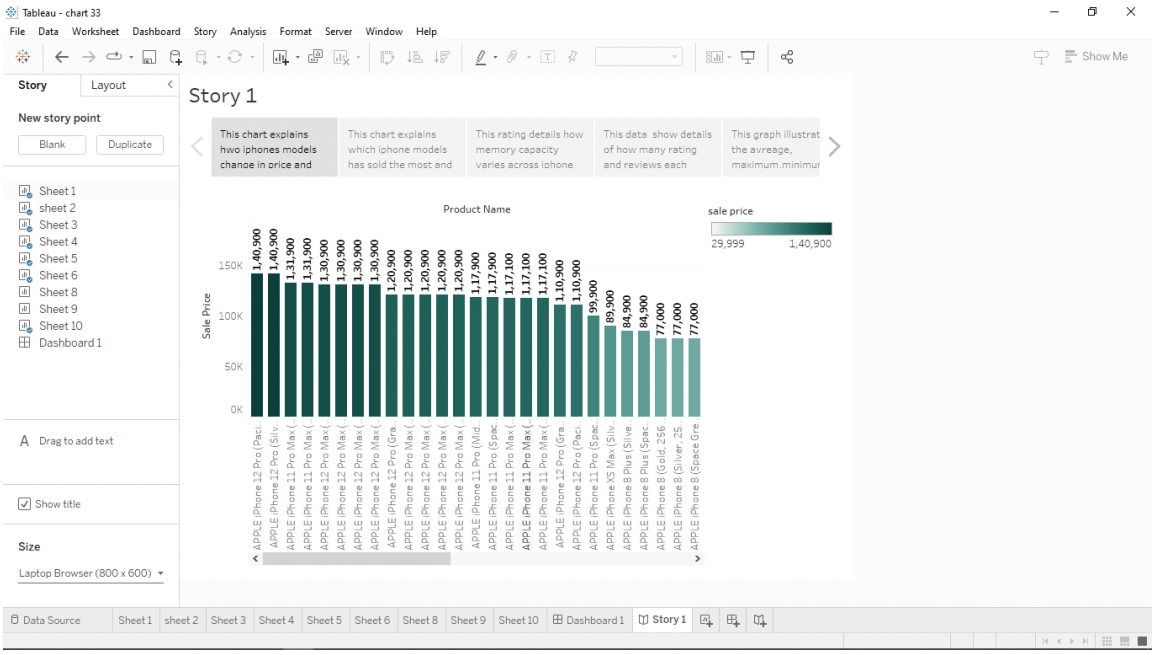


Tableau - chart 33
File Data Worksheet Dashboard Story Analysis Format Server Window Help
Show Me
Story
Layout
New story point
Blank
Duplicate
Sheet 1
sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 8
Sheet 9
Sheet 10
Dashboard 1
Drag to add text
Show title
Size
Laptop Browser (800 x 600)
Story 1
This chart explains hwo iphones models chanoe in price and
This chart explains which iphone models has sold the most and
This rating details how memory capacity varies across iphone
This data show details of how many rating and reviews each
This graph illustrat the avreage, maximum,minimur
Product Name
sale price
29,999
1,40,900
Sale Price
150K
100K
50K
0K
1,40,900
1,40,900
1,31,900
1,31,900
1,30,900
1,30,900
1,30,900
1,30,900
1,20,900
1,20,900
1,20,900
1,20,900
1,20,900
1,17,900
1,17,900
1,17,100
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99,900
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84,900
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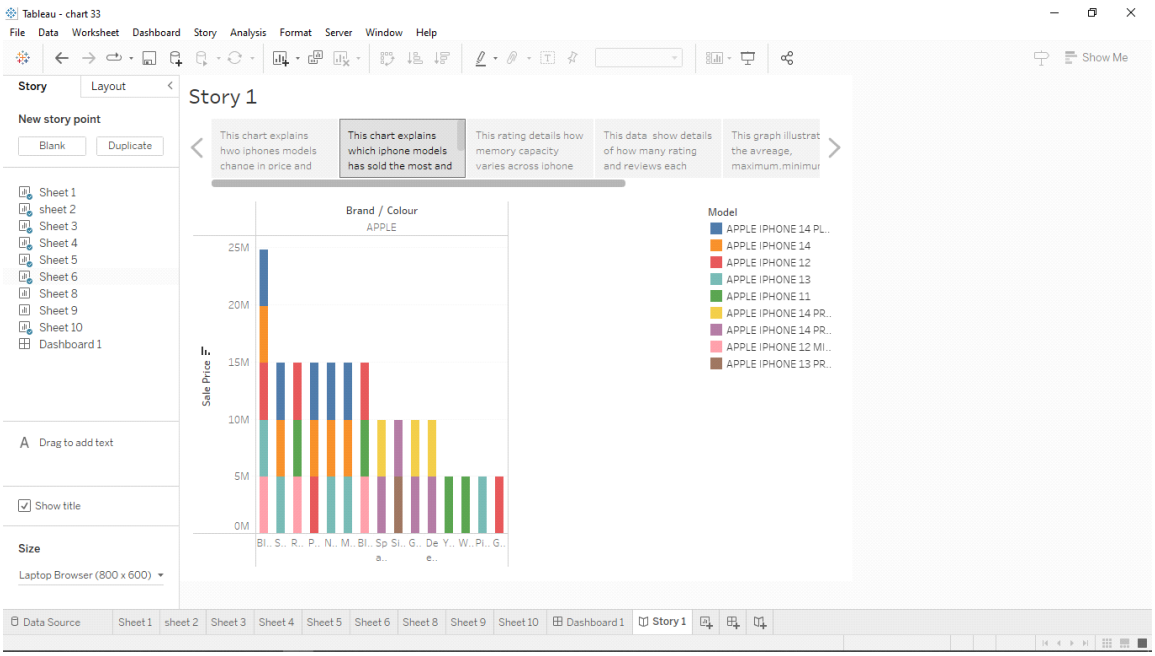
Story 1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Brand / Colour
APPLE
Sale Price
25M
20M
15M
10M
5M
0M
Model
APPLE IPHONE 14 PL..
APPLE IPHONE 14
APPLE IPHONE 12
APPLE IPHONE 13
APPLE IPHONE 11
APPLE IPHONE 14 PR..
APPLE IPHONE 14 PR..
APPLE IPHONE 12 MI..
APPLE IPHONE 13 PR..
Data Source
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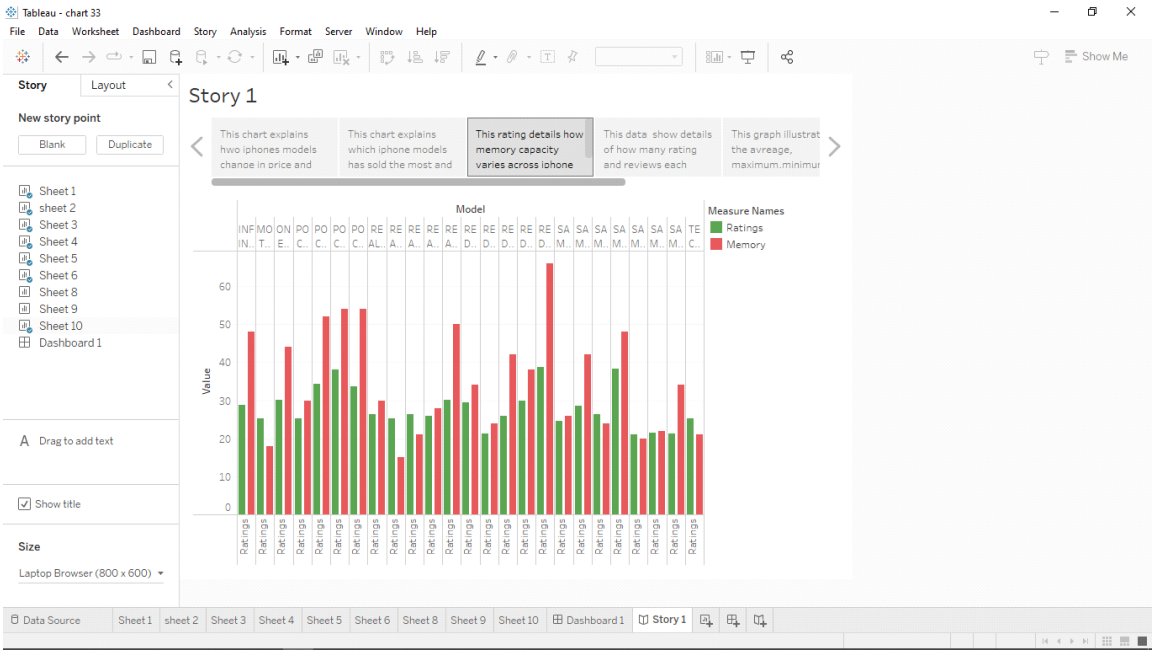
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Model
Measure Names
Ratings
Memory
Value
60
50
40
30
20
10
0
Data Source
Sheet 1
sheet 2
Sheet 3
Sheet 4
Sheet 5
Sheet 6
Sheet 8
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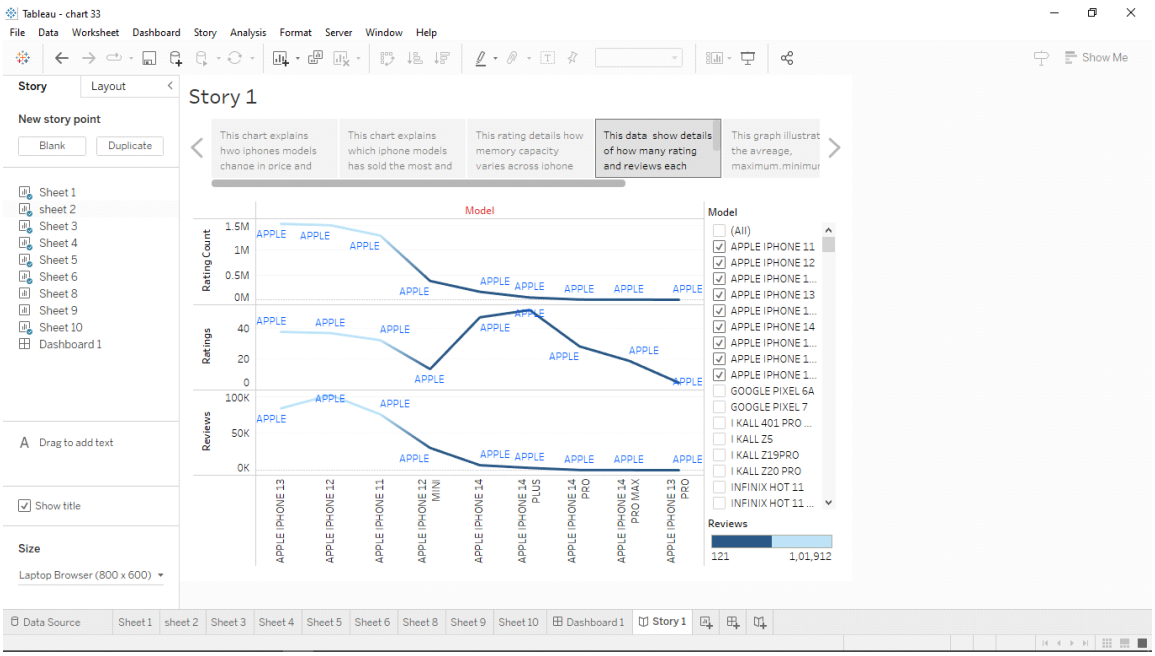
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Model
Rating Count
Ratings
Reviews
1.5M
1M
0.5M
0M
40
20
0
100K
50K
0K
APPLE
APPLE IPHONE 13
APPLE IPHONE 12
APPLE IPHONE 11
APPLE IPHONE 12 MINI
APPLE IPHONE 14
APPLE IPHONE 14 PLUS
APPLE IPHONE 14 PRO
APPLE IPHONE 14 PRO MAX
APPLE IPHONE 13 PRO
Model
(All)
APPLE IPHONE 11
APPLE IPHONE 12
APPLE IPHONE 13
APPLE IPHONE 14
GOOGLE PIXEL 6A
GOOGLE PIXEL 7
I KALL 401 PRO ...
I KALL Z5
I KALL Z19PRO
I KALL Z20 PRO
INFINIX HOT 11
INFINIX HOT 11 ...
Reviews
121
1,01,912
Data Source
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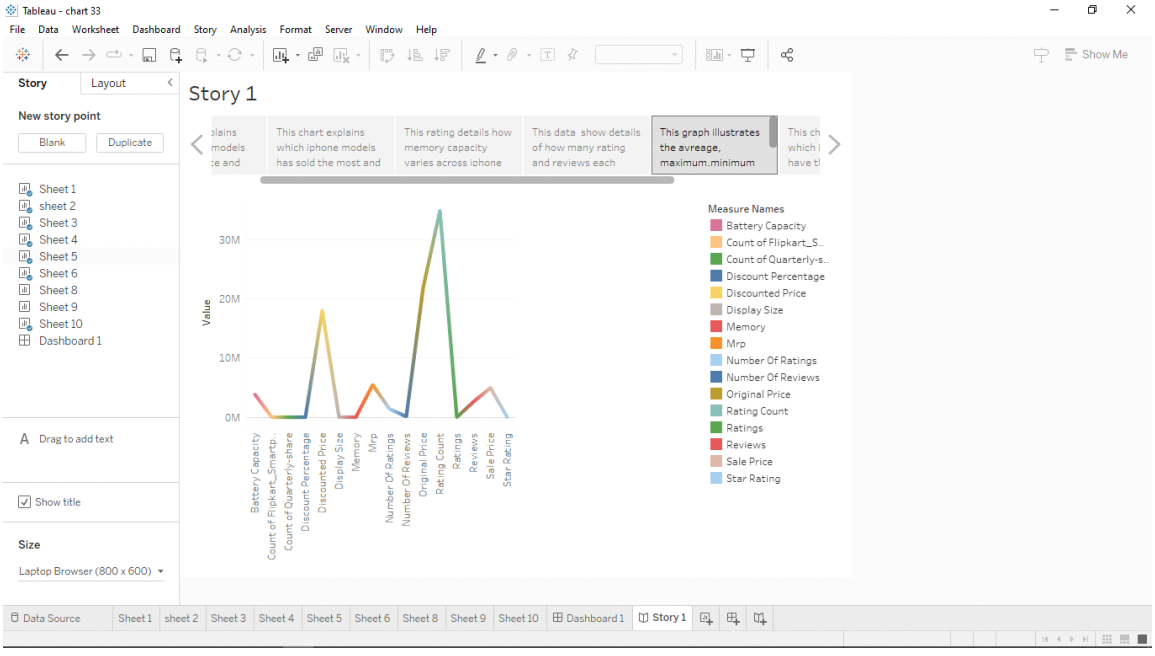
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Value
30M
20M
10M
0M
Battery Capacity
Count of Flipkart_Smartp...
Count of Quarterly-share
Discount Percentage
Discounted Price
Display Size
Memory
Mrp
Number Of Ratings
Number Of Reviews
Original Price
Rating Count
Ratings
Reviews
Sale Price
Star Rating
Measure Names
Battery Capacity
Count of Flipkart_S...
Count of Quarterly-s...
Discount Percentage
Discounted Price
Display Size
Memory
Mrp
Number Of Ratings
Number Of Reviews
Original Price
Rating Count
Ratings
Reviews
Sale Price
Star Rating
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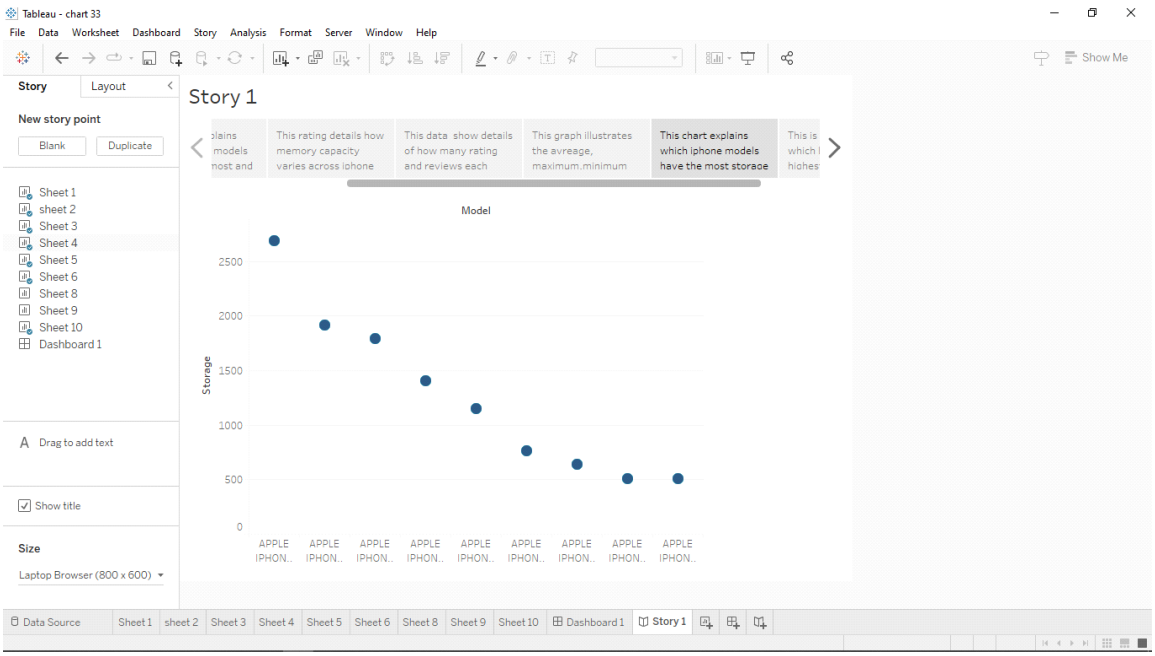

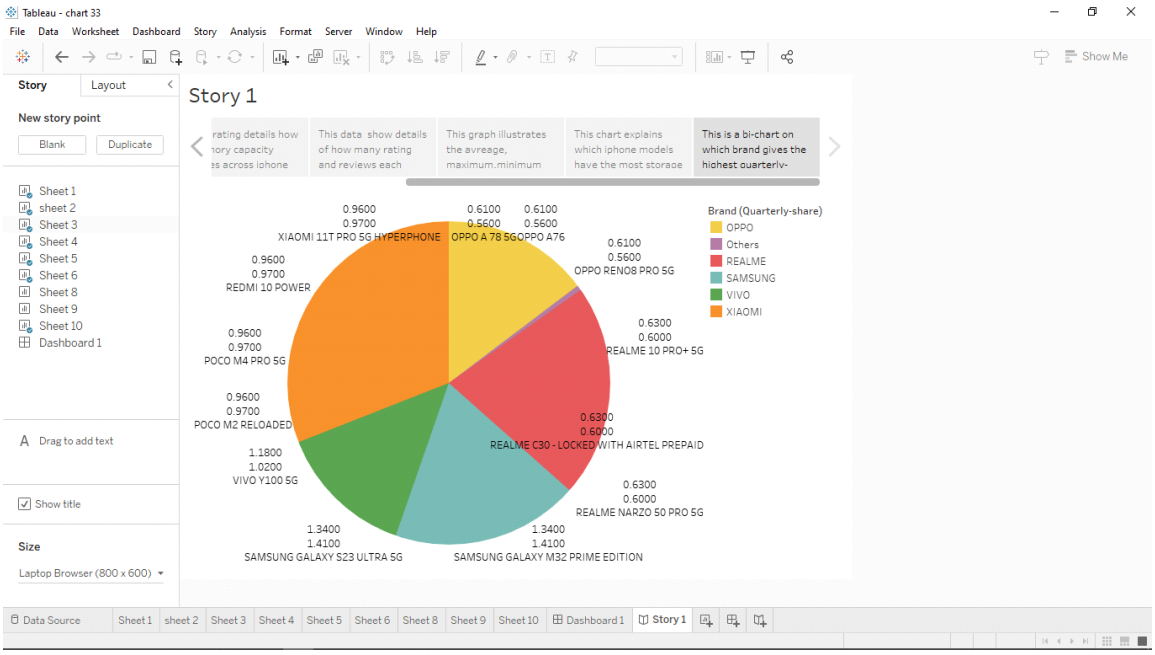

4. ADVANTAGES & DISADVANTAGES

ADVANTAGE:

1. **Let's see how much iphone influence is in india.**
2. **Here's how iphone costs and benefits compare to other models.**

DISADVANTAGES:

1. **This map shows how an iPhone depreciares by color.**

2. **The price of the iphone decreases depending on the RAM and ROM.**

5. APPLICATIONS

The across India his map tells about iphone color price variation across India

6. CONCLUSION

i. **This chart explains how I phone models change in price and model is more expensive.**

ii. **This chart explains which I phone models has sold the most and which color is the best selling**

iii. **This rating details how memory capacity varies across I phone models**

iv. **This data show details of how many rating and reviews each I phone model has received**

v. **This graph illustrates the average, maximum, minimum and interpreation of Iphone models**

vi. **This chart explains which iphone models have the most storage**

vii. **This a bi-chart on which brand gives the highest quarterly-share among iphone**

7. FUTURE SCOPE

i. **High level marketing Price.**

ii. **Using for Advance iOS.**

iii. **High Performs.**