

PROJECT REPORT

AN EXPLORATION OF APPLE IPHONE IMPACTS IN INDIA

1– INTRODUCTION

1.1 Overview

Apple's sales in India hit a new high of about \$6 billion in the fiscal year, up nearly 50% from a year earlier, showcasing the increasing importance of iPhones in a country that emerged to be the fastest growing major economy. Let's take a look at the quantitative contribution the tech giant has brought to the country: 2,000,000 jobs created across all 50 states. The company has created 80,000 direct job employment in the United States. 36,786 employees are in California, 8,407 are in Texas, while 4,291 employees are in New York City.

According to market research firm Counterpoint Research, Apple has a relatively small market share in India, with around 2-3% share of the overall smartphone market. According to estimates, there are about 40 million iPhone users in India. Today, Apple supports more than 2.7 million jobs across the country through direct employment, spending with US suppliers and manufacturers, and developer jobs in the thriving iOS app economy.

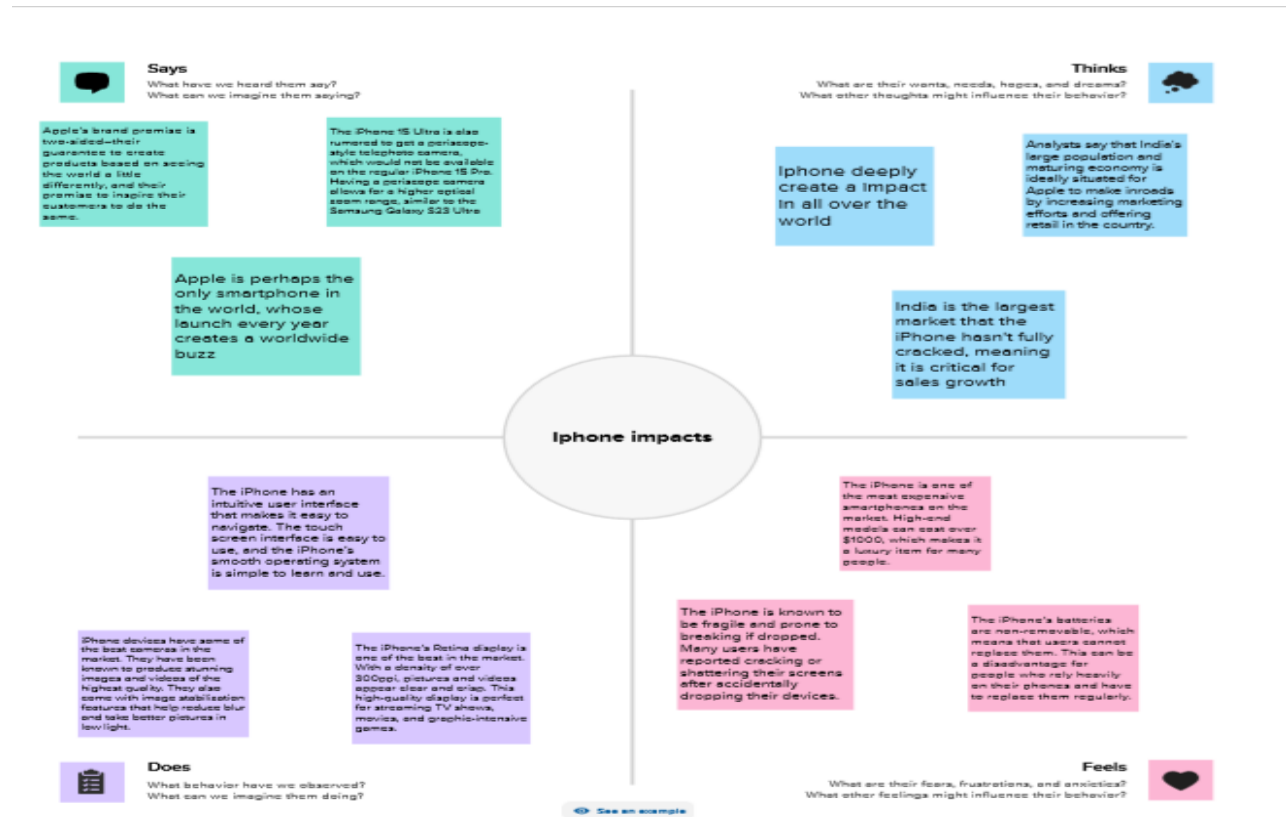
1.2 Purposes

The iPhone is a smartphone made by Apple that combines a computer, iPod, digital camera and cellular phone into one device with a touchscreen interface. You are not buying the product but the feeling associated with it. They perfectly associated iPhone with luxury. People don't buy iPhones because they want a new

smartphone, they buy an iPhone for the same reasons as they buy Gucci or Chanel Bags. To have that privileged feeling of luxury. The iPhone even stops apps from tracking your activity online because of a limited OS and platform. Its iMessages and FaceTime video calls are also end-to-end encrypted. The iPhones are awesome devices. They bring you everything you can expect from a smartphone nowadays.

2-PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy map



2.2 Ideation & Brainstorming map



3.3 RESULT

3.1 Social Impact

Apple's iPhone was a great success because it made communication more convenient than ever before. Apple's iPhone is an amazing invention that allows users to get all of their needs done in one device.

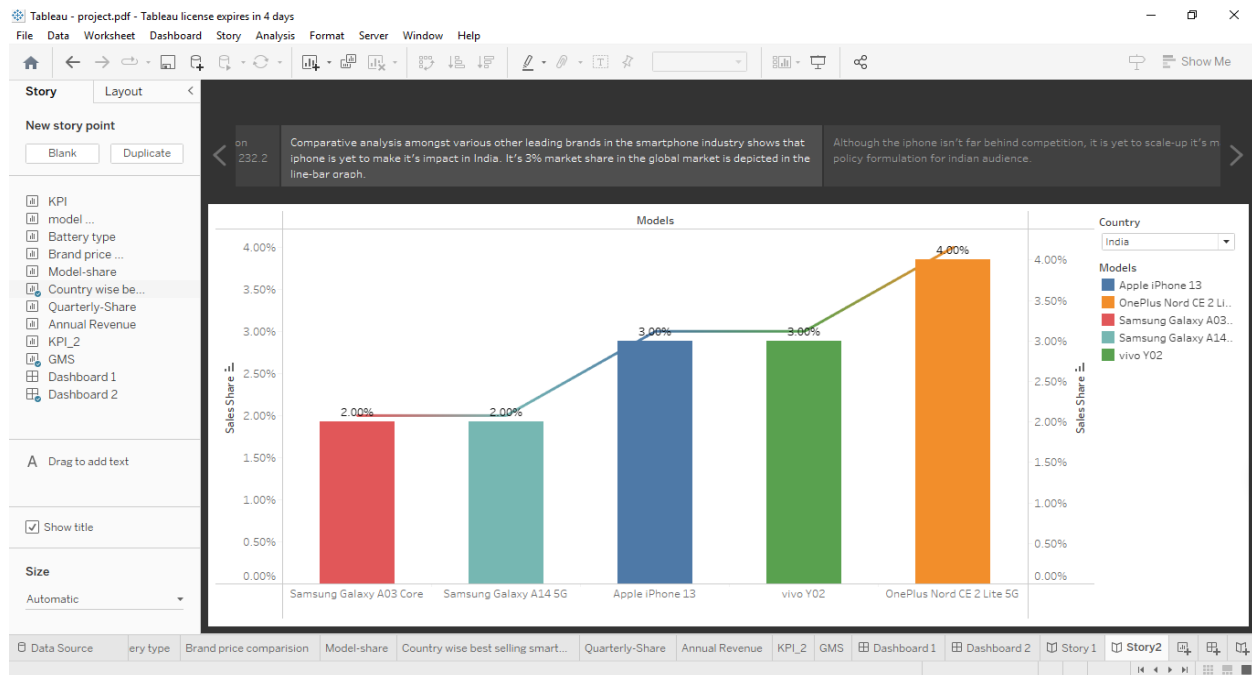
Business Model / Impact

The source of Apple's recent success is a business model that enables the firm to exercise unparalleled control over its multi-channel platform. This business

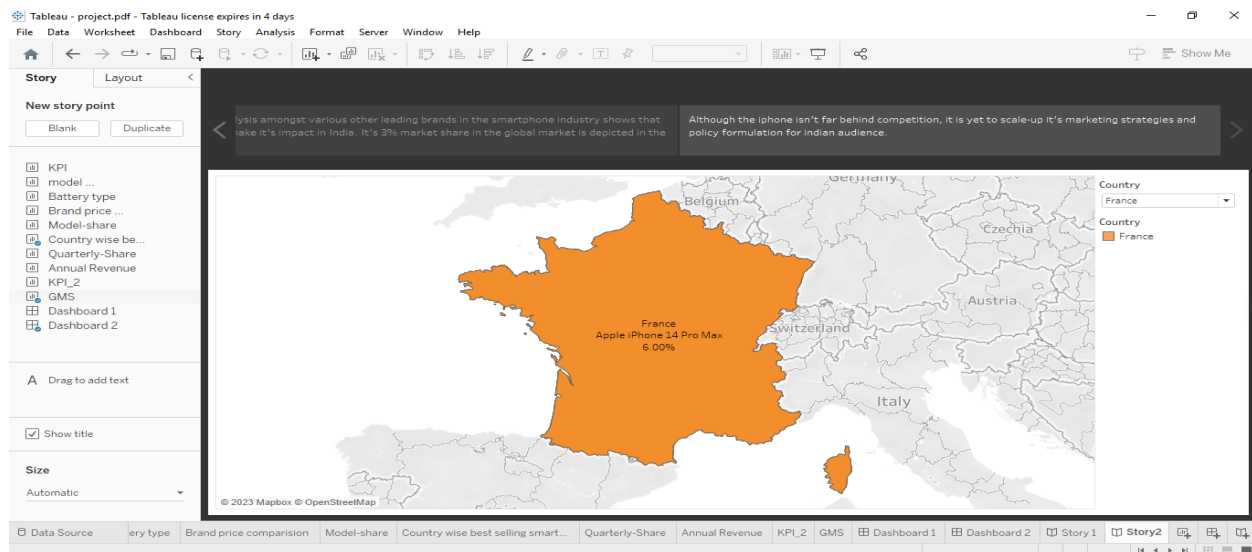
model relies on the integration of content (software, media, and apps) and hardware (laptops, phones, and tablets) to drive growth.

3.2 Activity & screenshot

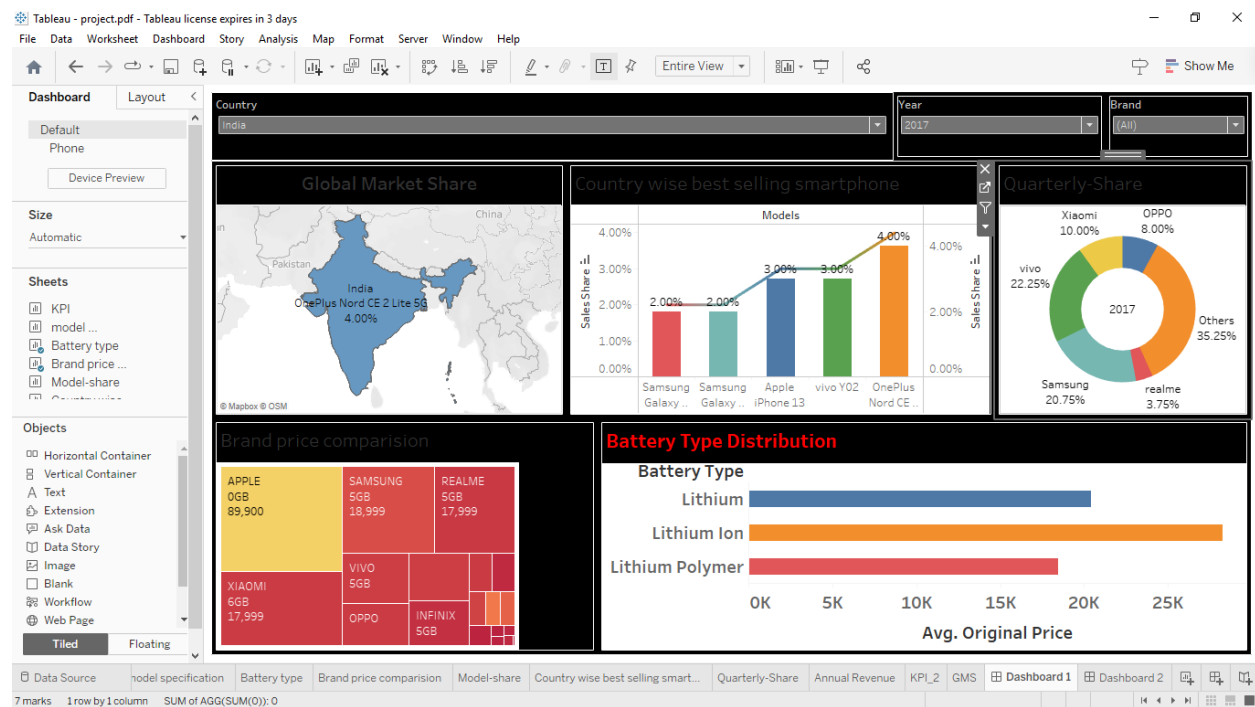
Sheet – 6



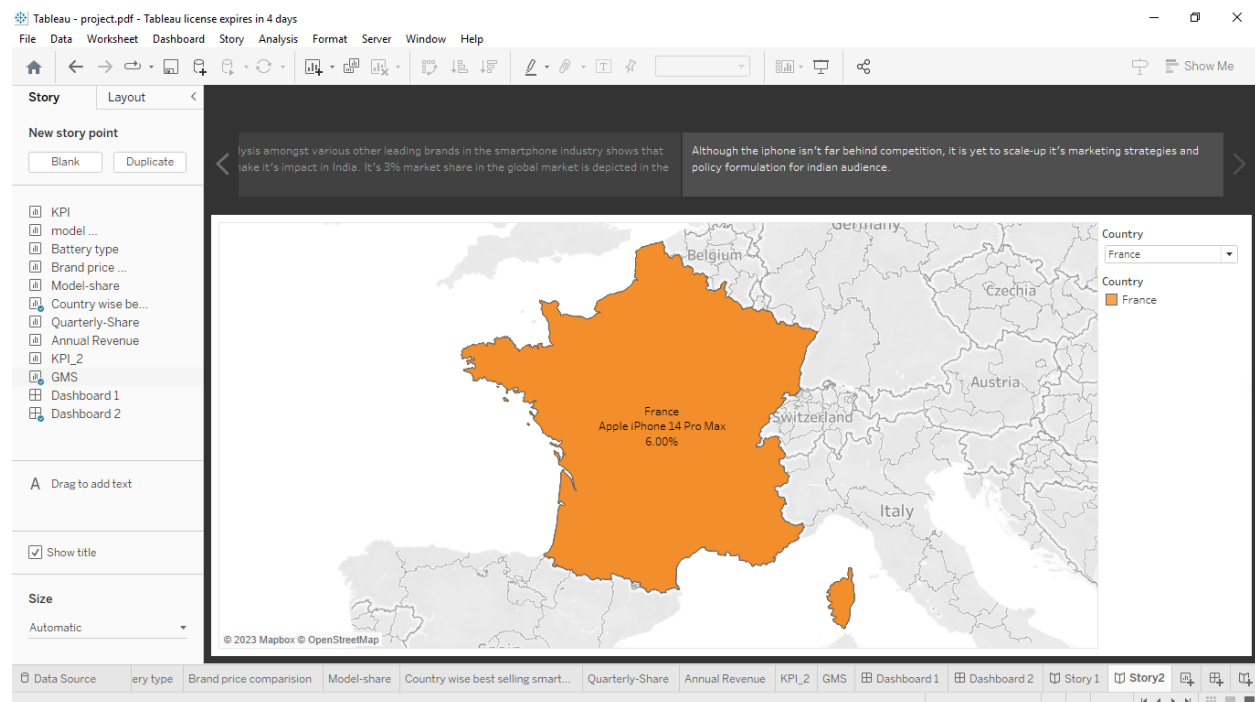
Sheet – 10



Dashboard – 1



Story – 2



4. TEAM DETAILS

TEAM LEADER – V. AJAYKUMAR

TEAM MEMBER 1 – J. JENSIFREEDA

TEAM MEMBER 2 – M. POOJA

TEAM MEMBER 3 – K. ARAVINTH

TEAM MEMBER 4 – K. BOOMINATHAN

TEAM MEMBER 5 – P. MUNIYARAJ

TEAM MEMBER 6 – M. KALEESHWARAN

5. ADVANTAGES & DISADVANTAGES

ADVANTAGES

- **Better performance**
- **Timely OS update**
- **Security and privacy**
- **The apple eco system**
- **No bloatware**
- **Best support**

DISADVANTAGES

- **High price**
- **Limited storage**
- **IPhone apps size is too big**
- **No headphone jack**
- **iPhone accessories are expensive**

6. APPLICATION

- **Statistical analysis**
- **Engineering**

➤ **Communication**

7. CONCLUSION

The iPhone has also created arguably as many new industries as it destroyed. Ride-hailing companies Lyft and Uber are collectively worth more than \$60 billion, and they exist only thanks to the always-on GPS location and high-speed wireless connections that became common with the iPhone.

8. FUTURE SCOPE

Apple is forecasted to grow earnings and revenue by **6%** and **6%** per annum respectively. EPS is expected to grow by **7.8%**. Return on equity is forecast to be **148.7%** in 3 years.

APPENDIX

SOURCE CODE – DASHBOARD1

https://public.tableau.com/views/Dashboard1_16968543153490/Dashboard1?:language=en-US&:display_count=n&:origin=viz_share_link

SOURCE CODE – DASHBOARD2

https://public.tableau.com/views/Dashboard2_16966988654430/Dashboard2?:language=en-US&:display_count=n&:origin=viz_share_link

SOURCE CODE – STORY1

https://public.tableau.com/views/story1_16966990864230/Story1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

SOURCE CODE – STORY2

https://public.tableau.com/views/story2_16967011347590/Story2?:language=en-US&:display_count=n&:origin=viz_share_link