

1. INTRODUCTION

1.1 OVERVIEW

I phones are used to make phone calls and send text messages but they can also be used for accessing the internet to check your emails, surfing the web and much more.

An iphone is a type of Smartphone. Iphones are made by Apple. Android phones are made by Samsung, HTC and other companies. Microsoft manufactures Windows phones. The difference between each phone is that they have a different operating system developed by the different manufacturers.

You can use your fingers to control the touch screen of your phone.

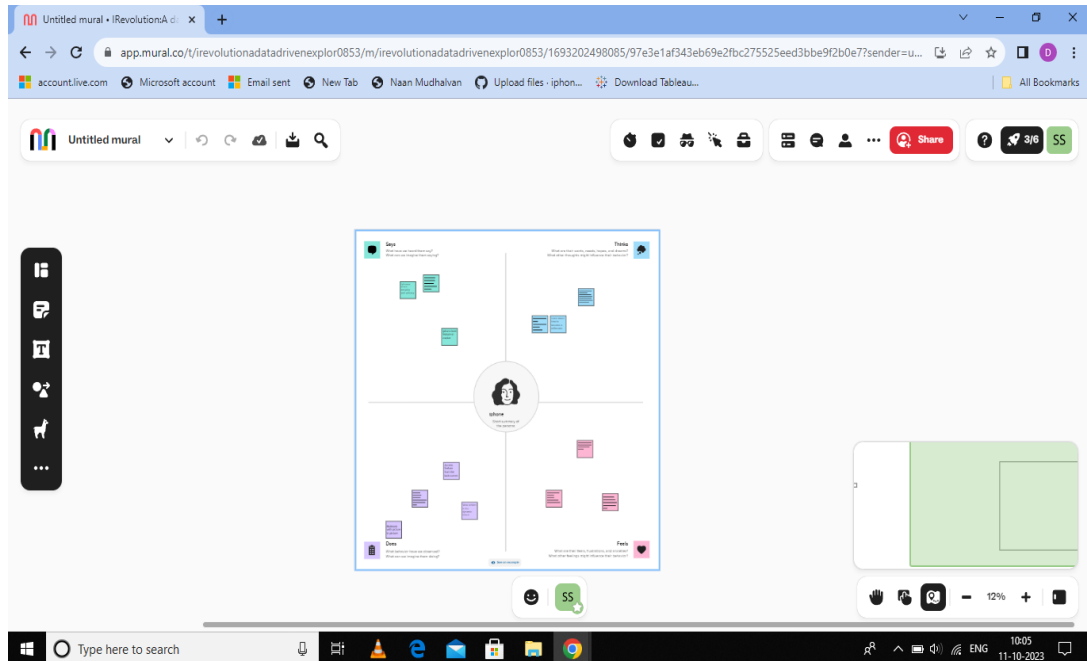
1.2 PURPOSE

Iphone, series of Smartphone produced by Apple Inc., combining Mobile telephone, digital camera, music player and personal computing Technologies.

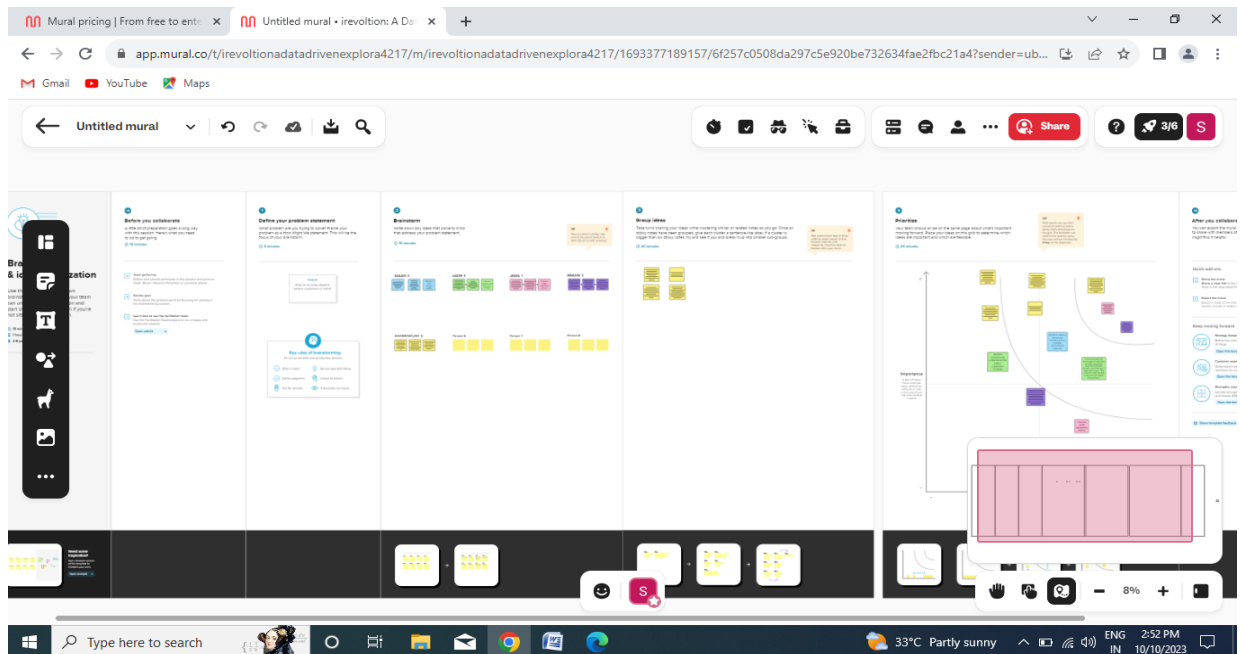
The purpose of the iphone is to earn more money for Apple and to just be a phone.

2. PROBLEM DEFINITION AND DESIGN THINKING

2.1 Empathy Map

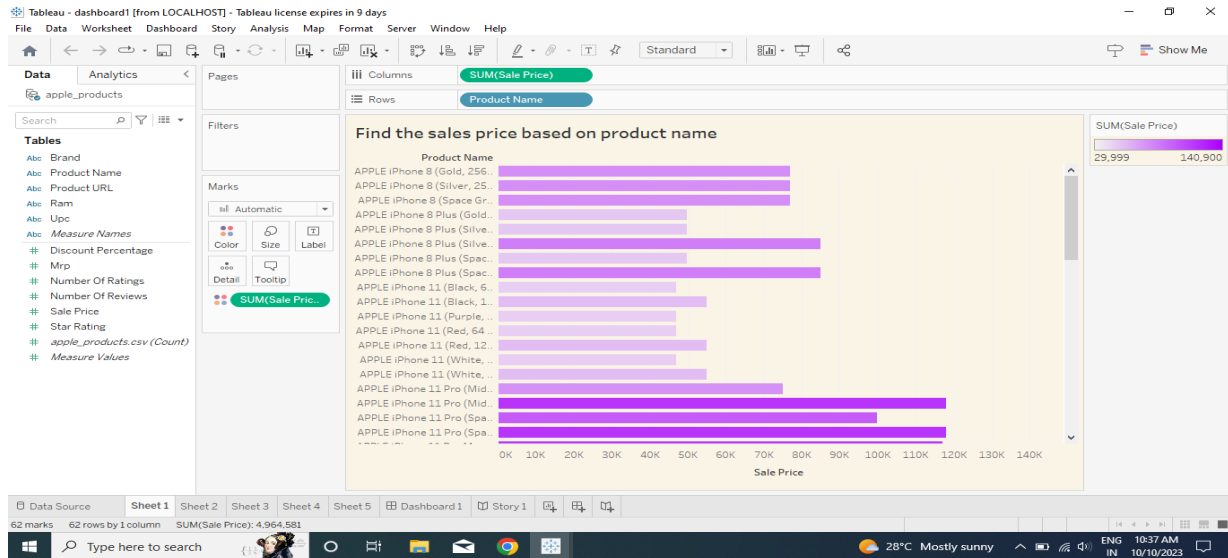


2.2 Ideation & Brainstorming Map

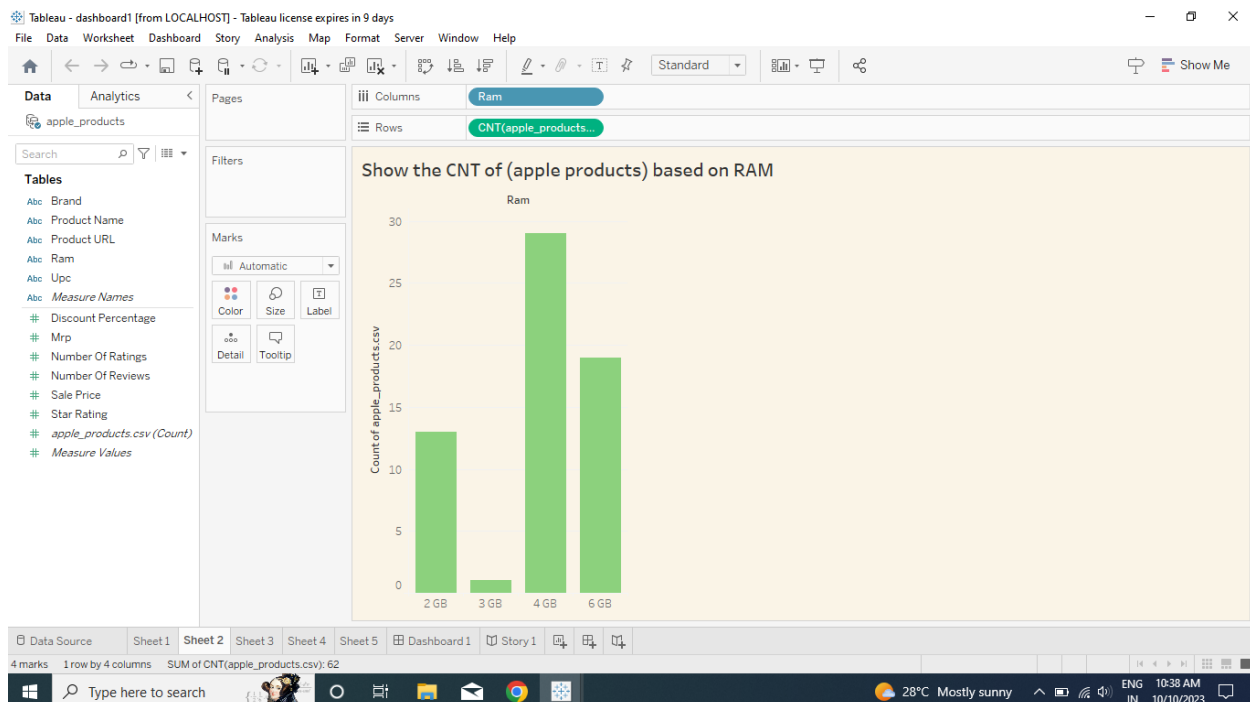


3. ACTIVITY & SCREENSHOT

Find the sales price based on product name



Show the CNT of (apple products) based on RAM

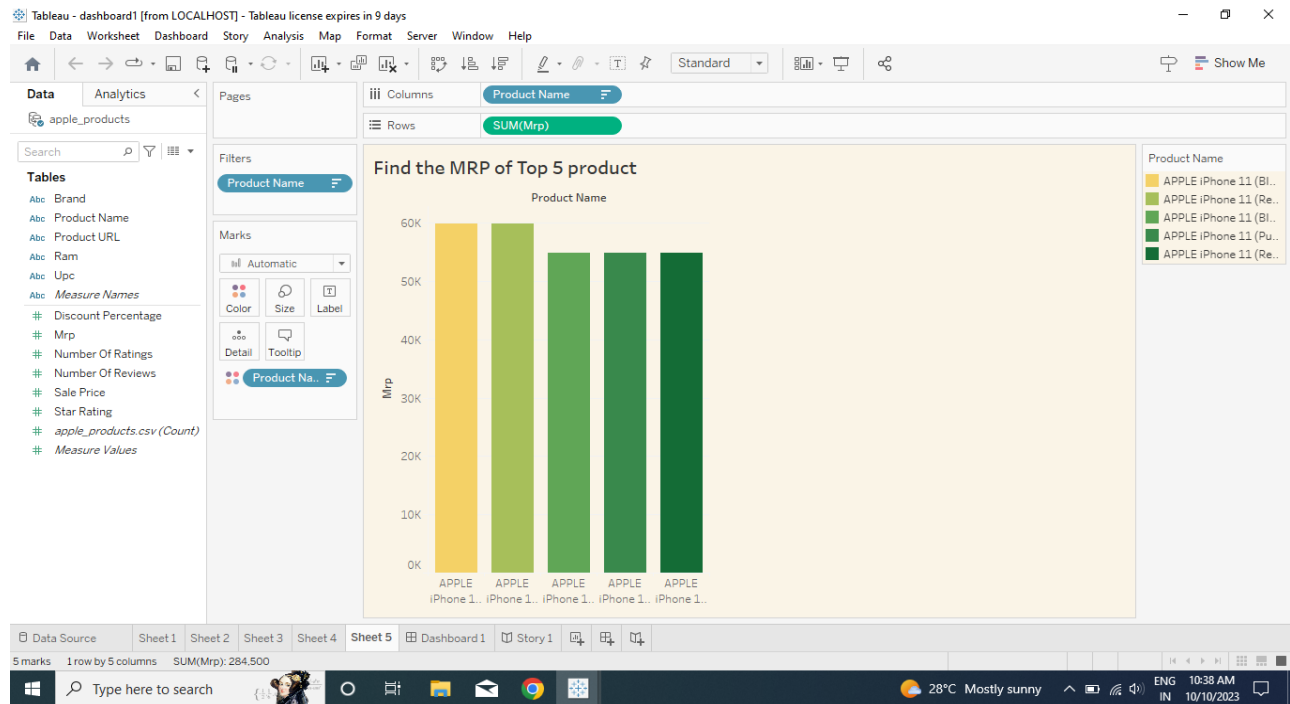


The screenshot shows the Tableau interface with a pie chart visualization. The title of the chart is "Find the number of reviews based on product URL". The chart is divided into numerous segments of different colors, each representing a unique product URL. A legend on the right side lists these URLs, many of which are truncated as "https://www.flip...". The left-hand pane shows the "Data Source" section with "apple_products" selected, and the "Fields" shelf contains "SUM(Number)" and "Measure Values". The bottom status bar indicates the current view is "Entire View" and the total sum of reviews is 115,424.

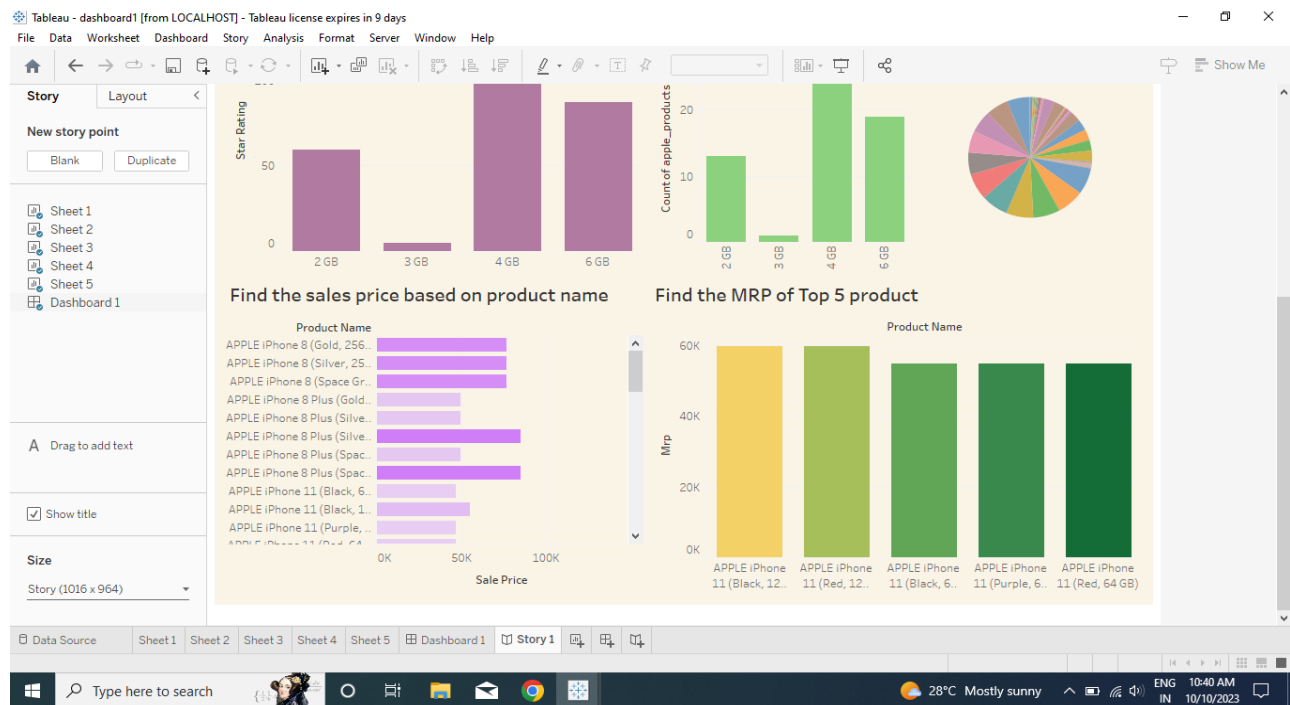
The screenshot shows the Tableau Desktop interface. The main view is a bar chart titled "Star rating based on RAM". The Y-axis is labeled "Star Rating" and ranges from 0 to 120. The X-axis is labeled "RAM" and has categories: 2 GB, 3 GB, 4 GB, and 6 GB. The bars are purple. The approximate values are: 2 GB (60), 3 GB (2), 4 GB (120), and 6 GB (85). The interface includes a top menu bar (File, Data, Worksheet, Dashboard, Story, Analysis, Map, Format, Server, Window, Help), a toolbar, and a left sidebar with a "Data" pane showing the "apple_products" table. The "Marks" card is set to "Automatic". The bottom status bar shows "4 marks", "1 row by 4 columns", and "SUM(Star Rating): 283.7".

RAM	Star Rating
2 GB	60
3 GB	2
4 GB	120
6 GB	85

Find the MRP of Top 5 product



Dashboard



4. ADVANTAGES AND DISADVANTAGES

4.1 ADVANTAGES

- ❖ **User-Friendly Interface:** *The iPhone has an intuitive user interface that makes it easy to navigate. The touch screen interface is easy to use, and the iPhone's smooth operating system is simple to learn and use.*
- ❖ **High-Quality Display:** *The iPhone's Retina display is one of the best in the market. With a density of over 300ppi, pictures and videos appear clear and crisp. This high-quality display is perfect for streaming TV shows, movies and graphic-intensive games.*
- ❖ **Advanced Camera:** *iPhone devices have some of the best cameras in the market. They have been known to produce stunning images and videos of the highest quality. They also come with image stabilization features that help reduce blur and take better pictures in low light.*
- ❖ **Apps Ecosystem:** *The App Store is unparalleled in terms of access and ease of use. With millions of apps to choose from, users have access to a plethora of tools, games and services that cater to their needs.*
- ❖ **Seamless Integration with other Apple devices:** *The iPhone has a seamless integration with other Apple devices such as MacBook, iPad and Apple Watch. It allows users to access and transfer data across multiple devices.*

4.2 DISADVANTAGES

- ❖ **Cost:** *The iPhone is one of the most expensive Smartphone's on the market. High-end models can cost over \$1000, which makes it a luxury item for many people.*
- ❖ **Non-Removable Battery:** *The iPhone's batteries are non-removable, which means that users cannot replace them. This can be a disadvantages for people who rely heavily on their phones and have to replace them regularly*
- ❖ **Limited Customization:** *One of the disadvantages of the iPhone is that it has limited customization options. Unlike Android devices, users cannot customize their phone's interface, which can be a disadvantage for some people.*
- ❖ **No Expandable Storage:** *Another disadvantage of the iphone is that it has no expandable storage options. Users have to purchase iphones with larger storage capacities, which can be costly.*
- ❖ **Frailty:** *The iphone is known to be fragile and prone to breaking if dropped. Many users have reported cracking or shattering their screens after accidentally dropping their devices.*

5. CONCLUSION

In conclusion, Apple's strategic focus on expanding its service sector, continuously evolving its iPhone and diversifying its range of accessory products has established the company as an unparalleled force in the consumer electronics and technology markets. Overall, Apple's marketing strategies have been successful in establishing the company as a market leader in the technology industry. The company's focus on product design, pricing, promotion and distribution has enabled it to differentiate its products, build a strong brand image and maintain profitability.

6. FUTURE SCOPE

Apple has plans to increase production in India to over \$40 billion in the next 4-5 years. It has crossed \$7 billion in the last fiscal, a government official quoted by the news agency said. Apple is already manufacturing iPhones in India and has plans to start manufacturing AirPods from next year. With the 2026 iPhone 18, Apple will have both under-display front-facing camera technology, potentially allowing for a design that has no cutouts for the camera hardware. This would mark the first all-display design.

7. APPENDIX

A. SOURCE CODE

DASHBOARD LINK:

https://public.tableau.com/app/profile/sanjavi.s/viz/dashboard1_16964905313280/Dashboard1?publish=yes

STORY LINK:

<https://public.tableau.com/app/profile/sanjavi.s/viz/storyS1/Story1?publish=yes>

