

- **Name:** Nallamari Dharani
- **Roll No:** 224E1A4712
- **Course:** Data Analytics with Tableau
- **Assignment 1**

I Revolution : A data driven exploration of apples iphone impact in india.

INTRODUCTION:

Development of an Apple smartphone began in 2004, when Apple started to gather a team of 1,000 employees led by hardware engineer Tony Fadell, software engineer Scott Forstall, and design officer Jony Ive to work on the highly confidential “Project Purple”.

VISUALISATIONS:

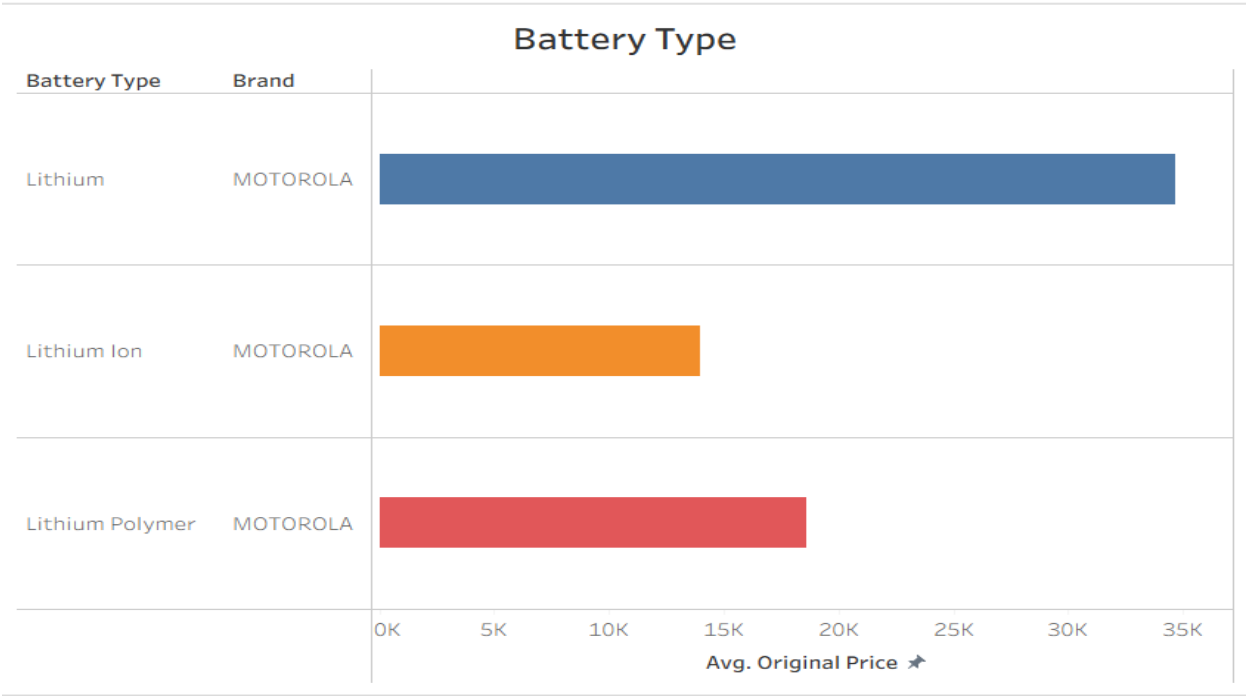
- KPI

KPI				
Brand1	Discou..	Mrp	Numbe..	Sale Pri..
Apple	0	77,000	11,202	77,000

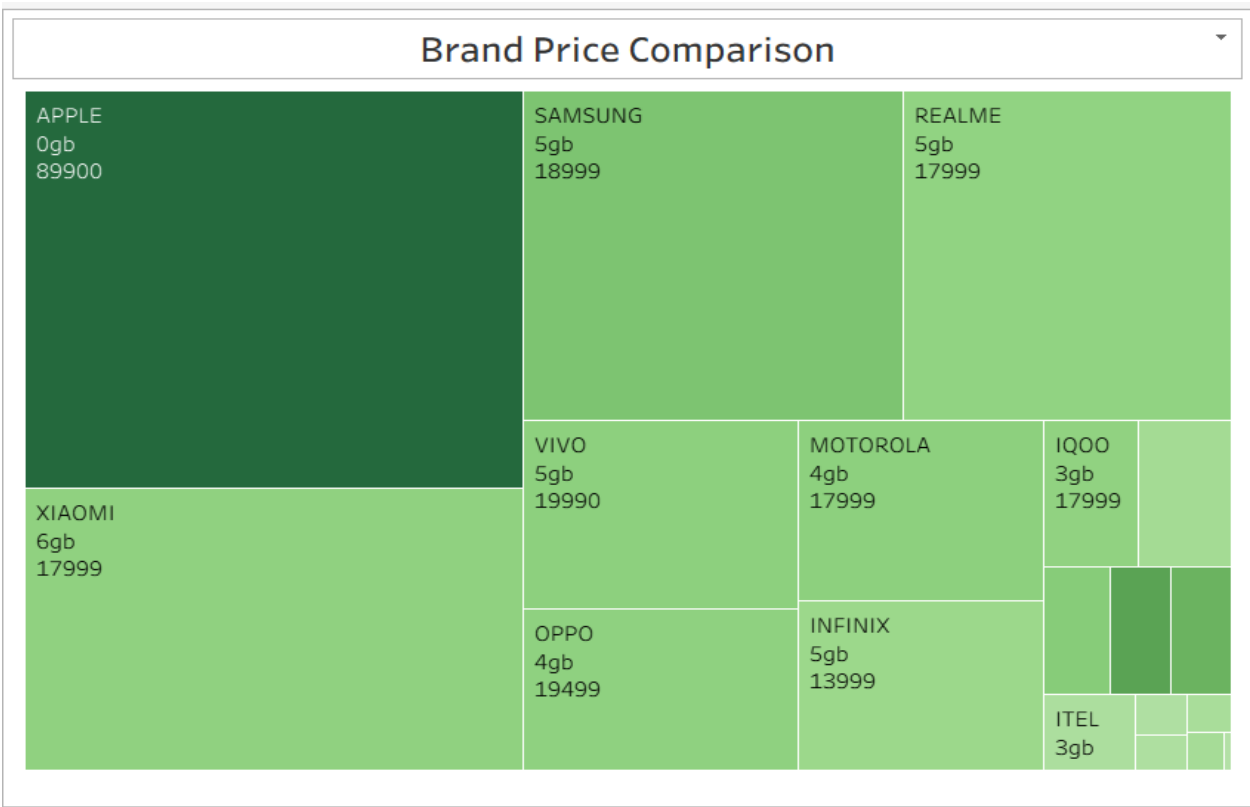
- Model Specification

Model Specification					
Model	Processor	Front Ca..	Rear Camera	Colo..	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	92,800
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Blue	59,900
				Black	199,700
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	74,900
				Blue	74,900
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	149,800
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	189,800
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	99,900

- Battery Type



-Brand Price Comparison



- Model Share

