

The Apple retail

mouth, product

experience, and

environment, word of

Apple's mission and

values play a large

part of influence.



It says about a data exploration of Aplle's IPhone impact in India.

The world has changed as a consequences of the increasing use of smartphones, which have improved communication, connected people and revolutionized many different businesses.

they said it
wasn't an
evolution it is
a revolution



I Revolution

A Data-Driven Exploration of Apple's IPhone Impact in India

One of the fascinating behaviours we have obsereved often is

how some still keep

happened.

their eyes glued to the

phone when nothing is

They feel fear about their charger getting unavailable.

Because of this feeling they having their charger all the time.

Does

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

We have imagine

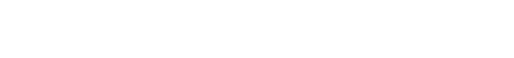
them doing taking

the mirror showing

selfies infront of

the logo of their

IPhone.



See an example

Feels

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

