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OF ARTS & SCIENCE FOR WOMEN**

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An ISO 9001:2015 CERTIFIED INSTITUTION
Affiliated to the University of Madras



DEPARTMENT OF MATHEMATICS

PROJECT RECORD

ON

I REVOLUTION: A DATA DRIVEN EXPLORATION OF APPLE IPHONE IMPACT IN INDIA

- FUNDAMENTAL OF DATA ANALYTICS WITH TABLEAU

2023-2024

**TAMILNADU SKILL DEVELOPMENT
CORPORATION, GOVERNMENT OF TAMILNADU,
NAAN MUDHALVAN PROGRAM**

Submitted

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(III B.Sc MATHEMATICS)

CERTIFICATE

THIS IS TO CERTIFY THAT THE PROJECT IS TITLED **I REVOLUTION: A DATA DRIVEN EXPLORATION OF APPLE IPHONE IMPACT IN INDIA** THIS PROJECT IS SUBMITTED BY ALNISHA.S (222106816), EZHAKIYAMMAL.N (222106820),SRI SURUTHI.E (222106828) ,VANITHA.M (222106831) OF III B.SC MATHEMATICS, Dr.MGR JANAKI COLLEGE OF ARTS AND SCIENCE FOR WOMEN, CHENNAI IN FULFILLMENT OF THE REQUIREMENTS FOR **TAMILNADU SKILL DEVELOPMENT CORPORATION, GOVERNMENT OF TAMILNADU,NAAN MUDHALVAN PROGRAM**. THIS PROJECT WAS AN AUTHENTIC WORK DONE BY HIM UNDER MY SUPERVISION AND GUIDANCE.



PROJECT GUIDE



HOD

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I REVOLUTION: A DATA DRIVEN EXPLORATION OF APPLE IPHONE IMPACT IN INDIA

1.INTRODUCTION

1.1 OVERVIEW

About the report

The invention of the iPhone has affected people's lives and how they do things. It has also set in motion a few trends that wouldn't have been possible without iPhone. Apple has revolutionized communication, playing games, watching movies, listening to music, and more. Apple has been selling iPhone in India since 2008, but it is only in recent years that the company has shifted strategy to make iPhone more accessible through various offers and promotions, which has contributed significantly to the increase in market share

1.2 PURPOSE

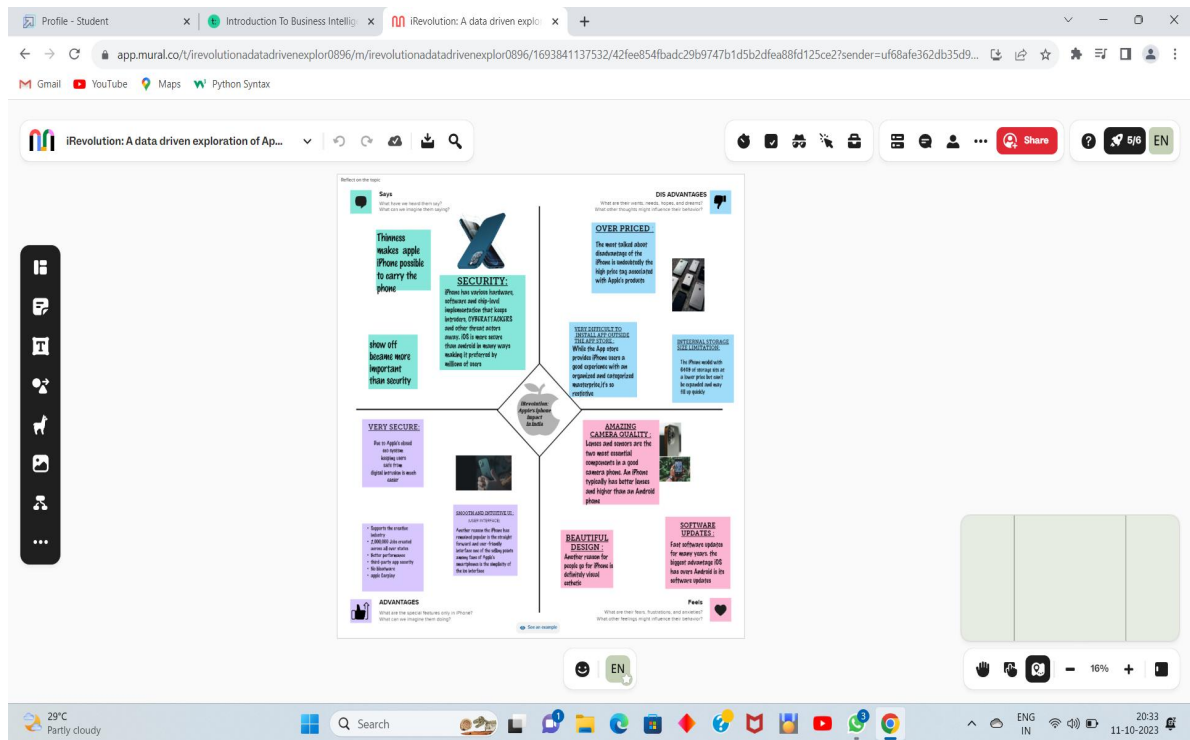
Apple's iPhone was a great success because it made communication more convenient than ever before. It allowed people to access information through digital media on their phones. Apple's iPhone is an amazing invention that allows users to get all of their needs done in one device. With so many people using iPhone it comes with the ability to use social media in an easier way than on the web. Social media influences our

society in positive and negative ways. A beneficial way I have experienced is that it is an easy way to stay in touch with friends and family that are near and far.

2.PROBLEM DEFINITION & DESIGN THINKING

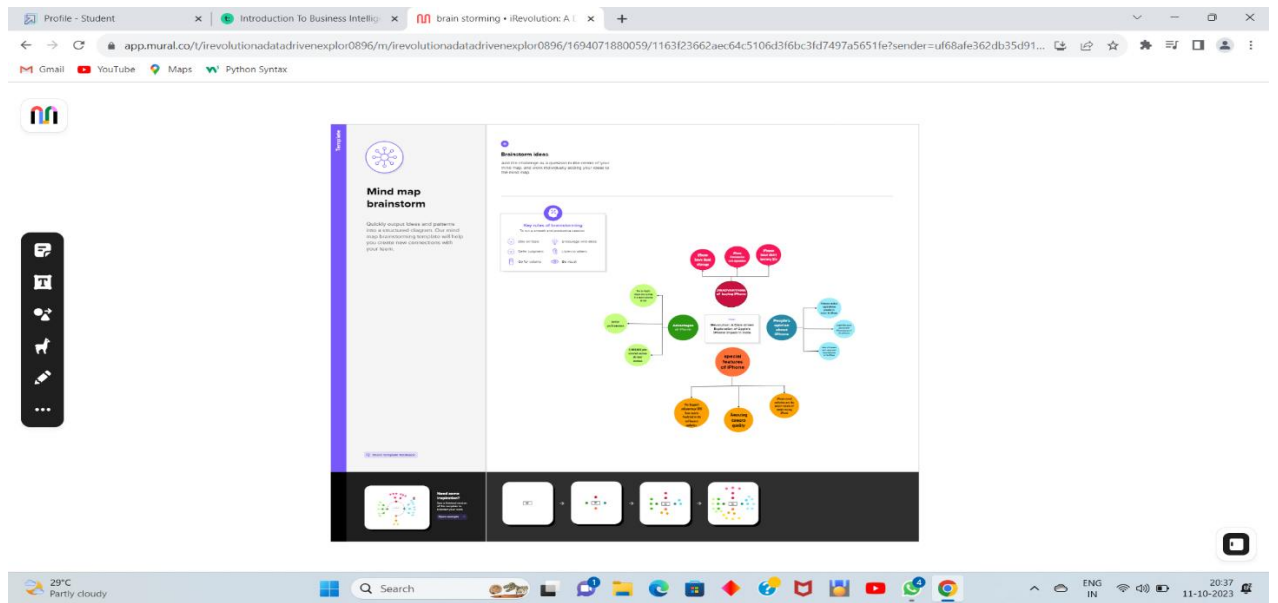
2.1 EMPATHY MAP

An empathy map is a collaborative tool teams can use to gain a deeper insight into their customers. Much like a user persona, an empathy map can represent a group of users, such as a customer segment. The empathy map was originally created by Dave Gray and has gained much popularity within the agile community. Assemble your team and have them bring any personas, data, or insights about the target of your empathy map. Print out or sketch the empathy map template on a large piece of paper or whiteboard. Hand each team member sticky notes and a marker. Each person should write down their thoughts on stickies. Ideally everyone would add at least one sticky to every section. You might ask questions, such as:



2.2 IDEATION & BRAINSTORMING MAP

Brainstorming is a method of generating ideas and sharing knowledge to solve a particular commercial or technical problem, in which participants are encouraged to think without interruption. Brainstorming is a group activity where each participant shares their ideas as soon as they come to mind. At the conclusion of the session, ideas are categorized and ranked for follow-on action. When planning a brainstorming session it is important to define clearly the topic to be addressed. A topic which is too specific can constrict thinking, while an ill-defined topic will not generate enough directly applicable ideas. The composition of the brainstorming group is important too. It should include people linked directly with the subject as well as those who can contribute novel and unexpected ideas. It can comprise staff from inside or outside the organization.



3. RESULT

KPI

Tableau - story 2 [from PUBLIC.TABLEAU.COM (DEFAULT)]

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Standard

Show Me

Data Analytics

Pages

Columns: Measure Names

Rows: Brand

Filters: Measure Names, Upc: MOBEXRGVMZ...

Marks: Automatic

Measure Values: SUM(Discount Percentage), SUM(Mrp), SUM(Number Of Ratings), SUM(Sale Price)

KPI

Brand	Disco...	Mrp	Numb...	Sale P...
Apple	0	77,000	11,202	77,000

Upc: MOBEXRGVMZWHUCBA

4 marks 1 row by 4 columns SUM of Measure Values: 365,202

33°C Haze

Search

ENG IN 13:45 09-10-2023

MODEL SPECIFICATION

Tableau - story 2 [from PUBLIC.TABLEAU.COM (DEFAULT)]

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Entire View

Show Me

Data Analytics

Pages

Columns: Model, Processor, Front Camera, Rear Camera, Colour, Colour

Rows: Model specification

Filters: Brand: APPLE, Colour

Marks: Automatic

Measure Values: SUM(Original Price)

Model specification

Model	Processor	Front ..	Rear Camera	Colour	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	Black	92,800
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	Black	1,99,700
				Blue	Blue	59,900
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	Black	74,900
				Blue	Blue	74,900
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	Blue	1,46,800
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	Blue	1,89,800
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	Blue	99,900

Colour: (Multiple values)

Brand: APPLE

Colour: Black, Blue

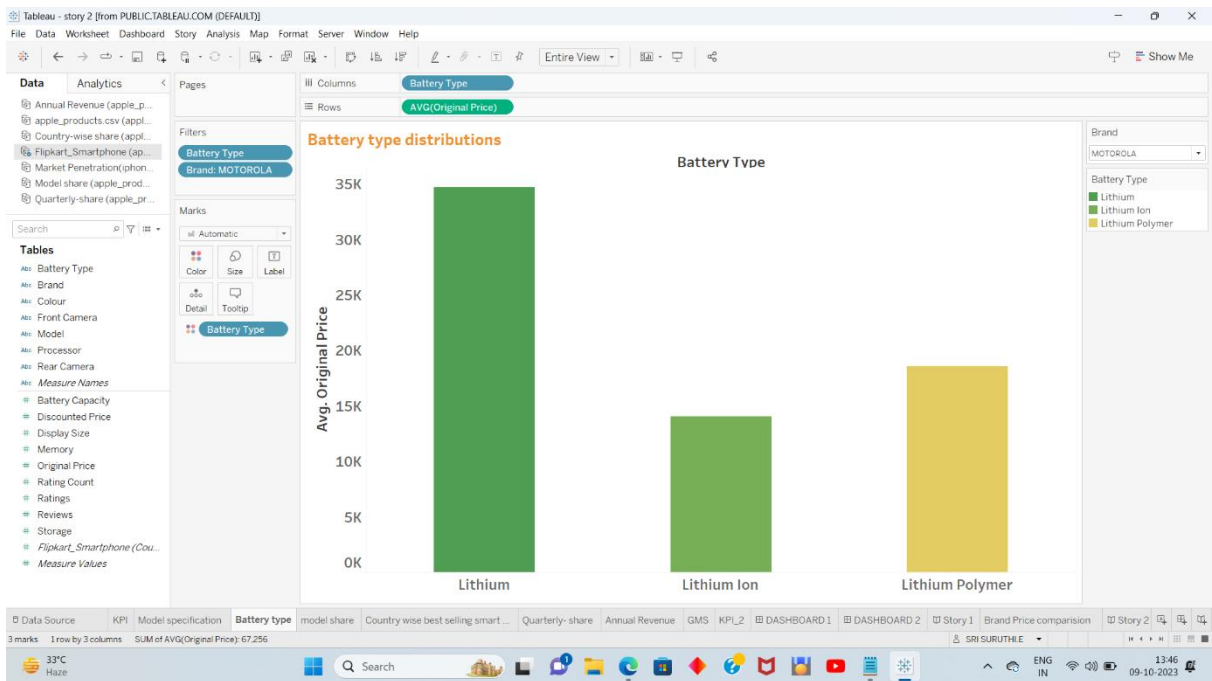
8 marks 8 rows by 1 column SUM(Original Price): 941,700

33°C Haze

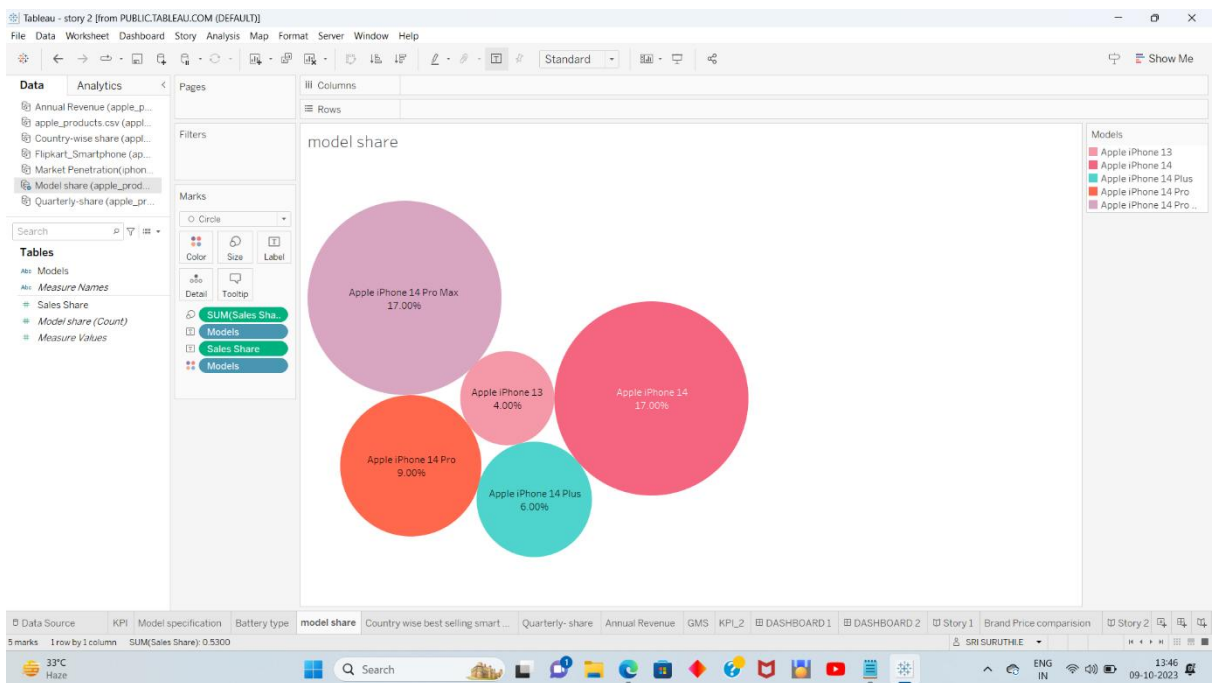
Search

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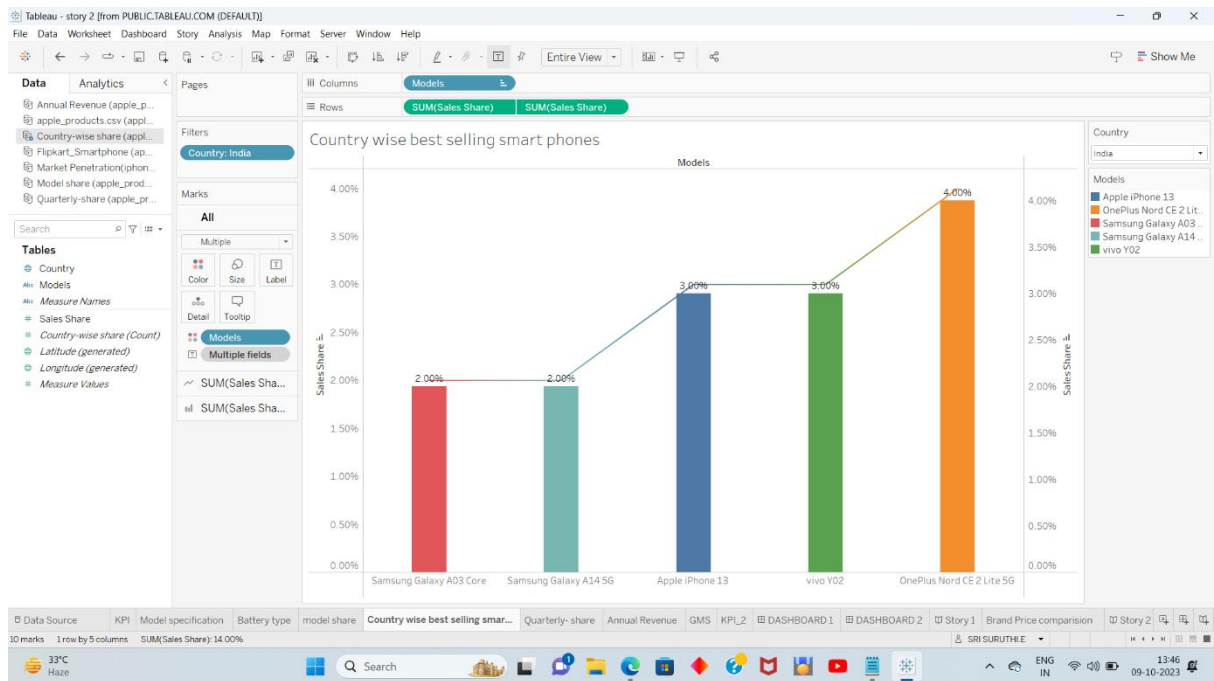
BATTERY TYPE



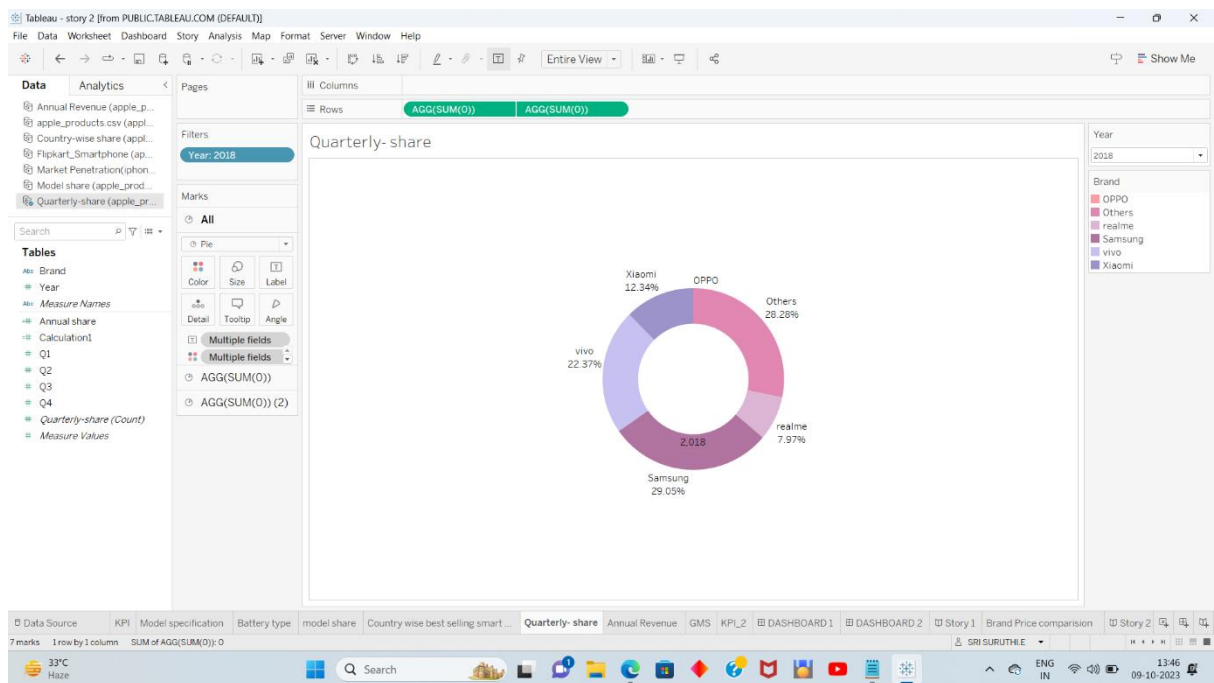
MODEL SHARE



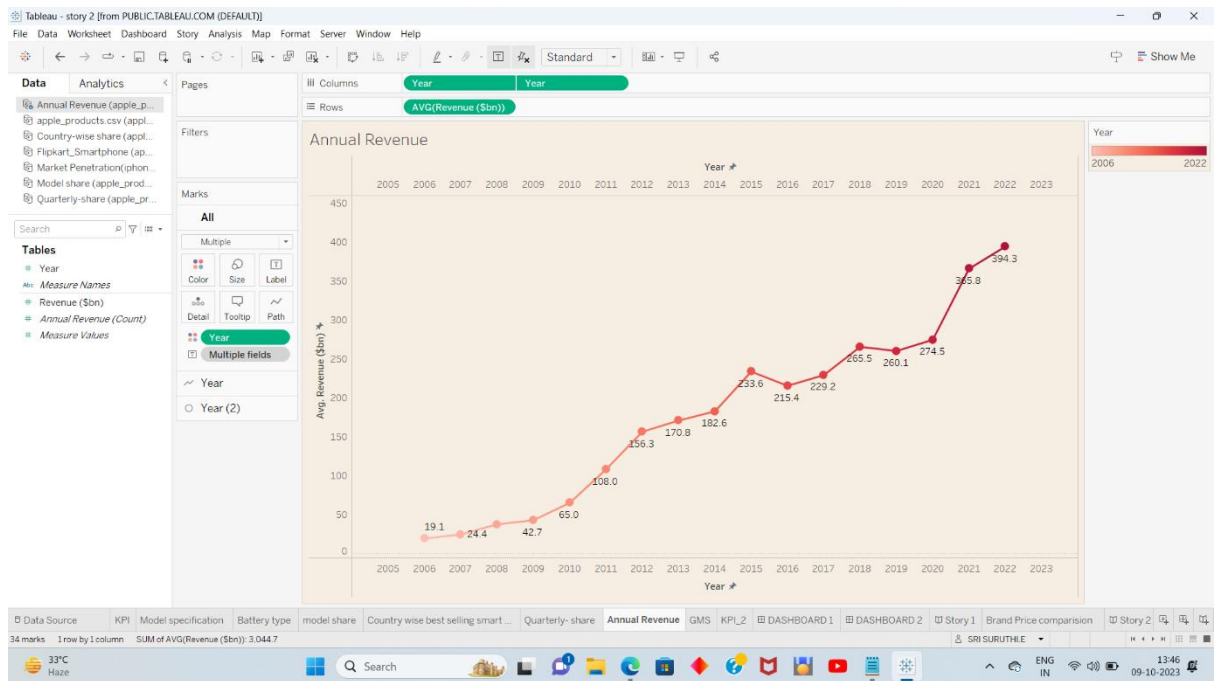
COUNTRY WISE BEST SELLING SMART PHONES



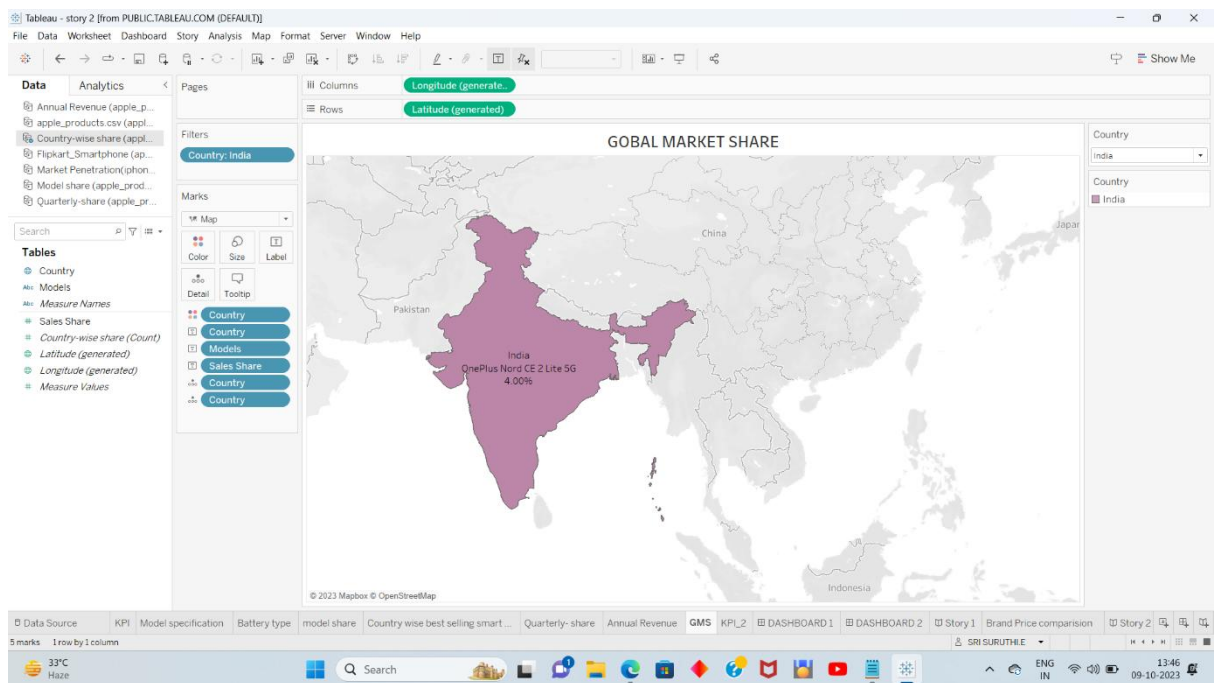
QUARTELY-SHARE



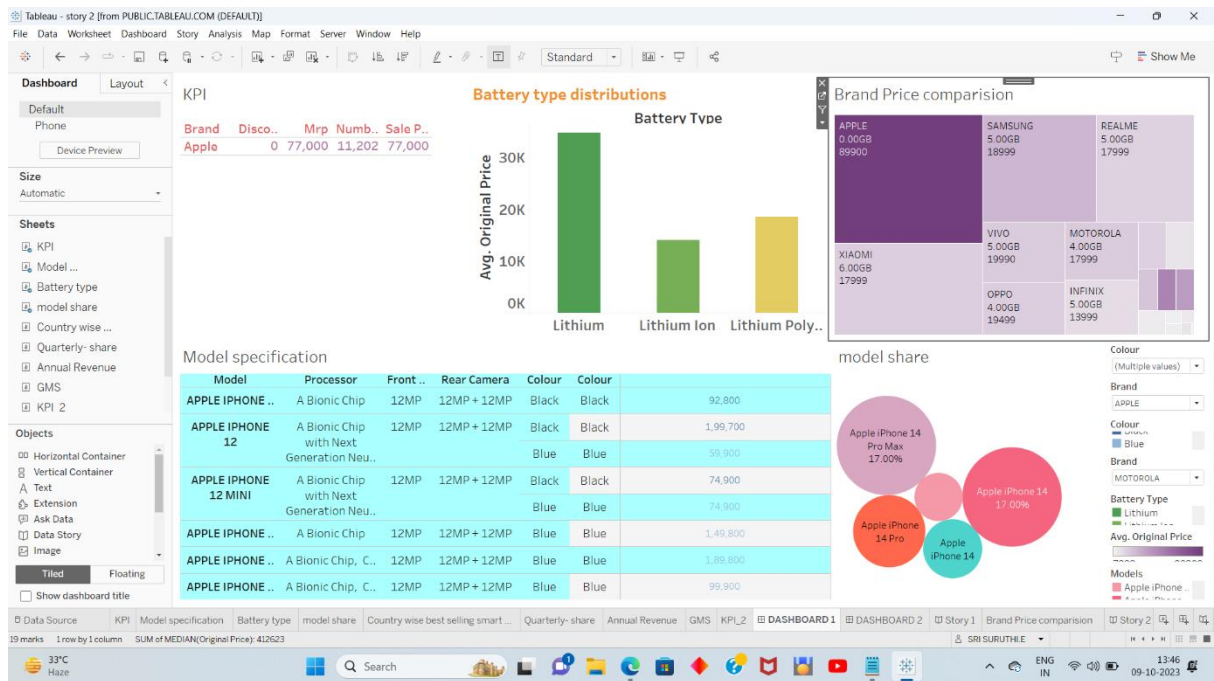
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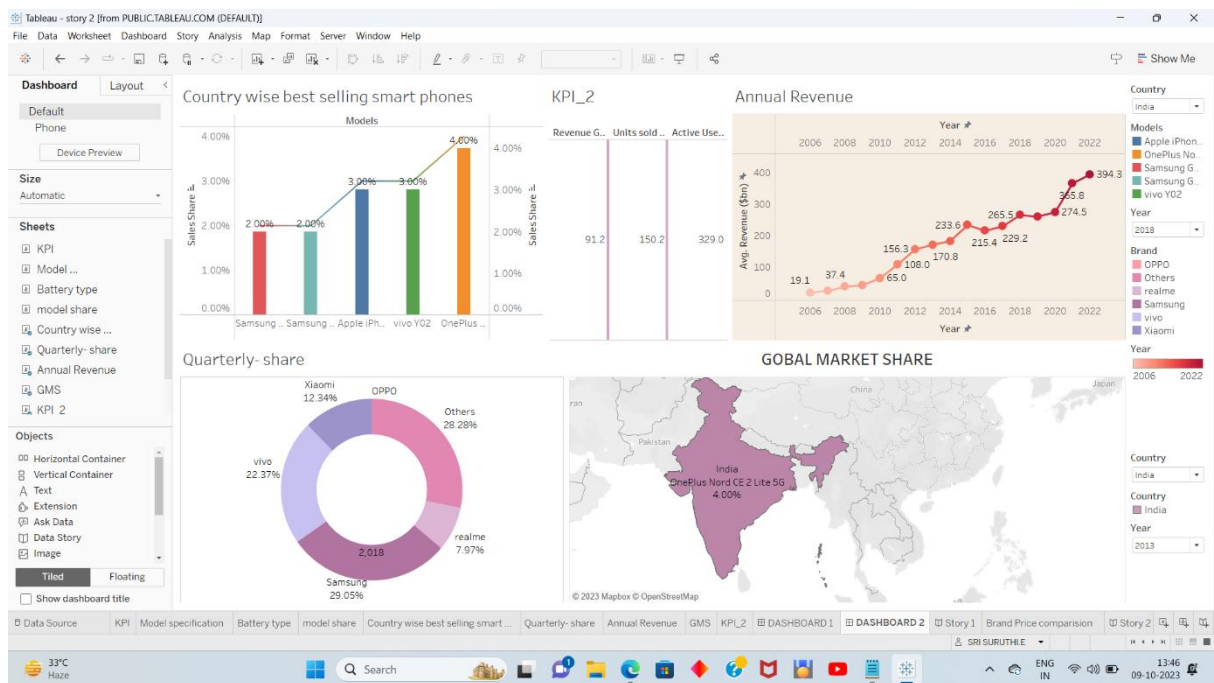
GOBAL MARKET SHARE



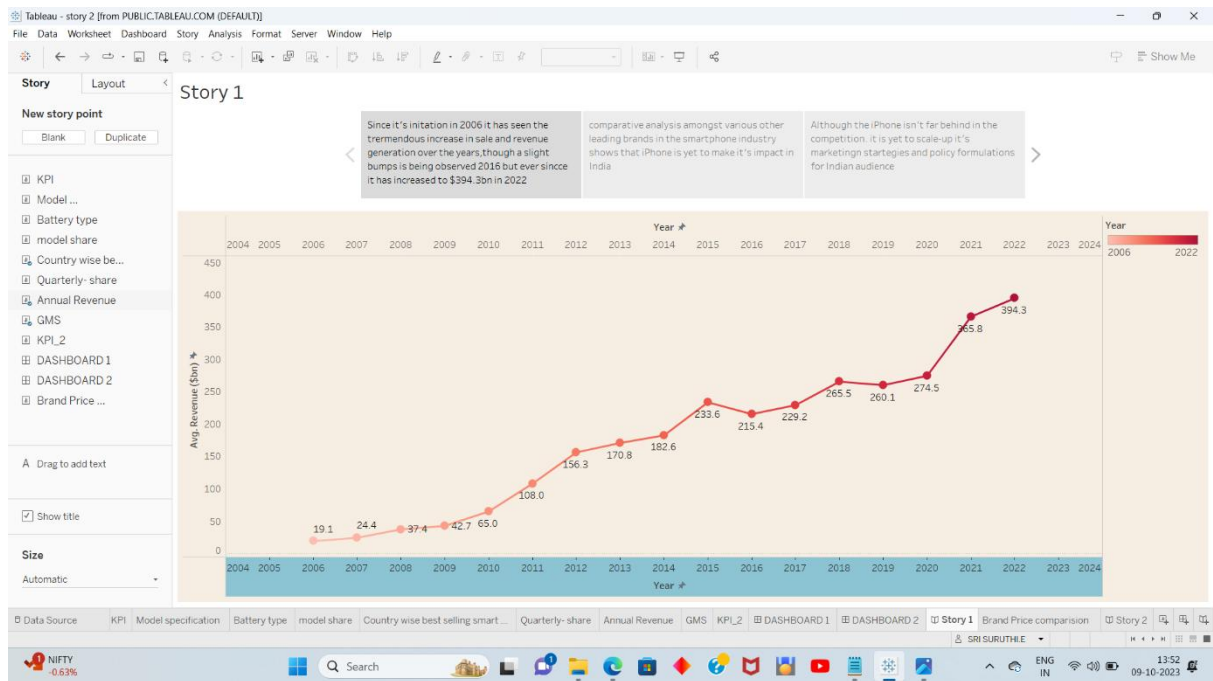
KPI-2



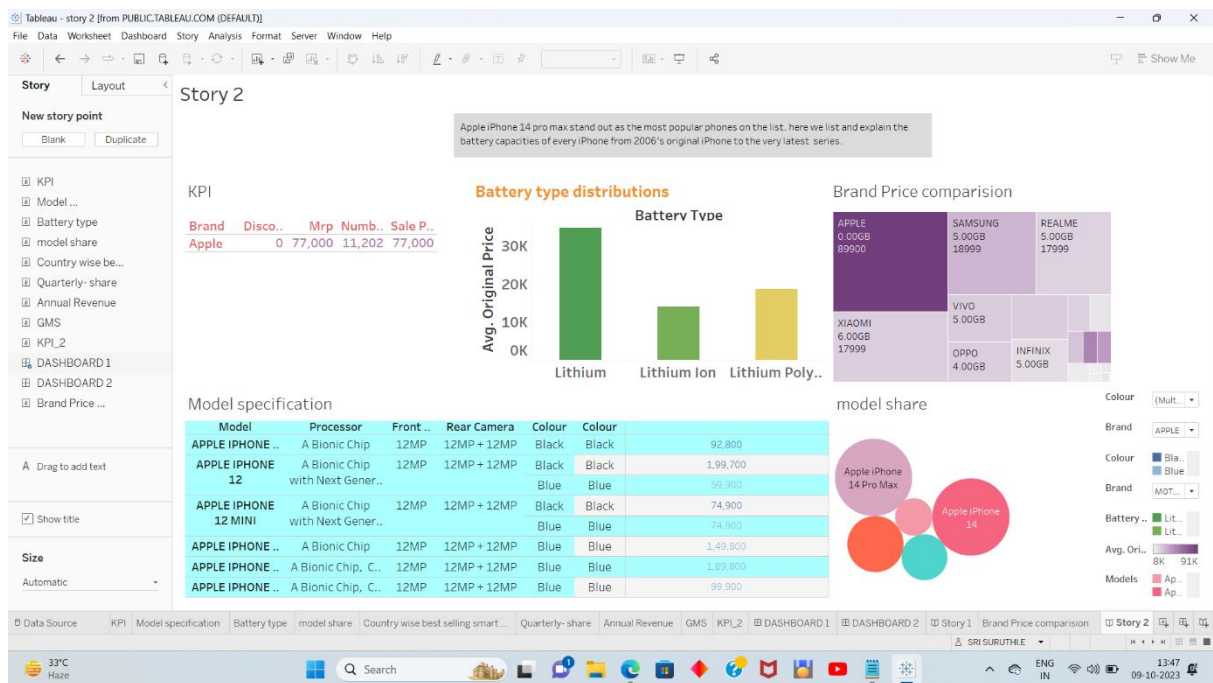
DASHBOARD 2



STORY 1



STORY 2



4. ADVANTAGES & DISADVANTAGES

4.1 ADVANTAGES:

- Apple iPhone manufacture in India can help the company save costs, tap into incentives, and access a large and growing market.
- Apple iPhone users in India can benefit from better deals, offers, and discounts on e-commerce sites and local stores
- Apple iPhone production in India can also create more jobs, boost the local economy, and reduce the dependence on China
- Apple iPhone innovation in India can also inspire more creativity, entrepreneurship, and social impact among the Indian youth.

4.2 DISADVANTAGES:

- The invention of the iPhone has affected people's lives and how they do things. It has also set in motion a few trends that wouldn't have been possible without iPhone. Apple has revolutionized communication, playing games, watching movies, listening to music, and more.
- Another disadvantage of iPhone is that they can be more prone to software and hardware restrictions compared to other smartphone brands.
- Another drawback of iPhone is that they have a closed ecosystem, which means they are less compatible with non-Apple devices and software.
- Another disadvantage of iPhone is that they tend to have shorter battery life compared to some other smartphones.

5. APPLICATION

- The impact of iPhone in India has been significant. They have revolutionized the smartphone market and brought advanced technology to the masses. iPhones have transformed the way people communicate, work, and access information. They have also contributed to the growth of the app economy and digital services in the country.
- The impact of iPhone in India has been tremendous. They have transformed the way people communicate, work, and access information. iPhone have also contributed to the growth of the app economy and digital services in the country. With their advanced features and user-friendly interface, iPhone have become a popular choice among Indian consumers. They have opened up new possibilities for entertainment, productivity, and connectivity. iPhone have had a significant impact in India. They have brought advanced technology to people's fingertips, enabling them to stay connected, access information, and enjoy various services. With a wide range of apps available, iPhone have transformed the way people work, communicate, and entertain themselves. They have become a symbol of status and aspiration for many in India. The popularity of iPhone continues to grow, shaping the digital landscape of the country.
- iPhones have had a significant impact in India. They have transformed the way people communicate, work, and access information. With a wide range of apps available, iPhone have become a popular choice for entertainment, productivity, and connectivity. They have also contributed to the growth of the app economy in India.

6. CONCLUSION

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. 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.

In order to shed light on important factors like market penetration, customer preferences, economic ramifications, and societal changes, this research report will perform a data-driven investigation of the impact of the iPhone in India. This study will offer invaluable insights into the transformative impact of the iPhone on India's technological landscape and the lives of its consumers by using advanced data Analytics techniques and analyzing large datasets.

Apple has a special chance to increase its market share and develop a significant presence in India thanks to the country's large population and rising smartphone adoption. Each new iPhone model unveiling generates excitement and anticipation among Indian buyers. By utilizing the plethora of information

Already accessible, this research aims to go beyond conjecture and anecdotal evidence in order to develop a thorough knowledge of the effects of the iPhone.

7. FUTURE SCOPE

- The future scope of iPhone impact in India looks promising! With the growing smartphone market and increasing consumer demand, iPhone are expected to continue making a significant impact in India's tech scene.
- The future of iPhone in India is bright. With their advanced features, sleek design, and strong brand reputation, iPhone are likely to have a significant impact on the Indian market. They will continue to attract tech-savvy consumers and contribute to the growth of the smartphone industry in India.
- Definitely! iPhones have a strong presence in India and their impact is only expected to grow. With the increasing popularity of Apple products and the constant innovation in their features, iPhone will continue to be a sought-after choice for smartphone users in India. The future looks bright for iPhone enthusiasts!

8. REFERENCE:

THE ECONOMICS TIMES -https://m.economictimes.com/industry/cons-products/electronics/iphone-15-a-look-at-apples-over-15-years-india-journey-from-rs-31000-iphone-to-todays-mass-hysteria/amp_articleshow/103602816.cms

OUT LOOK -<https://www.outlookindia.com/business/apple-iphone-15-production-is-it-a-success-story-of-make-in-india-or-assemble-in-india--news-311466/amp>

CASHIFY-<https://www.cashify.in/manufacturing-apple-iphones-in-india-customer-benefit-price>

9. VIDEO

https://drive.google.com/file/d/1UG_G2v2PYStiQxNtnaE40Ri4ttgQERFk/view?usp=drivesdk