



Says

What have we heard them say?
What can we imagine them saying?

A Data-driven
Exploration of
Apple's iPhone
Impact in India



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

The iPhone Has Changed
The Way We Communicate
People used to talk face-to-
face, write letters, send
emails, make phone calls,
text, tweet, post pictures,
and share videos online. All
of these methods allow us to
connect with others quickly
and easily.

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.

the company has
shifted strategy to
make iPhones more
accessible through
various offers and
promotions

Dhatchina
Moorthy M
Gopinath V
Gunasundar V
Jeeva S

Short summary of
the persona

Apple's iPhone was a great
success because it made
communication more
convenient than ever
before. It allowed people to
access information through
digital media on their
phones

Analysts say that **India's large
population and maturing
economy is ideally situated for
Apple to make inroads by
increasing marketing efforts
and offering retail in the
country.** At the same time,
India's government is eager to
work closely with Apple to
make it possible to manufacture
in the country, CNBC reported.

Apple's iPhone is an
amazing invention
that allows users to
get all of their needs
done in one device.

India, one of the
economies with the
greatest economic
growth, has seen a
tremendous increase in
smartphone usage,
making it an interesting
market to study the
effects of Apple's iPhone.

The world has changed as a
consequence of the increasing
use of smartphones, which have
improved communication,
connected people, and
revolutionized many different
businesses. With its main product,
the iPhone, capturing markets
around the world, Apple Inc. has
emerged as a prominent player
among the top smartphone
makers

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.

Apple was the seventh
largest smartphone brand in
India in the April-June
quarter, with a 5.5% share
after Vivo, Samsung,
Realme, Oppo, Xiaomi and
OnePlus, as per IDC, which
added that Apple's iPhone
13 and OnePlus' Nord CE3
Lite were the highest
shipped 5G models in India
last quarter.

The Indian states
and UTs with highest
proportion of iPhone
users are Punjab,
Gujarat, Andhra
Pradesh, Telangana
and Kerala.



Does

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



Feels

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