

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



Introduction

OVER VIEW :

In this presentation , we will explore the transformative power of the iPhone in Indian market and analyze its impact using data -driven insights . Get ready to dive into the world of technology and innovation !.



Overview of Indian Smartphone Market

The Indian smartphone market has witnessed exponential growth over the years. With a population of over 1.3 billion, India presents a lucrative opportunity for smartphone manufacturers. This slide will provide an overview of the Indian smartphone market, highlighting key statistics and market trends.

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



PURPOSE:

Apples have had a significant impact in India. They are not only a popular fruit but also contribute to the country's economy. Apples are grown in various regions, creating employment opportunities. Additionally, they are a nutritious source of vitamins and minerals, promoting better health among the population. The purpose of apples in India is to provide sustenance, economic growth, and improved well-being.





PROBLEM DEFINITION & DESIGN THINKING

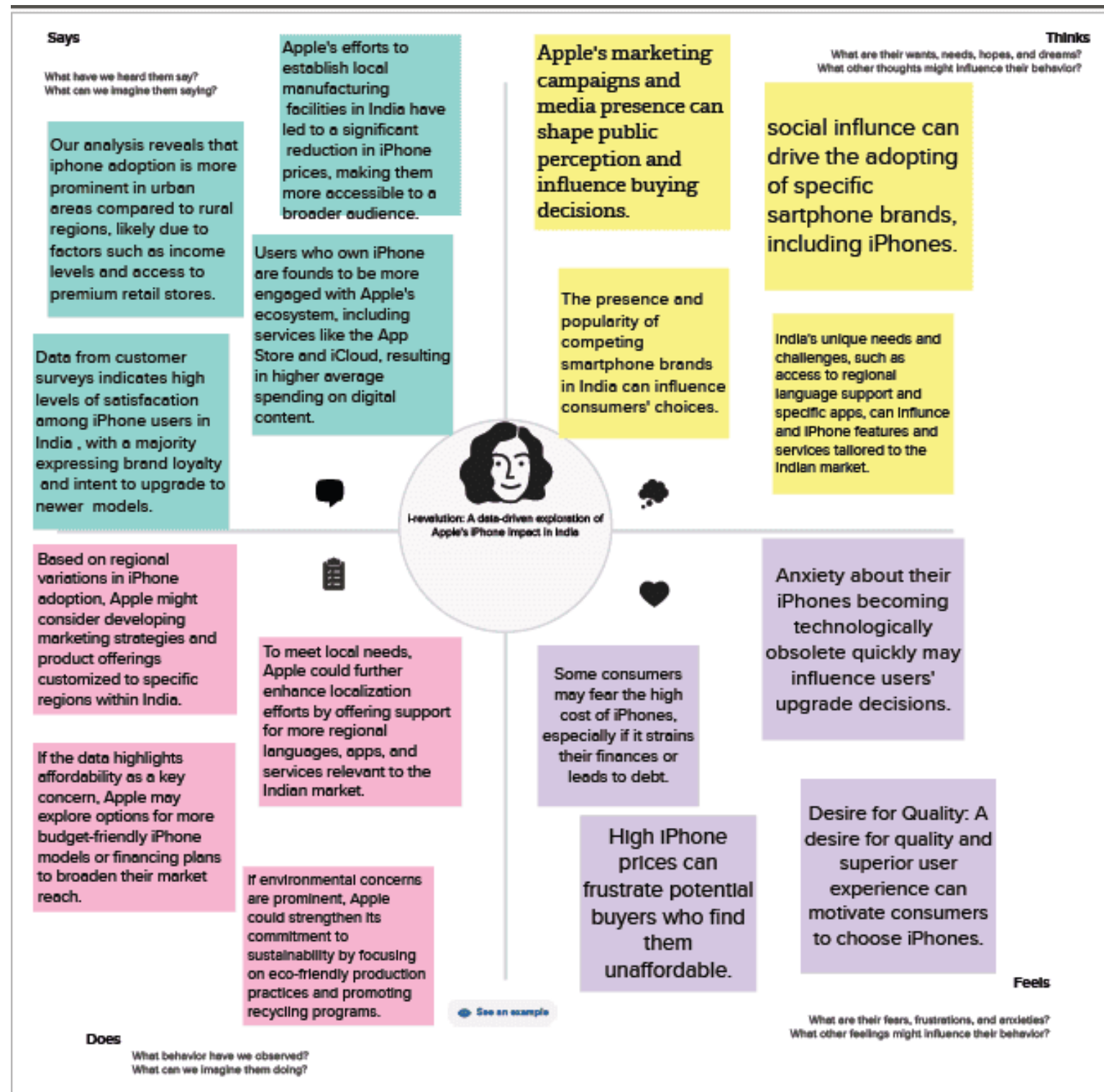
The Apple iPhone has had a significant impact on India's technology landscape. With its sleek design, advanced features, and user-friendly interface, the iPhone has captured the attention of Indian consumers and become a symbol of status and sophistication.

EMPATHY MAP

Downloaded the MURAL app
sign in

Group title : iRevolution : A Data-driven
Exploration of Apple's iPhone impact in
India

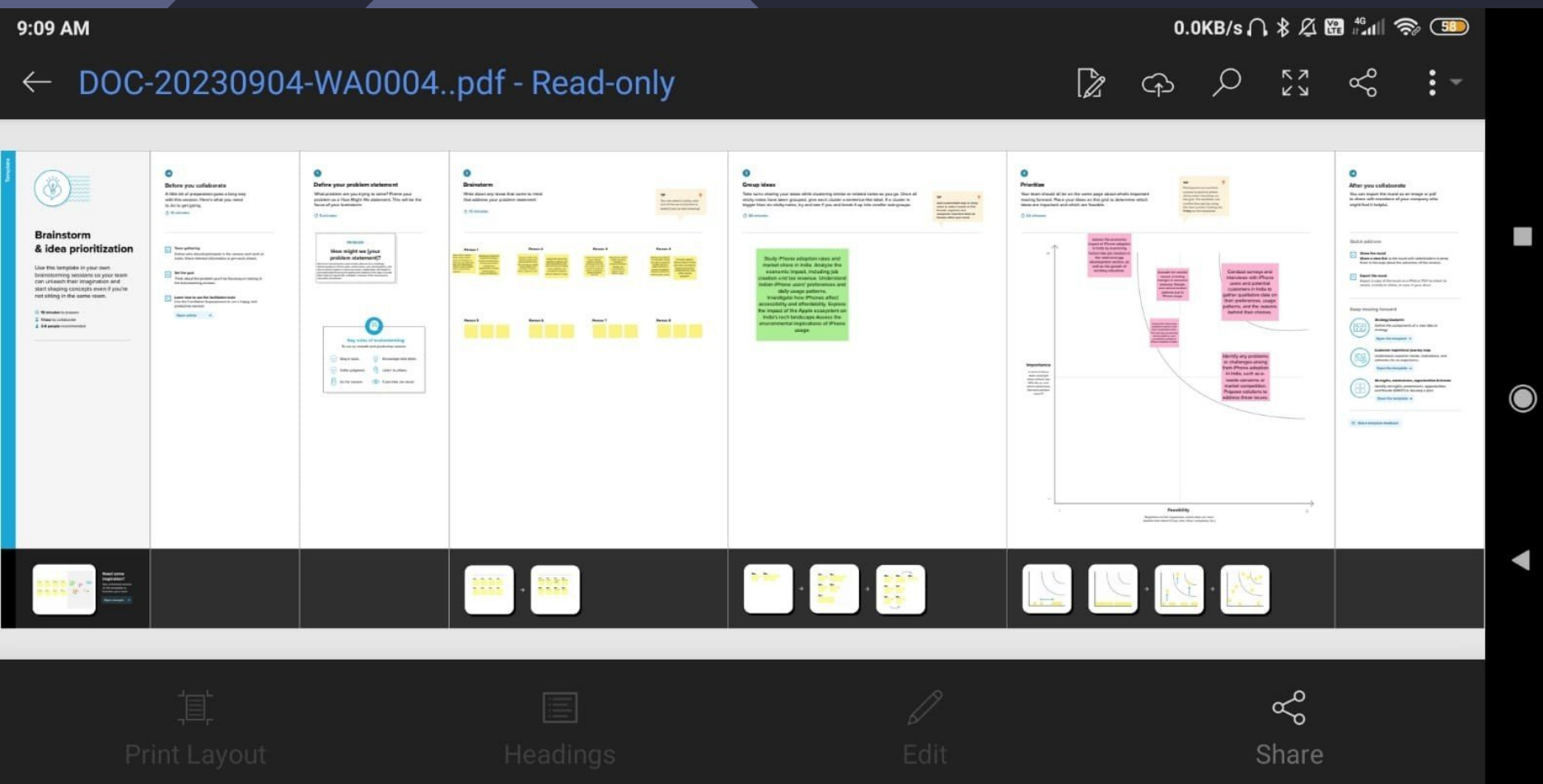
empathy map created using
MURAL app



BRAINSTROMING :

Download the Mural app
and sing in

Project title-iRevolution: A Data-driven
Exploration of Apple's iPhone impact in India



DESKTOP TABLEAU

Downloaded the Tableau
Desktop app (Only 14 day)
Created the project with
team

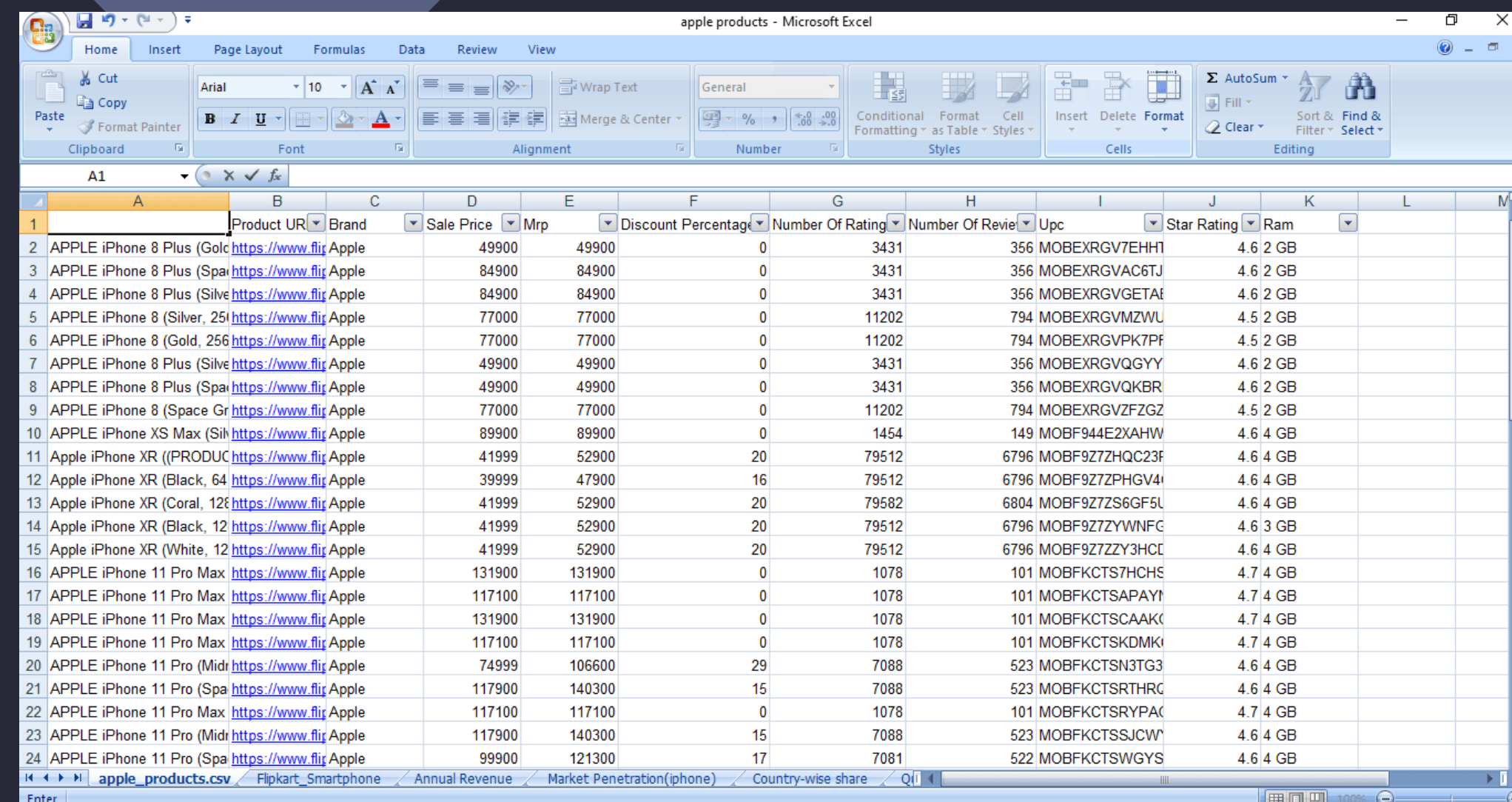


DATASET

Downloaded the DATASET

Edited the dataset

it is used for project creating



	A	B	C	D	E	F	G	H	I	J	K	L	M
1		Product UR	Brand	Sale Price	Mrp	Discount Percentage	Number Of Rating	Number Of Review	Upc	Star Rating	Ram		
2		APPLE iPhone 8 Plus (Gold, 256GB)	Apple	49900	49900	0	3431	356	MOBEXRGV7EHH	4.6	2 GB		
3		APPLE iPhone 8 Plus (Space Gray, 256GB)	Apple	84900	84900	0	3431	356	MOBEXRGVAC6TJ	4.6	2 GB		
4		APPLE iPhone 8 Plus (Silver, 256GB)	Apple	84900	84900	0	3431	356	MOBEXRGVGETA	4.6	2 GB		
5		APPLE iPhone 8 (Silver, 256GB)	Apple	77000	77000	0	11202	794	MOBEXRGVMZWU	4.5	2 GB		
6		APPLE iPhone 8 (Gold, 256GB)	Apple	77000	77000	0	11202	794	MOBEXRGVPK7PF	4.5	2 GB		
7		APPLE iPhone 8 Plus (Silver, 256GB)	Apple	49900	49900	0	3431	356	MOBEXRGVQGY	4.6	2 GB		
8		APPLE iPhone 8 Plus (Space Gray, 256GB)	Apple	49900	49900	0	3431	356	MOBEXRGVQKBR	4.6	2 GB		
9		APPLE iPhone 8 (Space Gray, 256GB)	Apple	77000	77000	0	11202	794	MOBEXRGVZFZGZ	4.5	2 GB		
10		APPLE iPhone XS Max (Silver, 64GB)	Apple	89900	89900	0	1454	149	MOBF944E2XAHW	4.6	4 GB		
11		Apple iPhone XR ((PRODUCT)RED, 64GB)	Apple	41999	52900	20	79512	6796	MOBF927ZHQC23F	4.6	4 GB		
12		Apple iPhone XR (Black, 64GB)	Apple	39999	47900	16	79512	6796	MOBF927ZPHGV4	4.6	4 GB		
13		Apple iPhone XR (Coral, 128GB)	Apple	41999	52900	20	79582	6804	MOBF927ZS6GF5L	4.6	4 GB		
14		Apple iPhone XR (Black, 128GB)	Apple	41999	52900	20	79512	6796	MOBF927ZYWNFC	4.6	3 GB		
15		Apple iPhone XR (White, 128GB)	Apple	41999	52900	20	79512	6796	MOBF927ZZY3HCE	4.6	4 GB		
16		APPLE iPhone 11 Pro Max (Space Gray, 64GB)	Apple	131900	131900	0	1078	101	MOBFKCTS7HCHS	4.7	4 GB		
17		APPLE iPhone 11 Pro Max (Silver, 64GB)	Apple	117100	117100	0	1078	101	MOBFKCTSAPAY	4.7	4 GB		
18		APPLE iPhone 11 Pro Max (Gold, 64GB)	Apple	131900	131900	0	1078	101	MOBFKCTSCAAK	4.7	4 GB		
19		APPLE iPhone 11 Pro Max (Space Gray, 128GB)	Apple	117100	117100	0	1078	101	MOBFKCTSKDMK	4.7	4 GB		
20		APPLE iPhone 11 Pro (Midnight Green, 64GB)	Apple	74999	106600	29	7088	523	MOBFKCTSN3TG3	4.6	4 GB		
21		APPLE iPhone 11 Pro (Space Gray, 64GB)	Apple	117900	140300	15	7088	523	MOBFKCTSRTHRC	4.6	4 GB		
22		APPLE iPhone 11 Pro Max (Space Gray, 128GB)	Apple	117100	117100	0	1078	101	MOBFKCTSRYPAC	4.7	4 GB		
23		APPLE iPhone 11 Pro (Midnight Green, 128GB)	Apple	117900	140300	15	7088	523	MOBFKCTSSJCW	4.6	4 GB		
24		APPLE iPhone 11 Pro (Space Gray, 128GB)	Apple	99900	121300	17	7081	522	MOBFKCTSWGYS	4.6	4 GB		

Explanation video link: (Rec_03)

https://drive.google.com/file/d/1kS8velTBuo9_RIMovoUAZ7l46P_YKp8c/view?usp=drive

[link](#)

Activity 1.2: Model

Specification Explanation

video link: (Rec_04)

https://drive.google.com/file/d/1_ea6LayXI0RkIbVDp3jbMJVdSV_ZUtrB/view?usp=drive

[link](#)

Activity 1.3: Bar Chart showing Battery-Type

distribution Explanation video link: (Rec_05)

https://drive.google.com/file/d/1VEehbWqHHlwl_rtVIVdl9hS8bFFHW2Yp/view?usp=drive

[link](#)

Activity 1.4: Treemap showing Brand- Price

Comparison Explanation video link: (Rec_06)

<https://drive.google.com/file/d/1lgbGOBeG9SftWO4VX3j1UD5cR7CRHQ4z/view?usp=drive>

[link](#)

Activity 1.5: Bubble Chart showing Model- Wise Share of

iPhone Explanation video link: (Rec_07)

<https://drive.google.com/file/d/1xw1zbp6UdpDSYG57dclIOGdG0wGsyFIW/view?usp=sharing>

[link](#)

Activity 1.6: Lined Bar-Chart showing Country-Wise Best Selling Smartphone

Explanation video link: (Rec_08)

[https://drive.google.com/file/d/1ZfWkyv70jzyzmkYa6DltCYPYzuCrPC-](https://drive.google.com/file/d/1ZfWkyv70jzyzmkYa6DltCYPYzuCrPC-7/view?usp=drive)

[link](#)

Activity 1.7: Donut Chart for Quarterly

Share Explanation video link: (Rec_09)

https://drive.google.com/file/d/1o-nCJh5RMXjY_gslvgVrr5Dnrav45KZL/view?usp=drive

[link](#)

Activity 1.8:Line Chart for Annual Revenue Year-Wise

Explanation video link: (Rec_10)

<https://drive.google.com/file/d/1PDtpDU-L8I55h66xpTYBBV49m14CBgAN/view?usp=drive>

[link](#)

Activity 1.9: Text Table for Yearly

KPI Explanation video link:

(Rec_11)

<https://drive.google.com/file/d/19c92E3MFPKv9lZj4FyJciDoBQj55DJcw/view?usp=drive>

[link](#)

Activity 1.10: Map Showing Global Market

Share Explanation video link: (Rec_12)

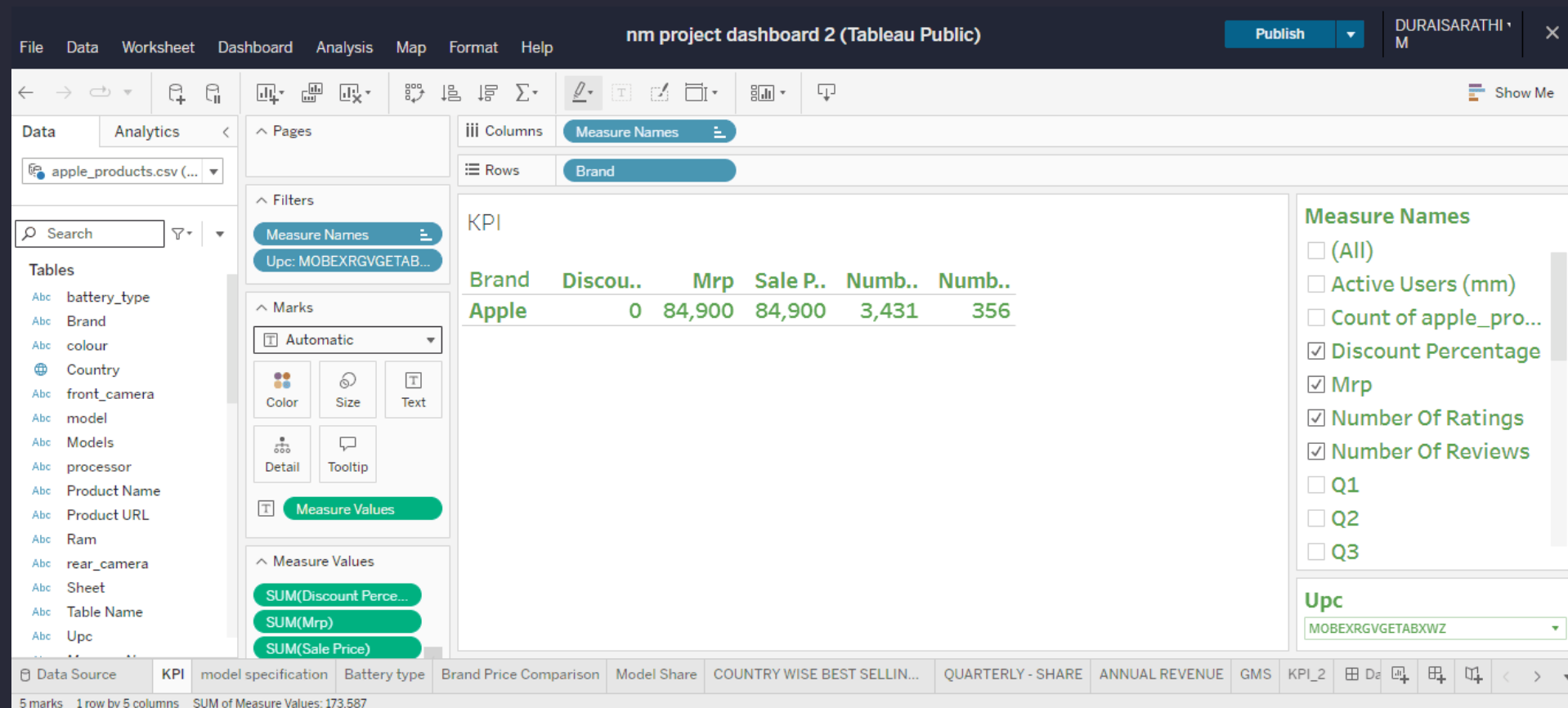
https://drive.google.com/file/d/1eMlbCnKD8O7_hjqHm0OkCSdwYS5wWctZ/view?usp=sharing

[link](#)

PROJECTS

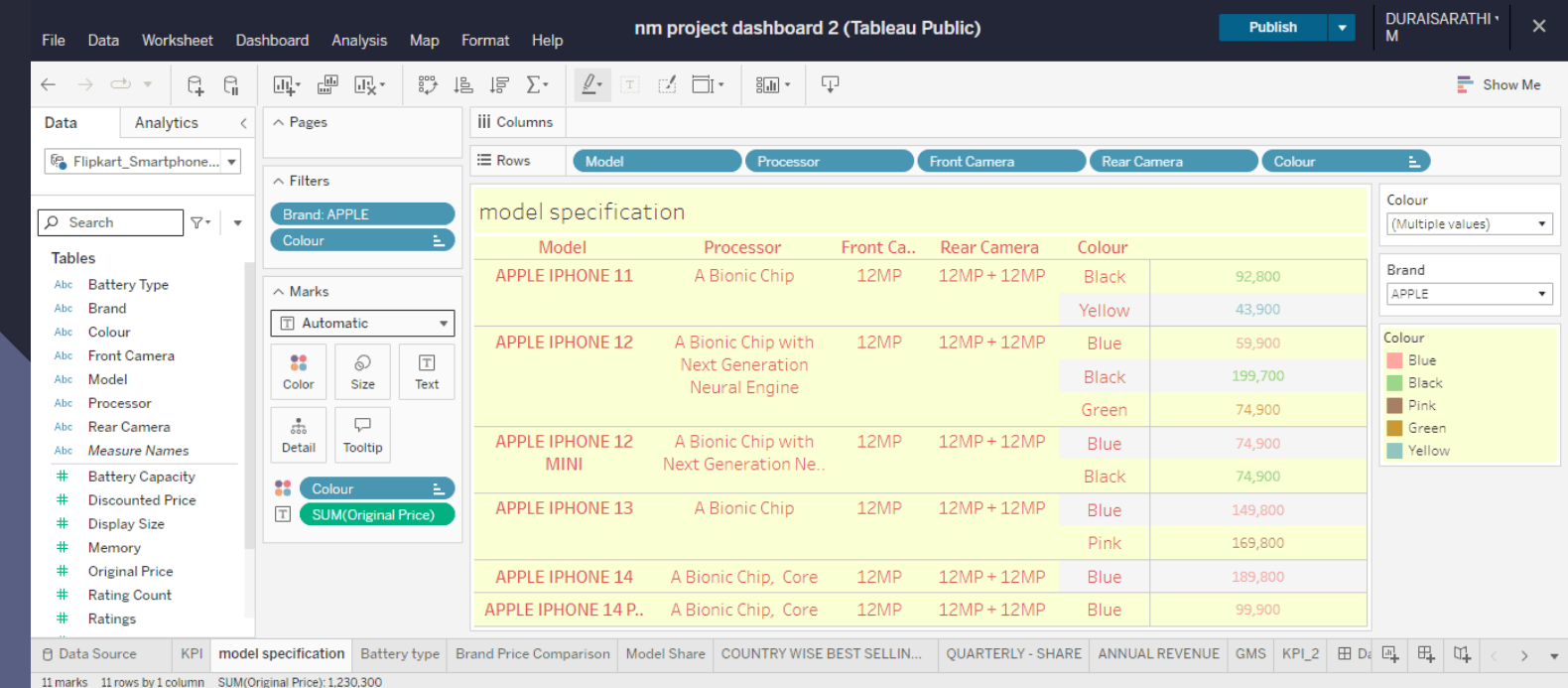
Used by these link projects are created

VISUALIZATIONS

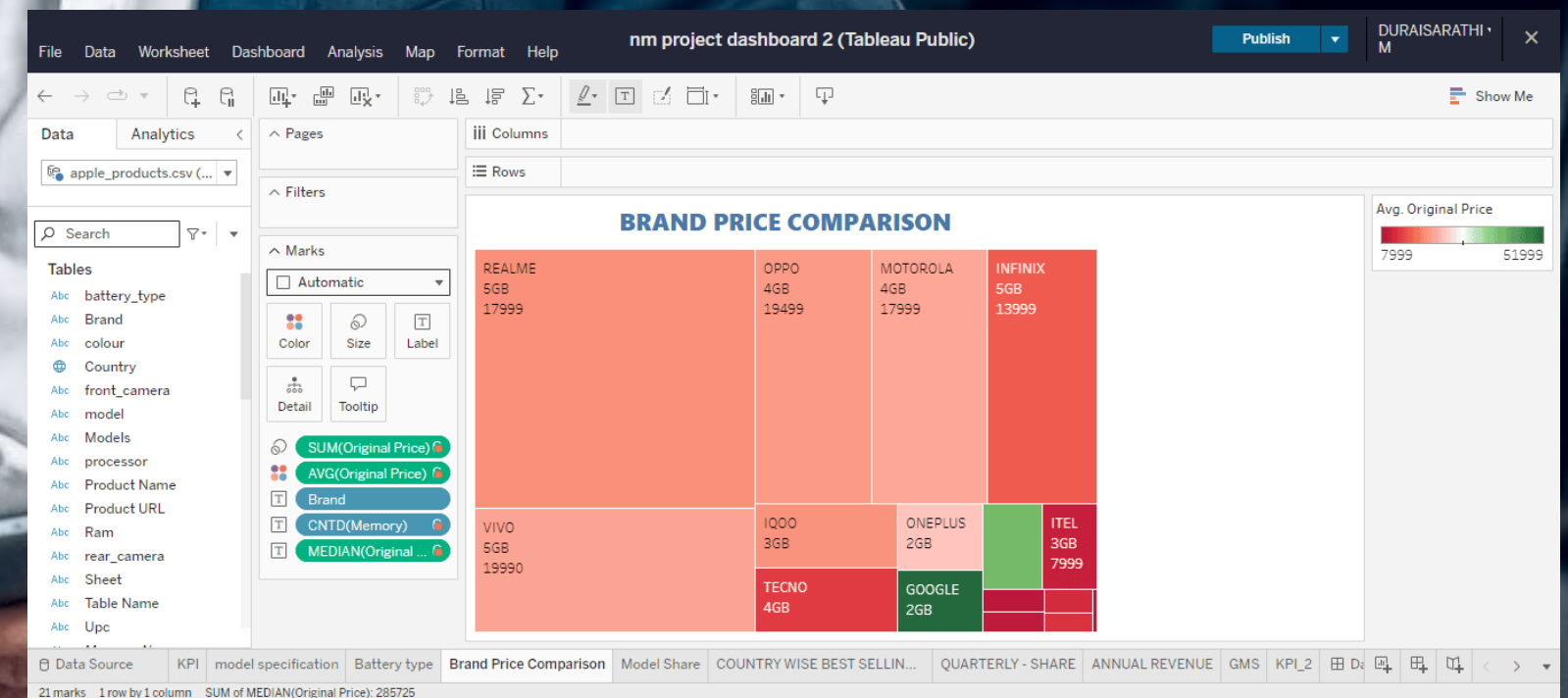
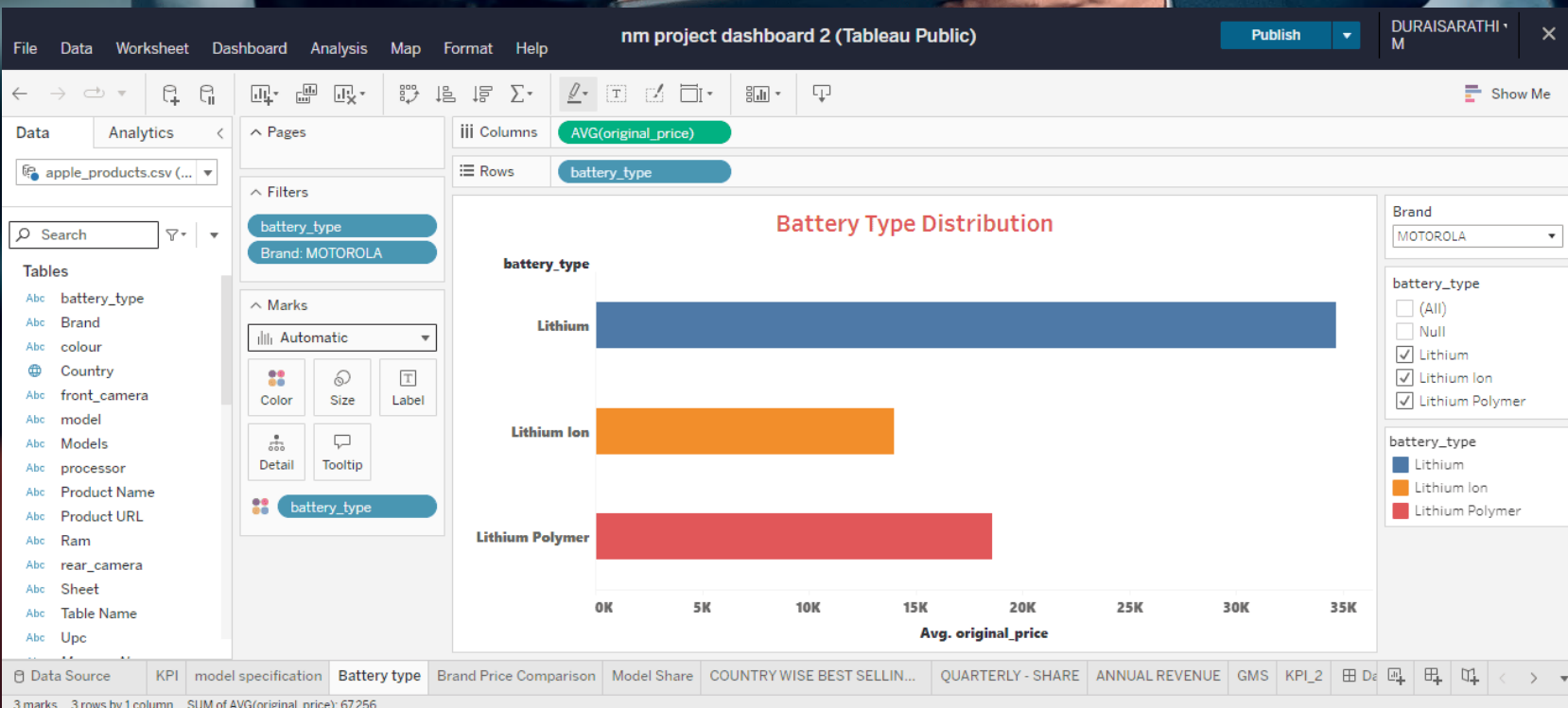


KPI

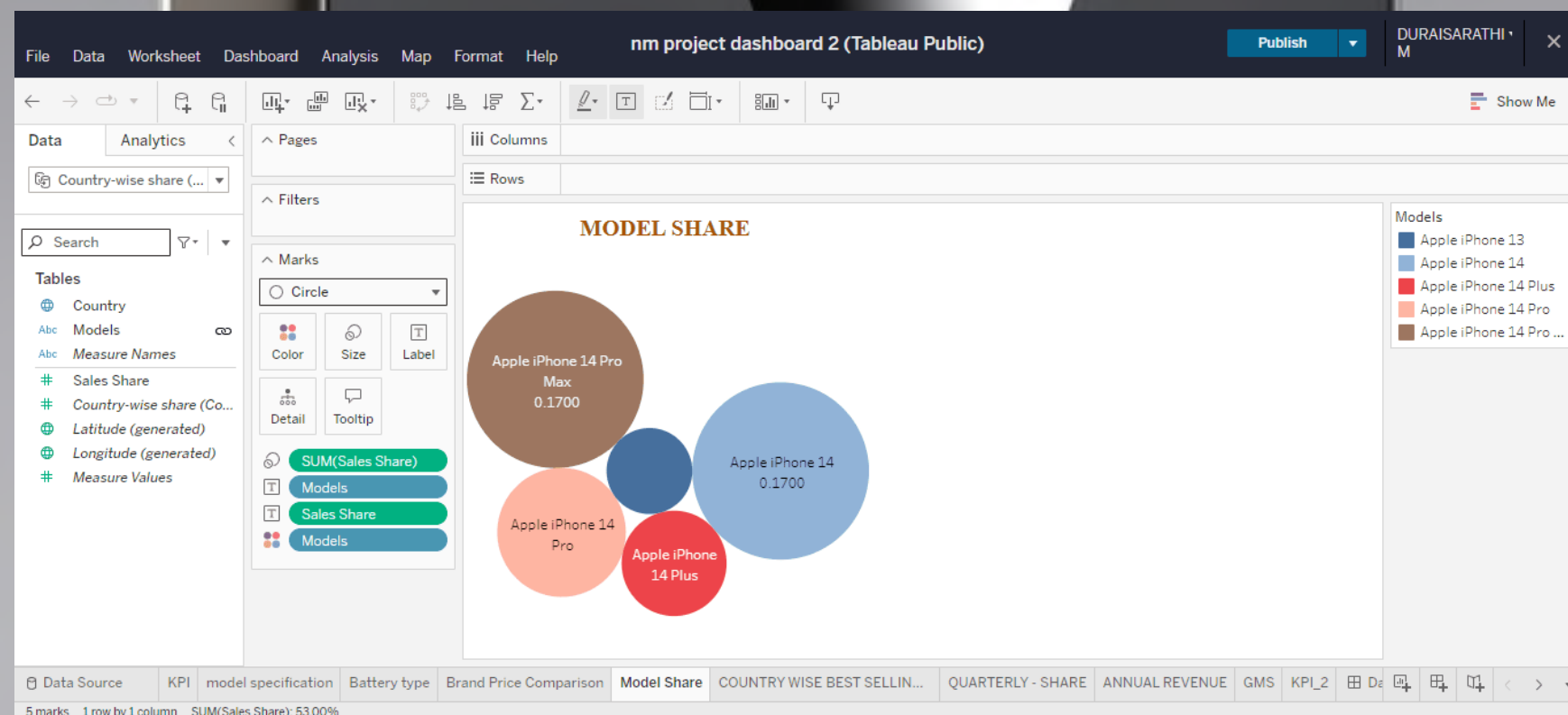
MODEL SPECIFICATION



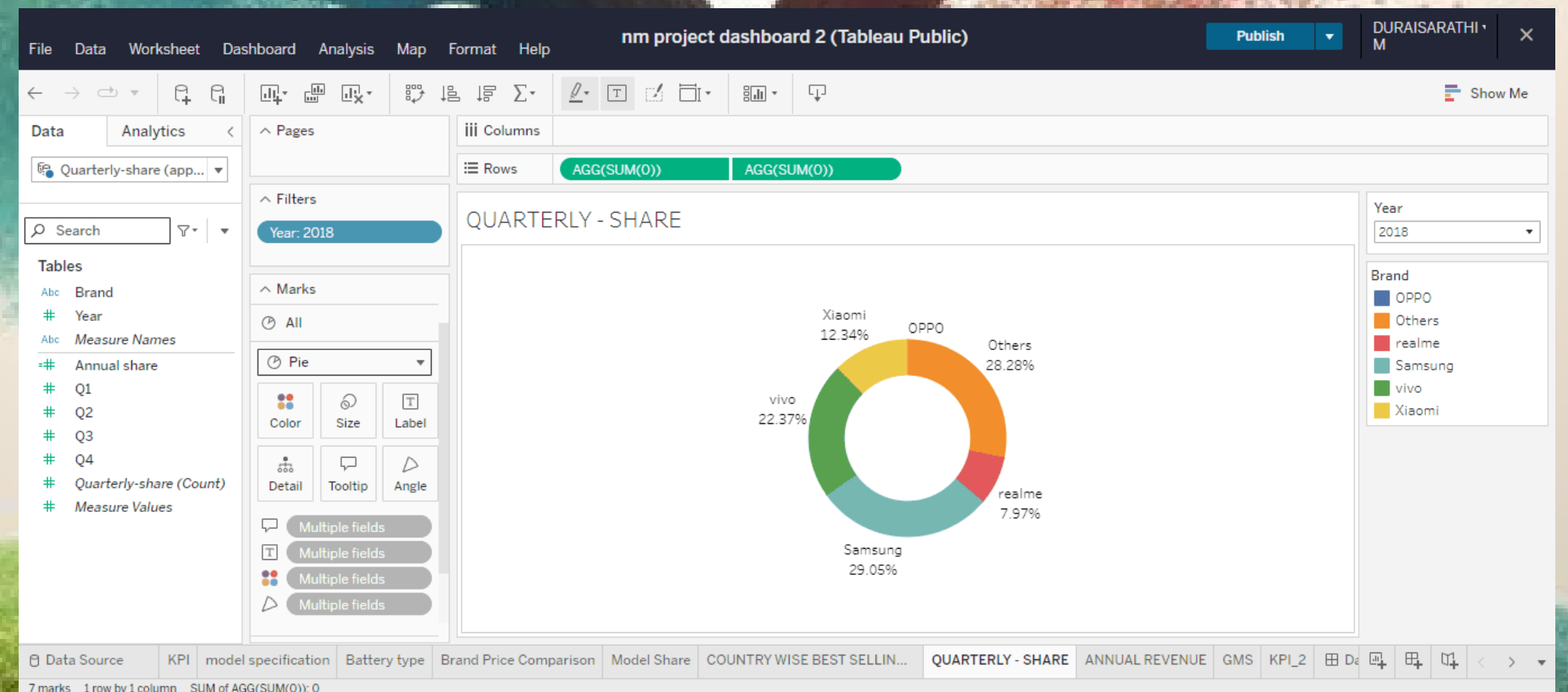
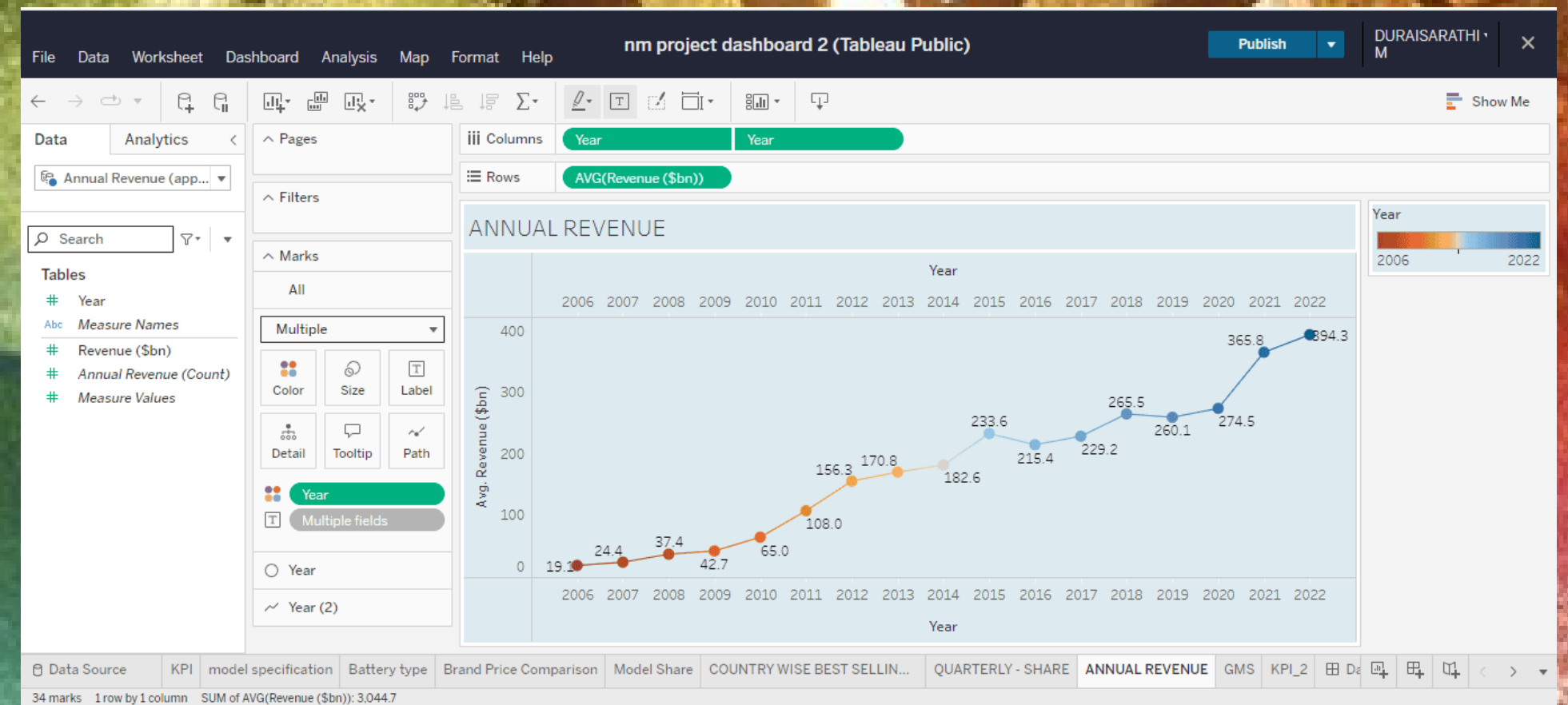
VISUALIZATIONS



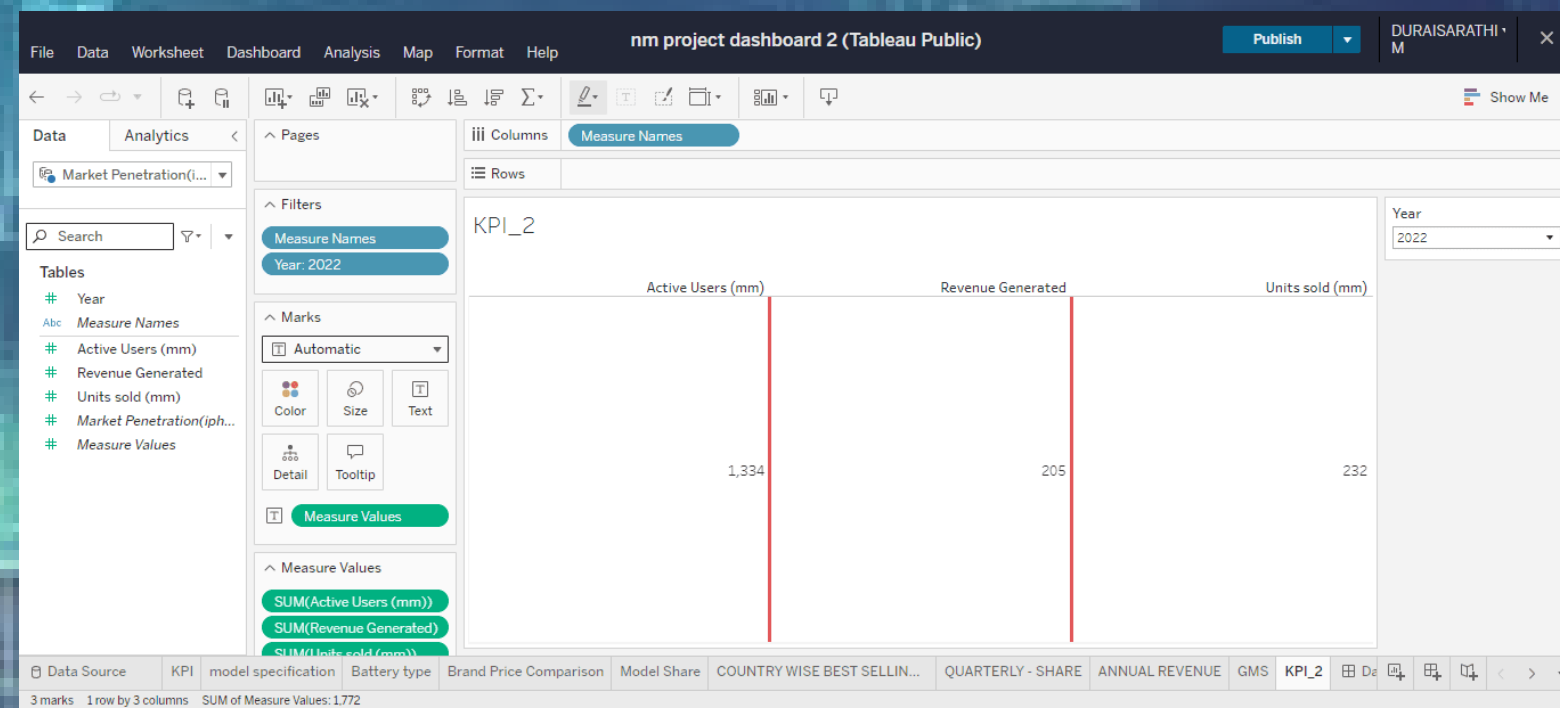
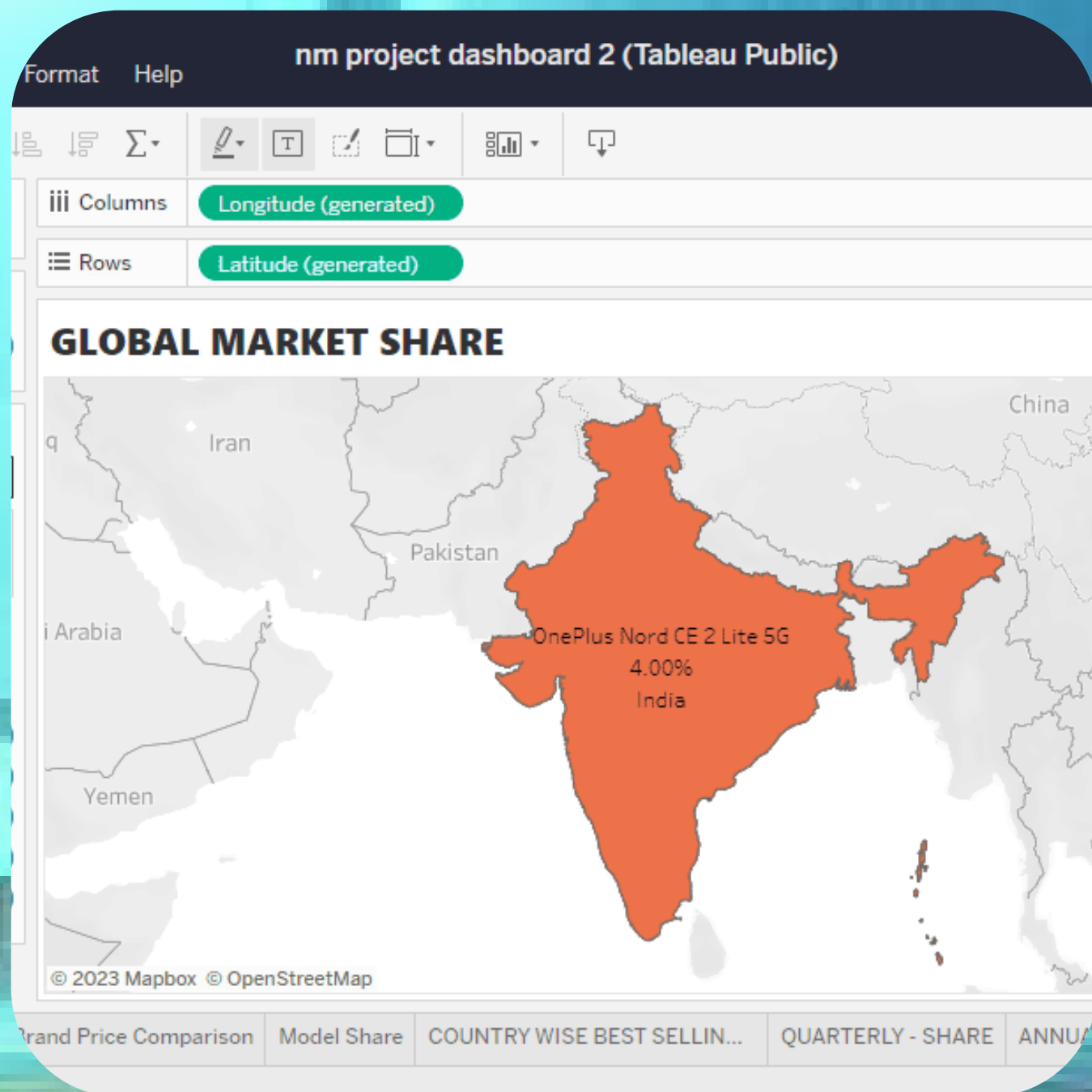
VISUALIZATIONS



VISUALIZATIONS

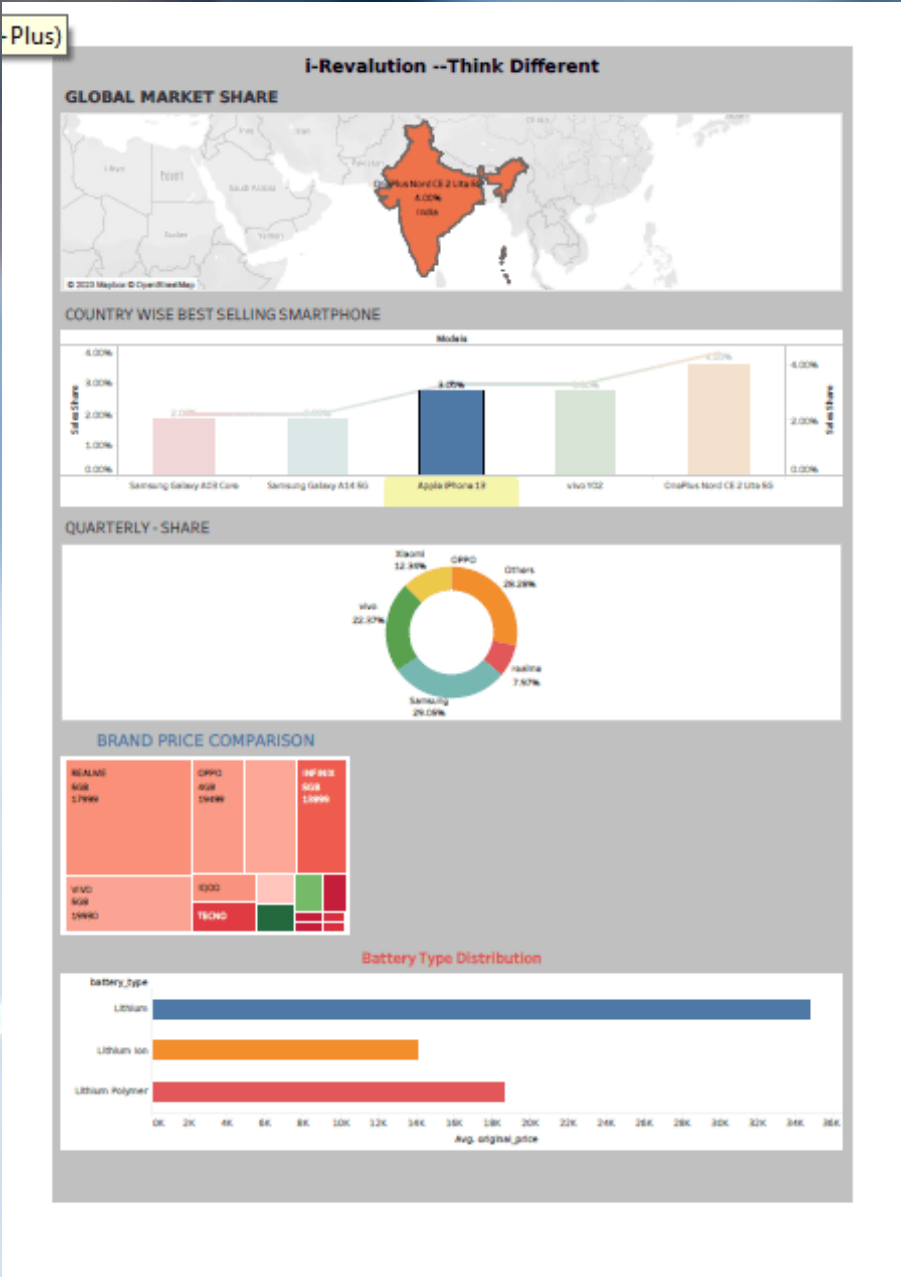


VISUALIZATIONS

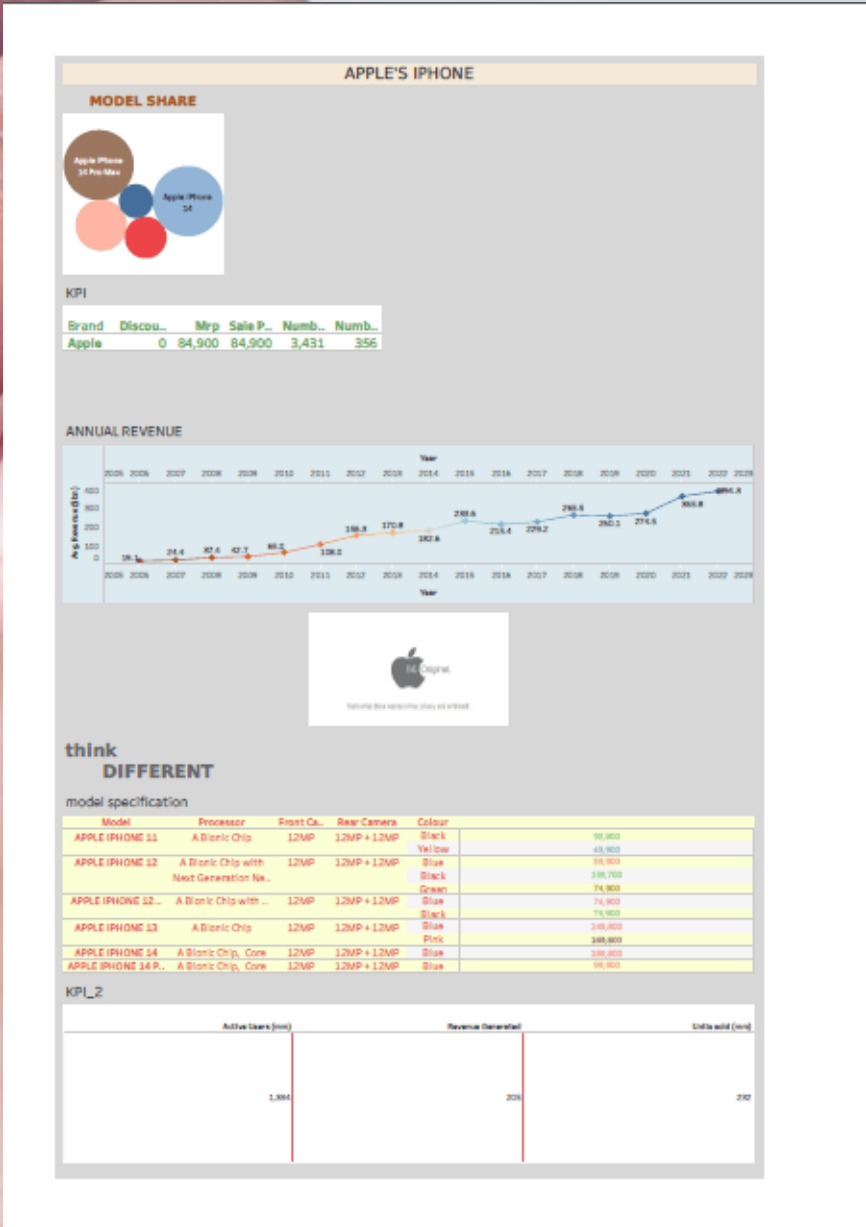


DESIGN OF DASHBOARD

DASHBOARD



DASHBOARD



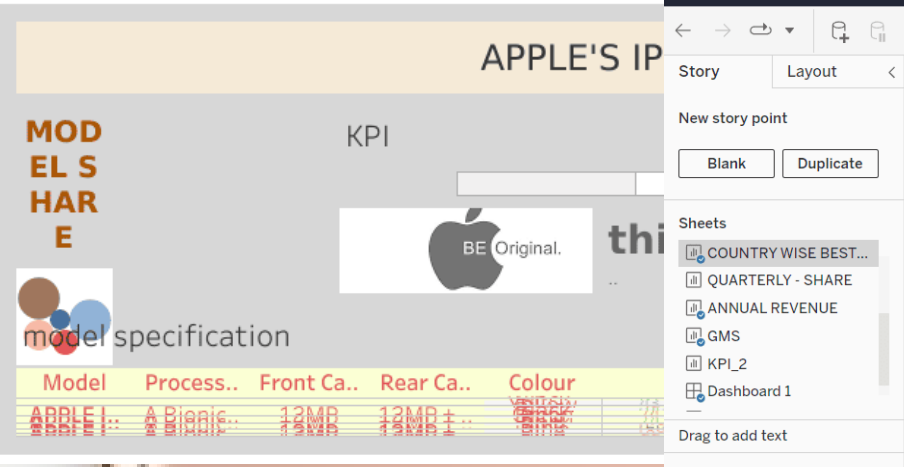
S

Story created same as the procedure of dashboard

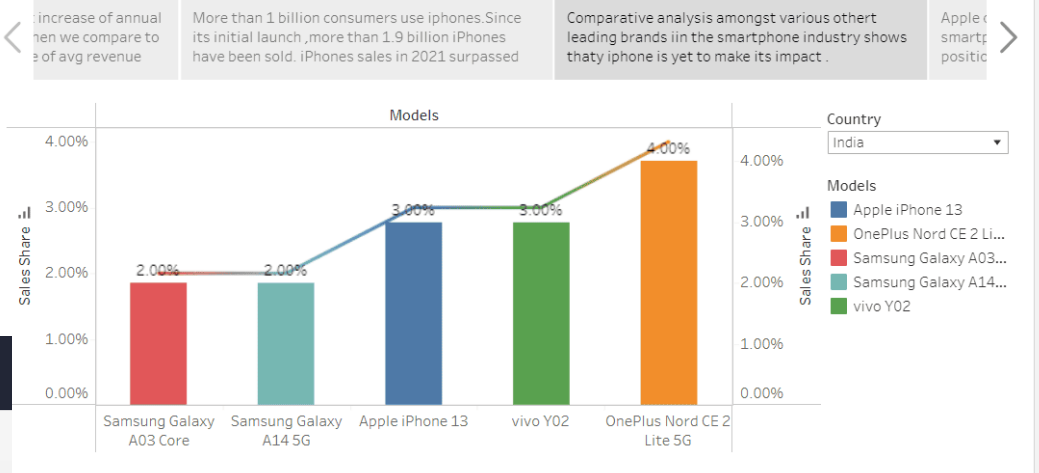
story was created

Story 1

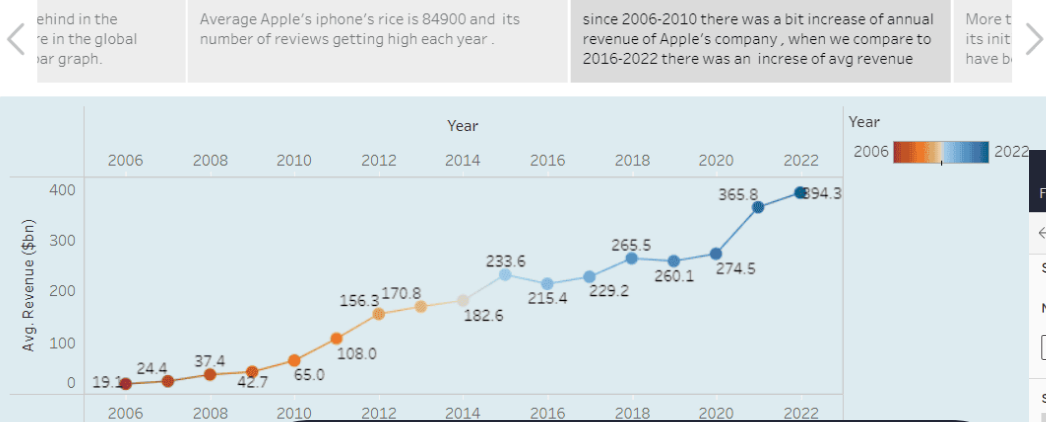
since 2006-2010 there was a bit increase of annual revenue of Apple's company , when .. More than 1 billion consumers use iPhones.Since its initial launch ,more than 1.9 billion iPhones have been sold. Comparative analysis amongst various other leading brands in the smartphone industry shows thaty iPhone is yet to make its impact .



Story 1

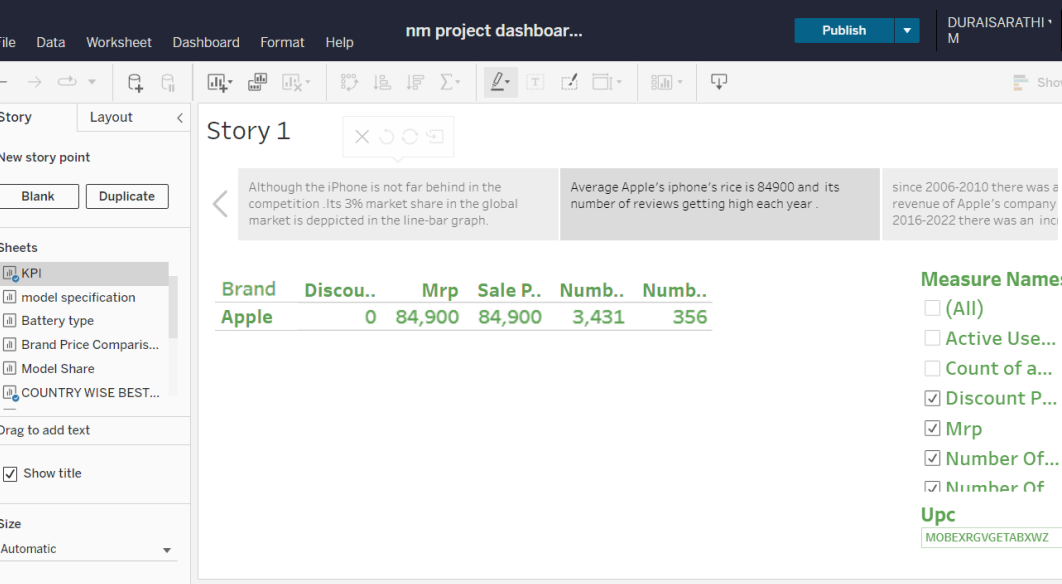
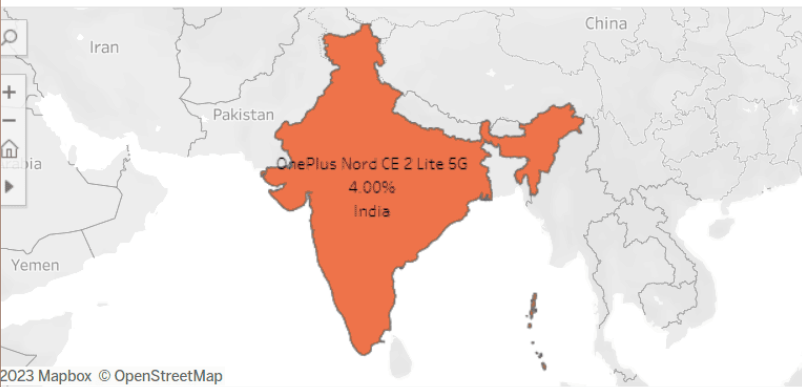


Story 1



Story 1

Although the iPhone is not far behind in the competition .Its 3% market share in the global market is depicted in the line-bar graph. Average Apple's iPhone's rise is 84900 and its number of reviews getting high each year .





APPLE'S IPHONE IMPACT

The iPhone has had a significant impact in India. It has boosted the economy, created job opportunities, revolutionized communication, and provided access to educational resources.



Conclusion

In conclusion, the iPhone has revolutionized the Indian smartphone market and transformed the lives of Indian consumers. Through data-driven insights, we have unraveled the impact of the iPhone in India. Apple's journey in India continues to present challenges and opportunities, and the future looks promising for the iPhone in the Indian market.

Thanks!

**Do you have any
questions?**

addyouremail@freepik.com
+91 620 421 838
yourwebsite.com

