

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



Introduction

OVERVIEW :

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/nmproject/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.

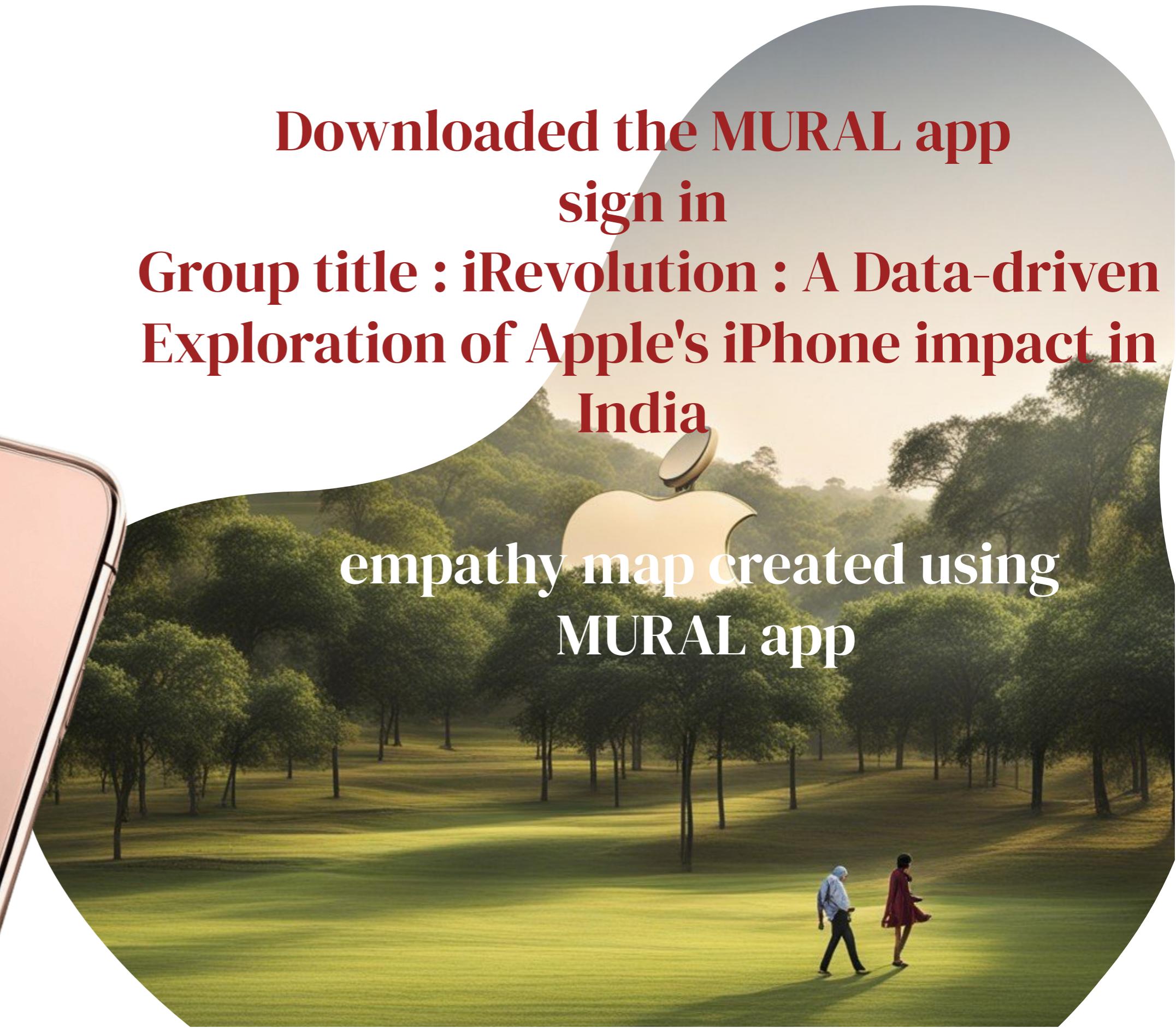
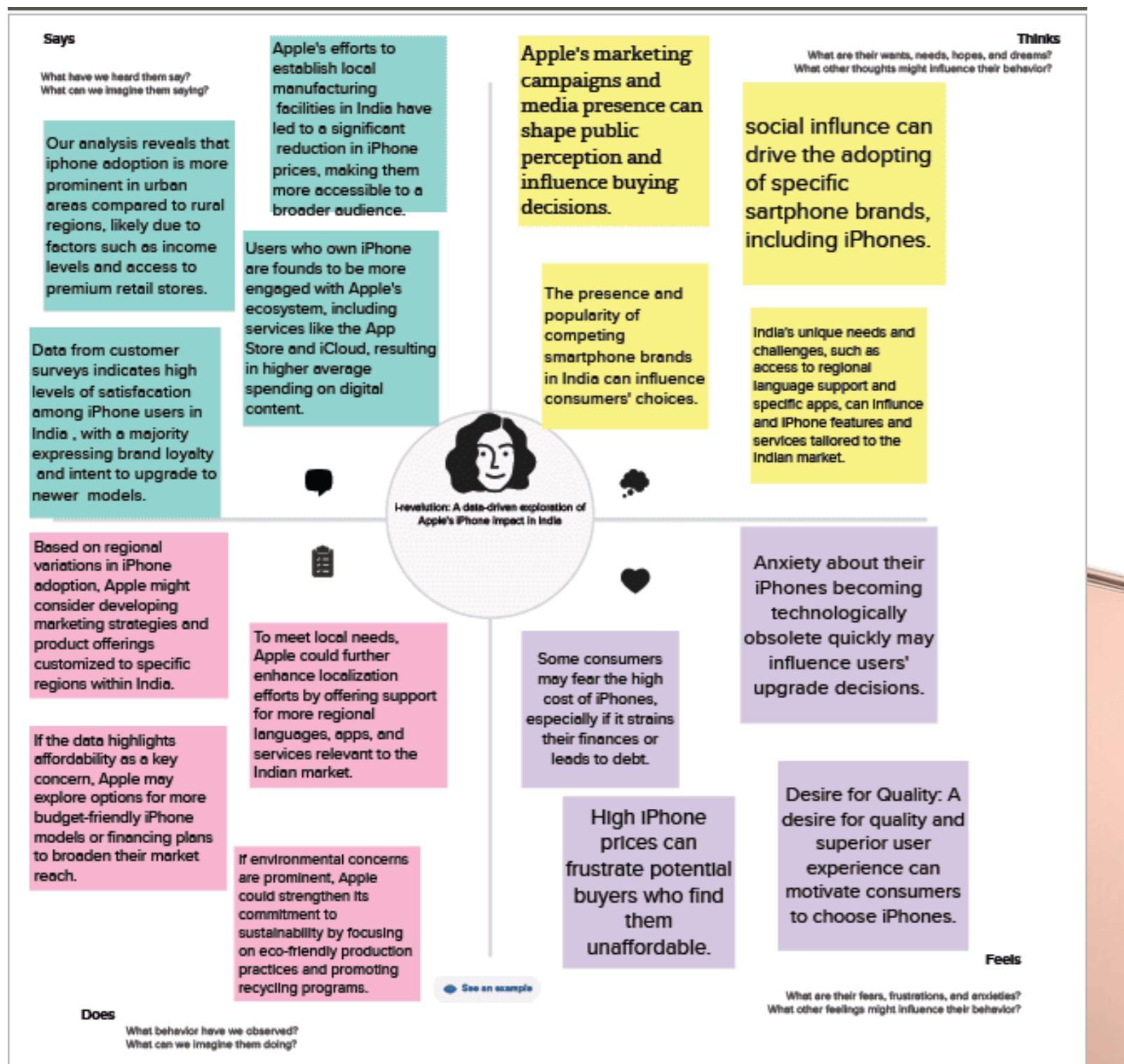




PROBLEM DEFINITION & DESIGN THINKING

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.

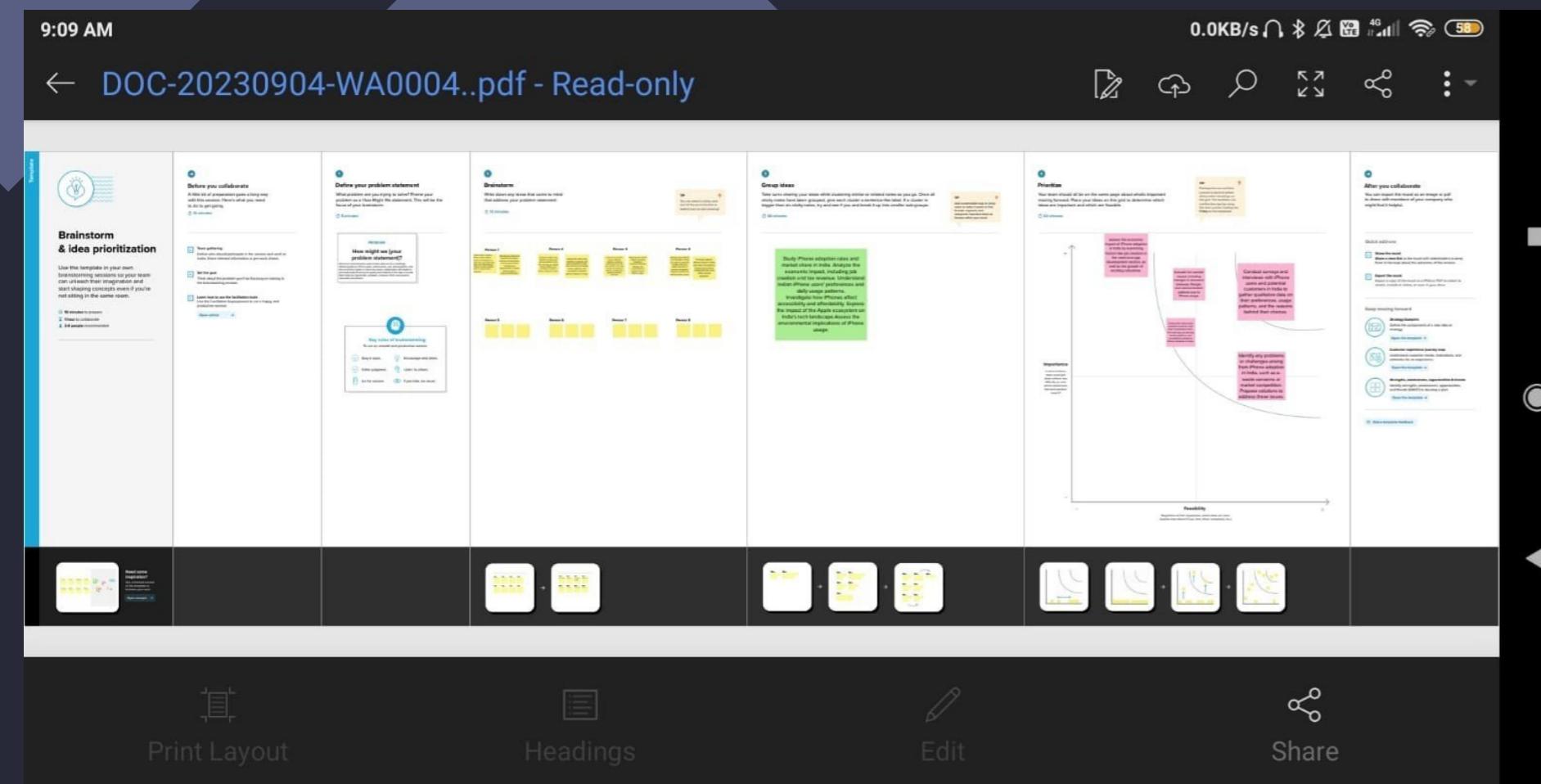
EMPATHY MAP



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



DATASET



Downloaded the DATASET

Edited the dataset

it is used for project creating

apple products - Microsoft Excel

	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 Revie	Upc	Star Rating	Ram			
2	APPLE iPhone 8 Plus (Gold, 64GB)	Apple	49900	49900	0	3431	356	MOBEXRGV7EHHT	4.6	2 GB			
3	APPLE iPhone 8 Plus (Spain)	Apple	84900	84900	0	3431	356	MOBEXRGVAC6TJ	4.6	2 GB			
4	APPLE iPhone 8 Plus (Silver)	Apple	84900	84900	0	3431	356	MOBEXRGVGETAB	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	MOBEXRGVQGYY	4.6	2 GB			
8	APPLE iPhone 8 Plus (Spain)	Apple	49900	49900	0	3431	356	MOBEXRGVQKBR	4.6	2 GB			
9	APPLE iPhone 8 (Space Grey, 64GB)	Apple	77000	77000	0	11202	794	MOBEXRGVZFZGZ	4.5	2 GB			
10	APPLE iPhone XS Max (Silver, 256GB)	Apple	89900	89900	0	1454	149	MOBF944E2XAHW	4.6	4 GB			
11	Apple iPhone XR ((PRODUCT)RED, 64GB)	Apple	41999	52900	20	79512	6796	MOBF9Z7ZHQC23F	4.6	4 GB			
12	Apple iPhone XR (Black, 64GB)	Apple	39999	47900	16	79512	6796	MOBF9Z7ZPHGV4C	4.6	4 GB			
13	Apple iPhone XR (Coral, 128GB)	Apple	41999	52900	20	79582	6804	MOBF9Z7ZS6GF5U	4.6	4 GB			
14	Apple iPhone XR (Black, 128GB)	Apple	41999	52900	20	79512	6796	MOBF9Z7ZYWNFG	4.6	3 GB			
15	Apple iPhone XR (White, 128GB)	Apple	41999	52900	20	79512	6796	MOBF9Z7ZZY3HCD	4.6	4 GB			
16	APPLE iPhone 11 Pro Max (Gold, 256GB)	Apple	131900	131900	0	1078	101	MOBFKCTS7HCHS	4.7	4 GB			
17	APPLE iPhone 11 Pro Max (Silver, 256GB)	Apple	117100	117100	0	1078	101	MOBFKCTSAPAYN	4.7	4 GB			
18	APPLE iPhone 11 Pro Max (Silver, 128GB)	Apple	131900	131900	0	1078	101	MOBFKCTSCAAKQ	4.7	4 GB			
19	APPLE iPhone 11 Pro Max (Silver, 64GB)	Apple	117100	117100	0	1078	101	MOBFKCTSMDKQ	4.7	4 GB			
20	APPLE iPhone 11 Pro (Midnight Green, 128GB)	Apple	74999	106600	29	7088	523	MOBFKCTSN3TG3	4.6	4 GB			
21	APPLE iPhone 11 Pro (Space Grey, 128GB)	Apple	117900	140300	15	7088	523	MOBFKCTSRTHRG	4.6	4 GB			
22	APPLE iPhone 11 Pro Max (Gold, 128GB)	Apple	117100	117100	0	1078	101	MOBFKCTSRYPAQ	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 Grey, 128GB)	Apple	99900	121300	17	7081	522	MOBFKCTSWGYS	4.6	4 GB			

Explanation video link: (Rec_03)

https://drive.google.com/file/d/1kS8veLtBuo9_RIMovoUAZ7I46P_YKp8c/view?usp=drive_link

Activity 1.2: Model

Specification Explanation

video link: (Rec_04)

https://drive.google.com/file/d/1_ea6LayXI0RklbVDp3jbMJVdSV_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/1VEehbWqHHlwI_rtVlVdl9hS8bFFHW2Yp/view?usp=drive_link

Activity 1.4: Treemap showing Brand- Price

Comparison Explanation video link: (Rec_06)

https://drive.google.com/file/d/1IgbGOBeG9SftWO4VX3j1UD5cR7CRHQ4z/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/1xw1zbp6UdpDSYG57dcIIOGdG0wGsyFIW/view?usp=sharing>

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

Explanation video link: (Rec_08)

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_gsIygVrr5Dnrv45KZL/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/19c92E3MFPKv9IZj4FyJciDoBQj55DJcw/view?usp=drive_link

Activity 1.10: Map Showing Global Market

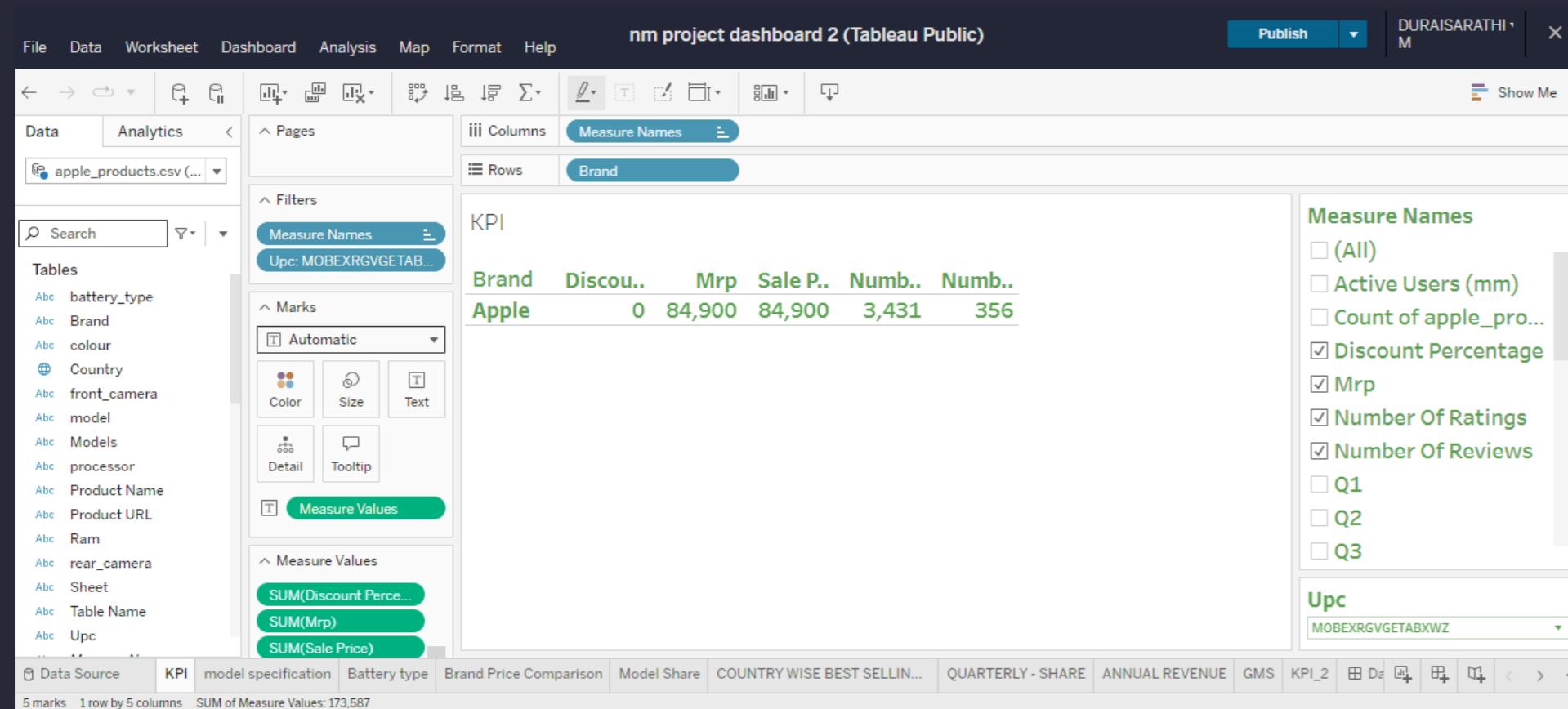
Share Explanation video link: (Rec_12)

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PROJECTS

Used by these link projects are created

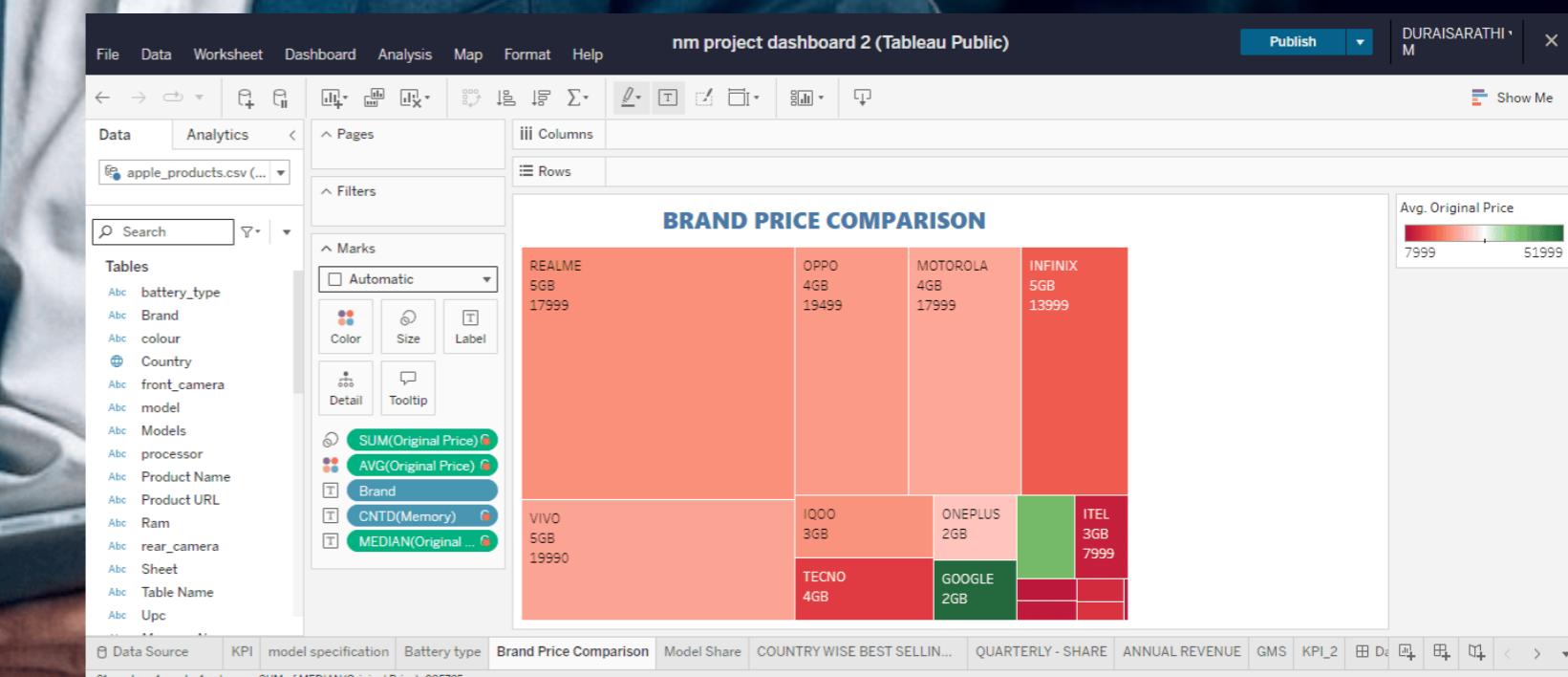
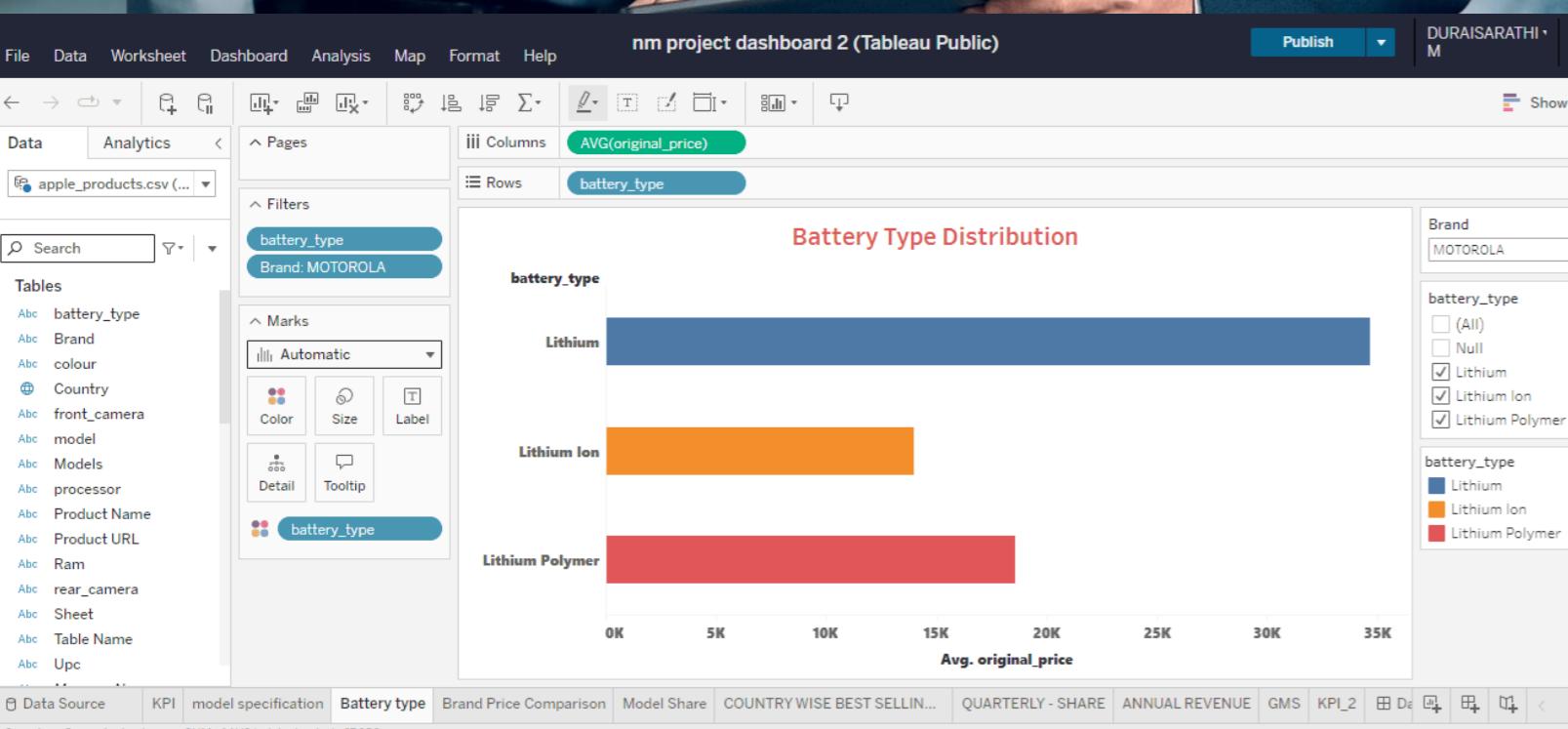
VISUALIZATIONS



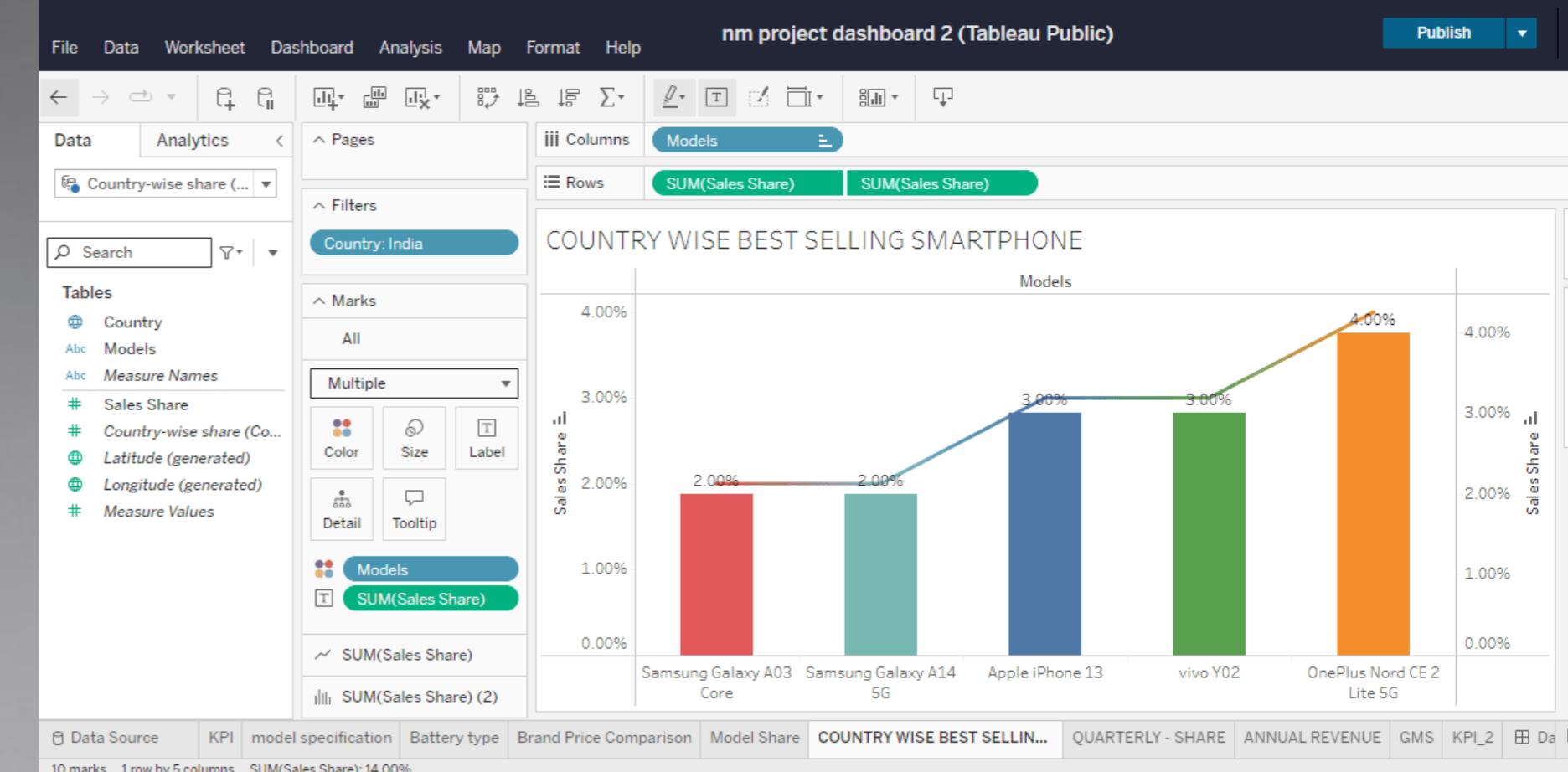
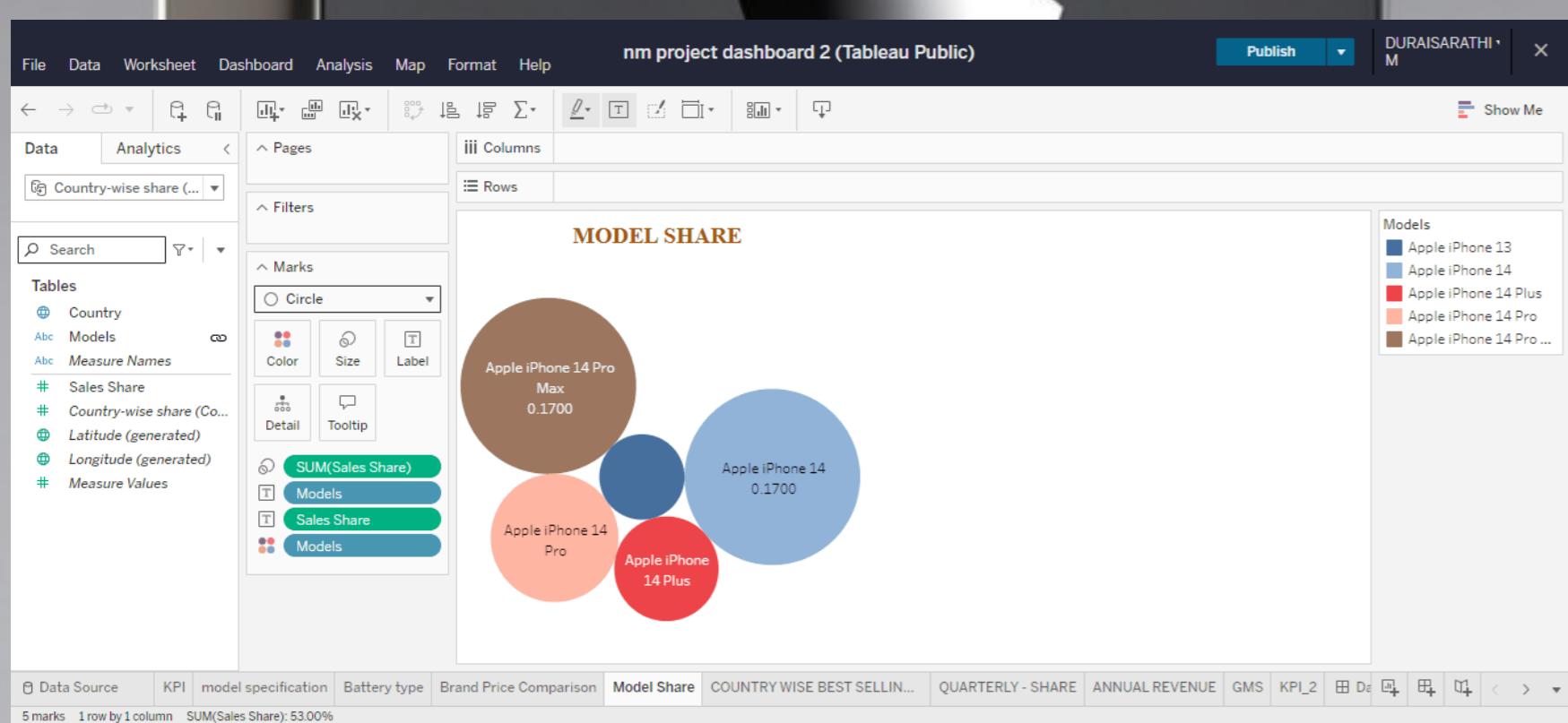
MODEL SPECIFICATION

Model	Processor	Front Ca..	Rear Camera	Colour
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black
				Yellow
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Blue
				Black
				Green
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Ne..	12MP	12MP + 12MP	Blue
				Black
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue
				Pink
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue
APPLE IPHONE 14 P..	A Bionic Chip, Core	12MP	12MP + 12MP	Blue

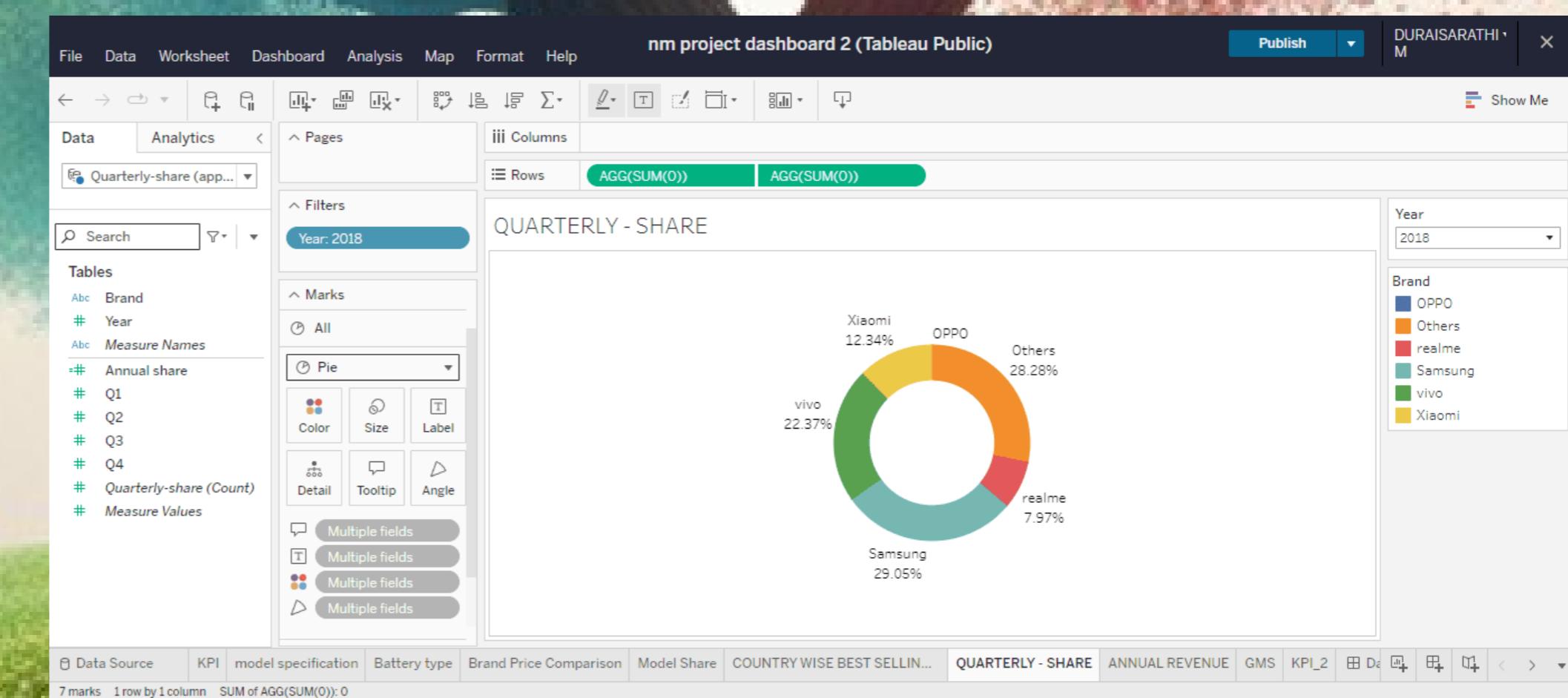
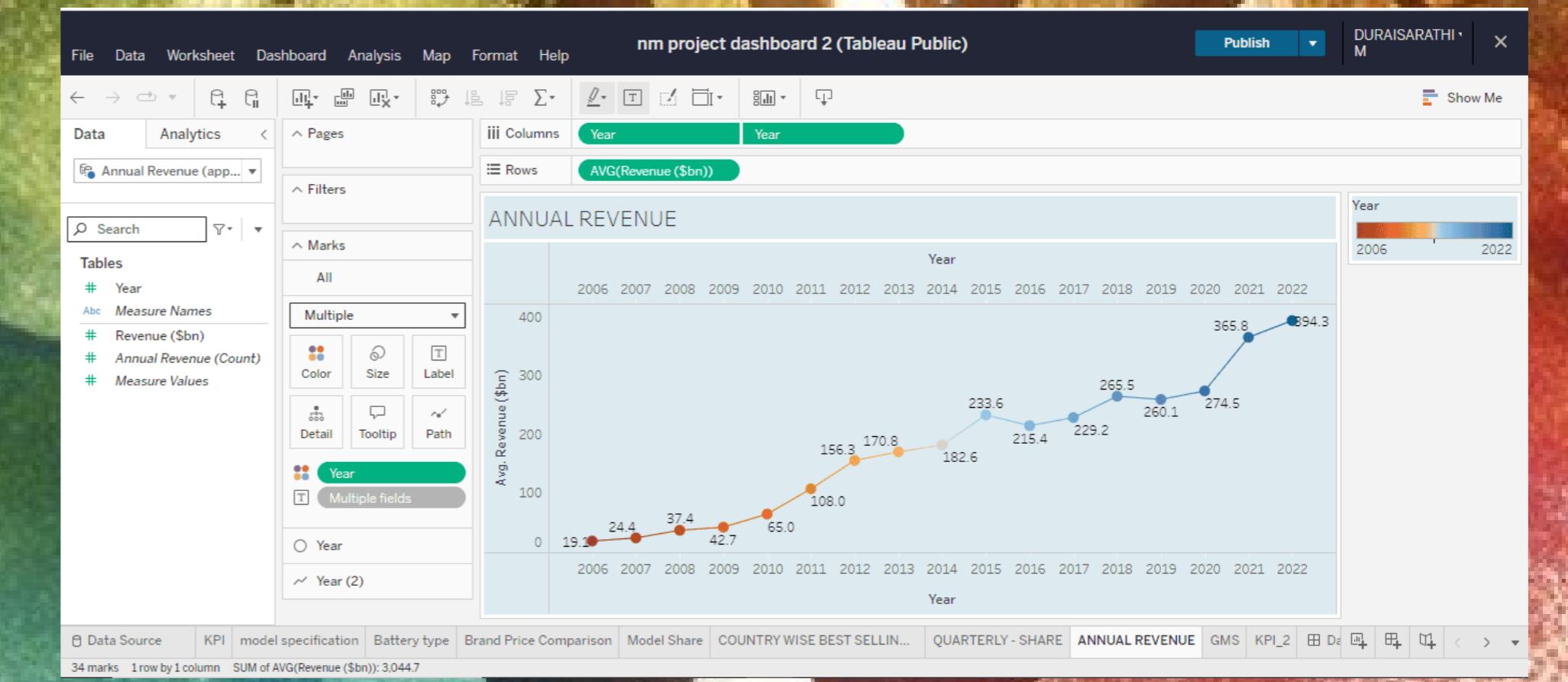
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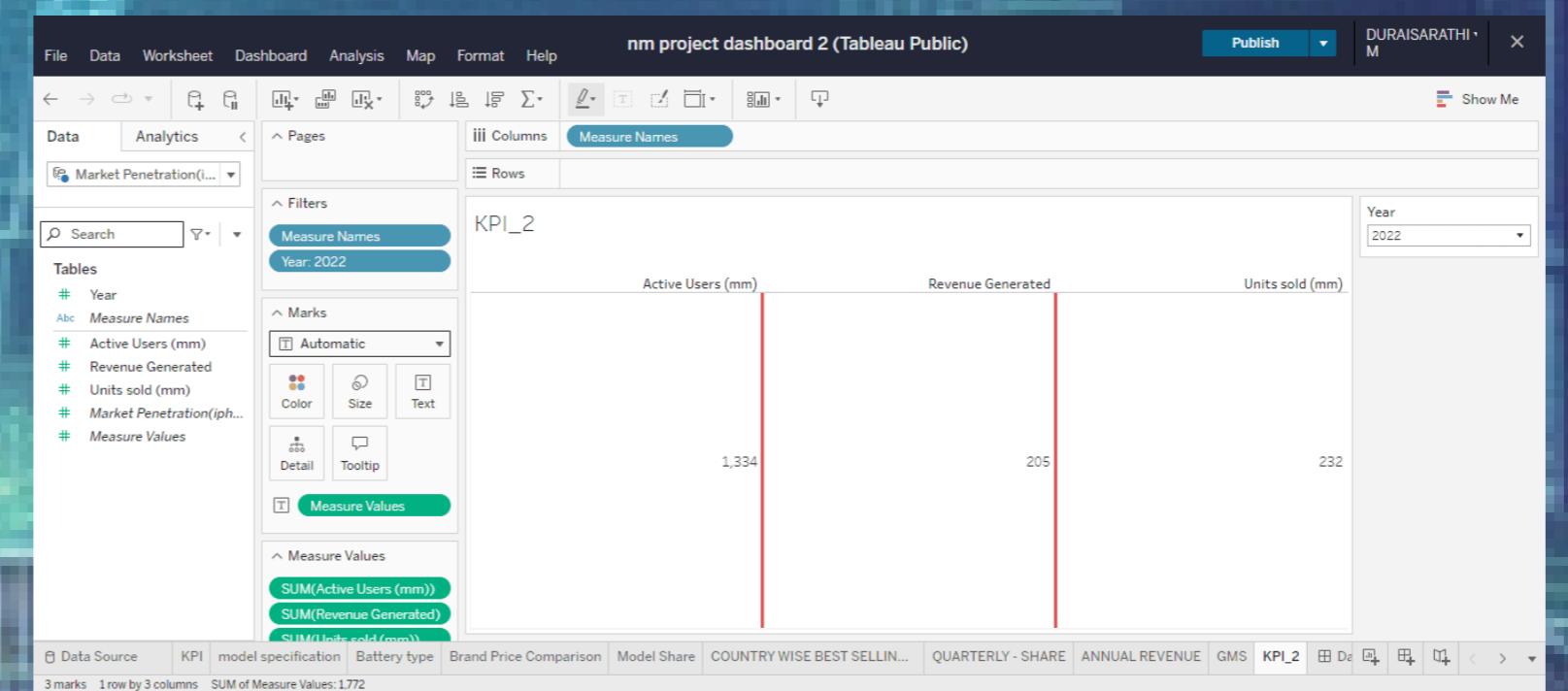
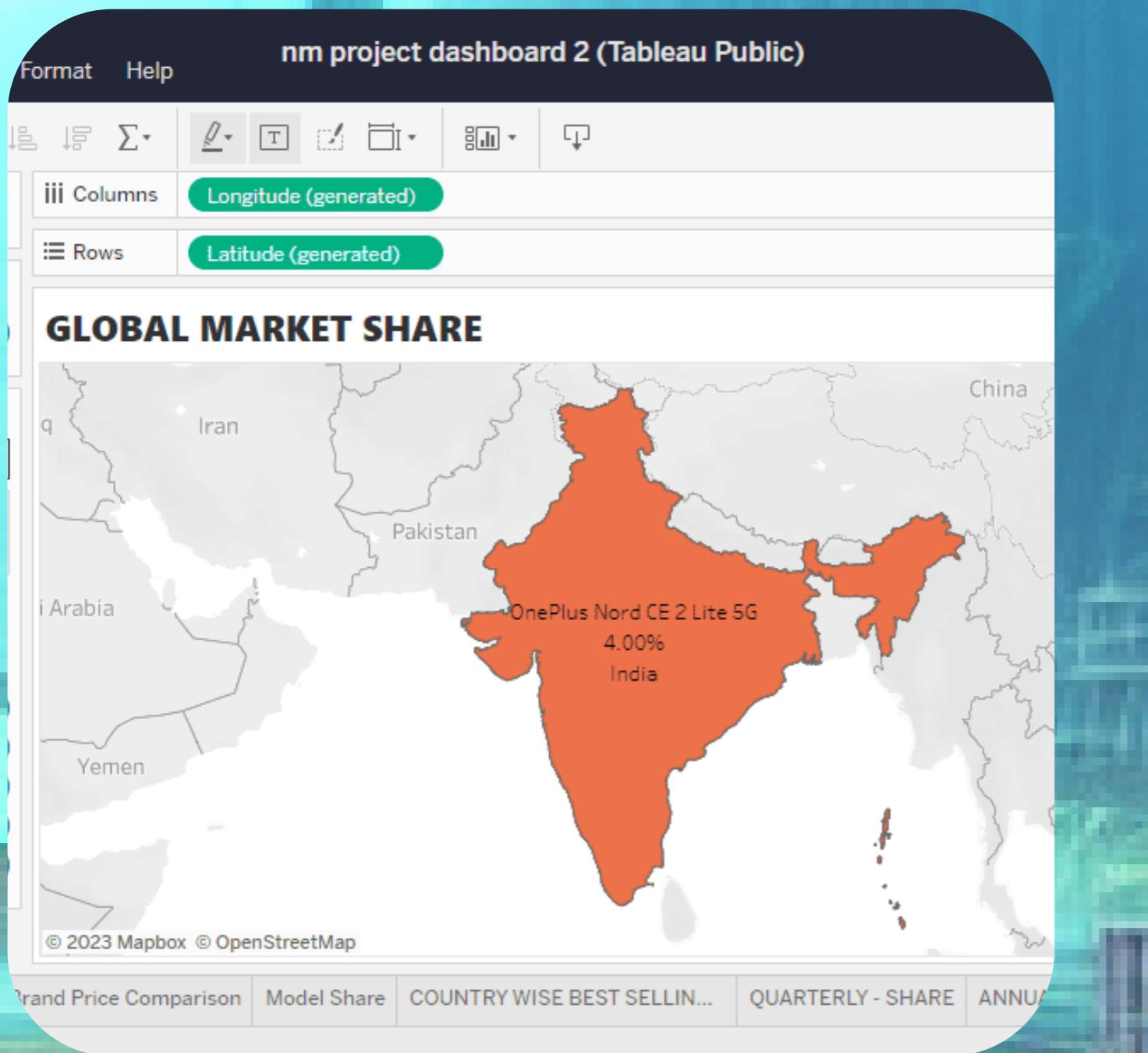
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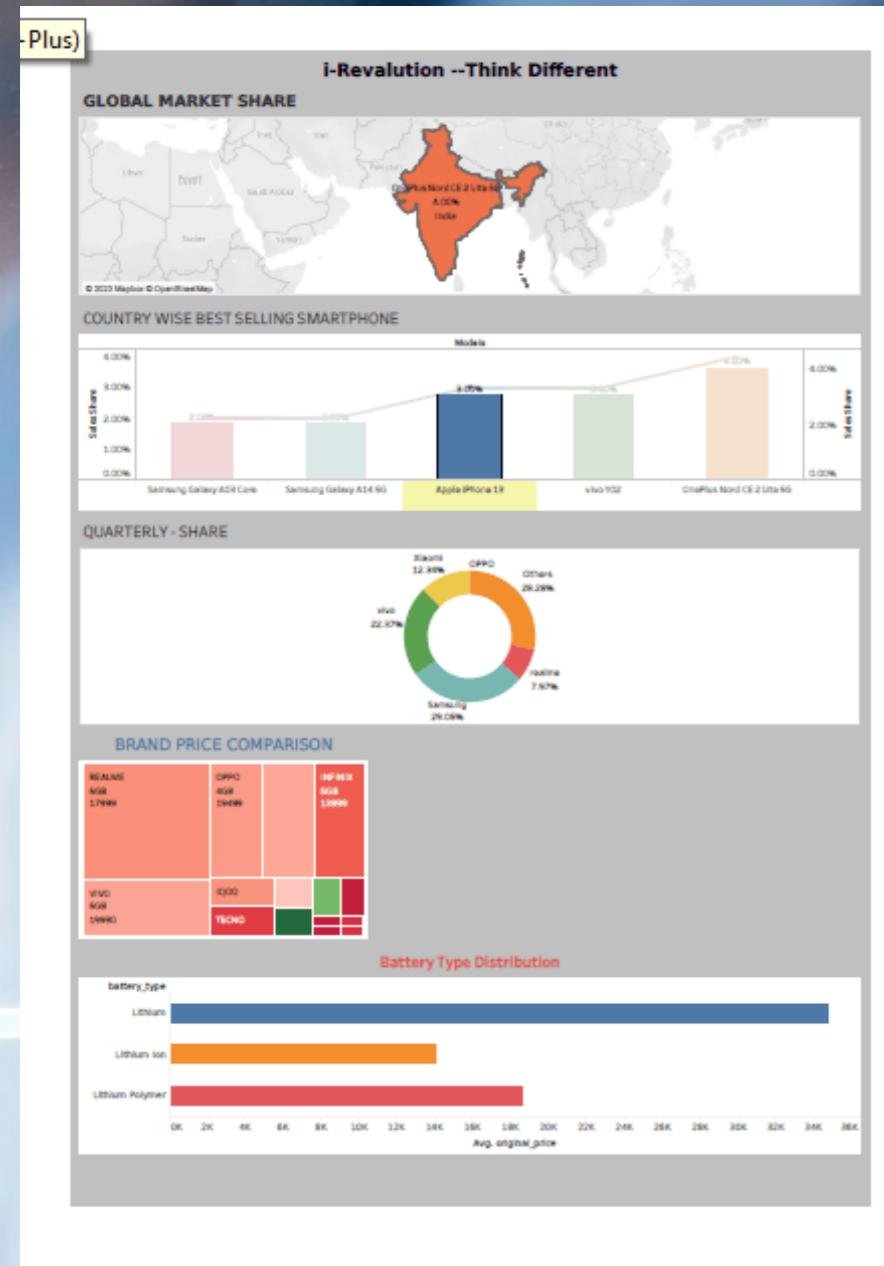


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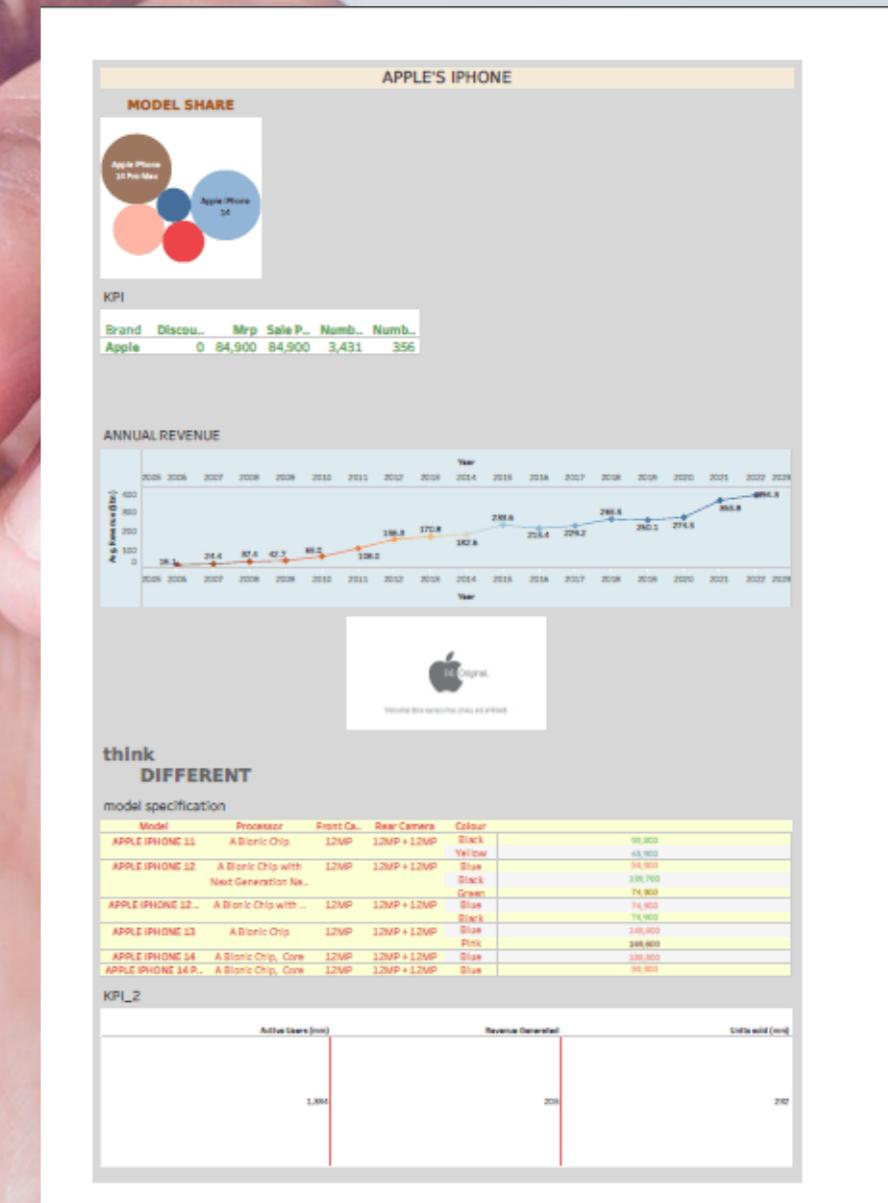


DESIGN OF DASHBOARD

*DASHBOARD 1



* DASHBOARD 2



STORY CREATED

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 ha

Comparative analysis amongst various other leading brands in the smartphone industry shows that iPhone is yet to make its impact .

nm project dashboard...

Publish

DURAI SARATHI M

x

File Data Worksheet Dashboard Format Help

Story Layout

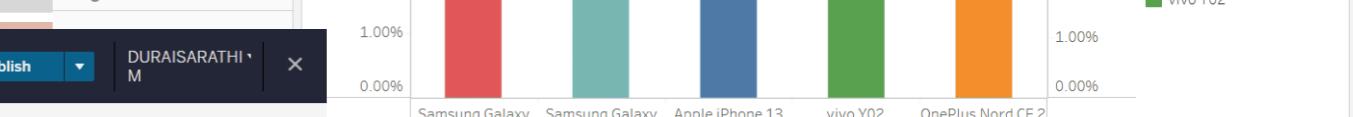
New story point

Blank Duplicate

Sheets

COUNTRY WISE BEST...
QUARTERLY - SHARE
ANNUAL REVENUE
GMS
KPI_2
Dashboard 1
Dashboard 2

Drag to add text



Country India

Models

Apple iPhone 13, OnePlus Nord CE 2 Lite 5G, Samsung Galaxy A03 Core, Samsung Galaxy A14 5G, vivo Y02

Sales Share

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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?

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