DR.ZAKIR HUSAIN COLLEGE,ILAYANGUDI.

DEPARTMENT OF PHYSICS

PROJECT TITLE:

IREVOLUTION: A DATA DRIVEN EXPLORATION OF APPLES IPHONE IMPACT IN INDIA

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Dr. ZAKIR HUSAIN COLLEGE,ILAYANGUDI

1.1 INTRODUCTION:

The Apple iPhone has undeniably revolutionized the way we communicate, work, and live. Since its inception in 2007, this iconic device has continuously evolved, setting new standards in technology, design, and user experience. This project delves into the fascinating journey of the iPhone, tracing its milestones, innovations, and the profound impact it has had on the tech industry and society as a whole. Join us as we explore the iRevolution of the Apple iPhone

.1.2 PURPOSE:

Data-driven exploration of Apple iPhone refers to the process of analyzing and interpreting data related to the iPhone to derive insights and make informed decisions. The purpose of such exploration can vary and may include:

1. Product Development: Apple can use data to understand user preferences and behavior to inform the development of new iPhone models, features, and updates.

2. Marketing and Sales: Analyzing data helps Apple tailor marketing strategies and pricing based on market trends and consumer demand.

3. Quality Improvement: Data can reveal issues or defects in iPhone models, leading to product quality improvements.

4. User Experience Enhancement: User data can be used to improve the overall user experience, from interface design to app performance.

5. Inventory Management: Apple can optimize inventory levels based on sales and demand data, reducing costs and waste.

6. Customer Support: Analyzing data can help in providing better customer support and addressing common issues.

7. Security and Privacy: Data exploration is crucial for identifying and addressing security and privacy concerns related to iPhone usage.

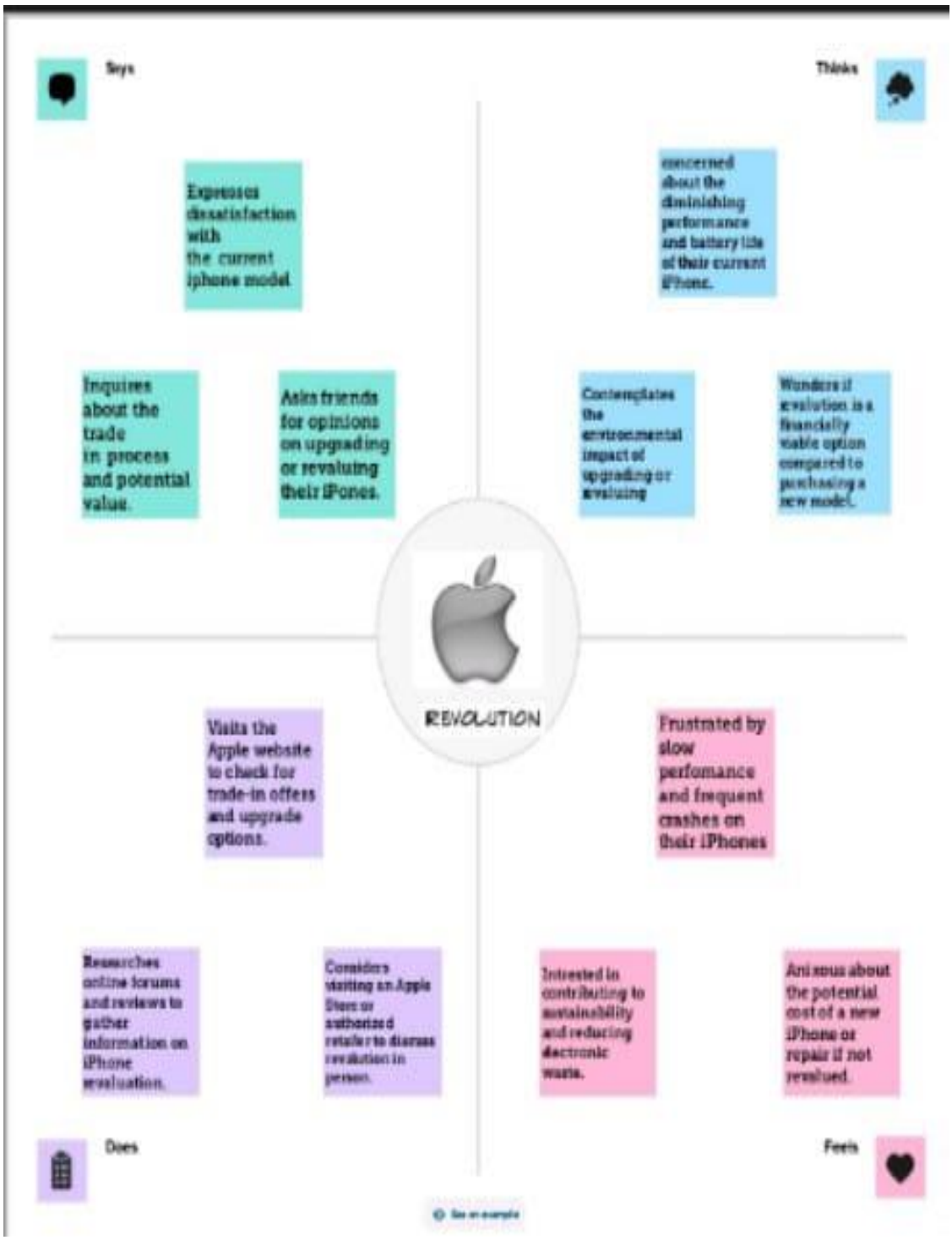
8. Competitive Analysis: Apple can use data to understand its position in the market relative to competitors and identify areas for improvement.

9. App Development: Data-driven insights can guide the development of new apps and features for the iPhone.

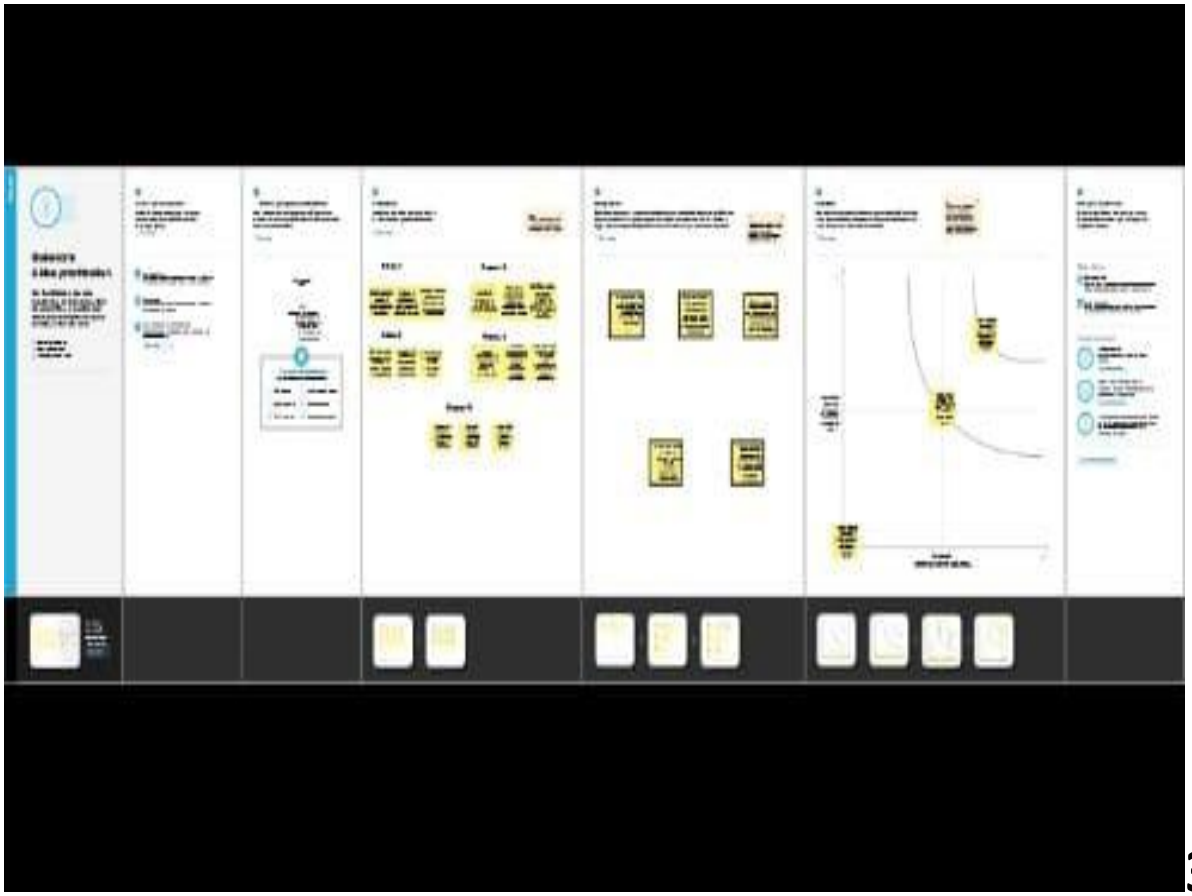
10. Trend Forecasting: Apple can use data to anticipate industry trends and consumer behavior, helping them stay ahead of the competition.

Overall, data-driven exploration is a fundamental part of Apple's strategy to create, market, and support its iPhone products effectively.

2. PROBLEM DEFINITION AND DESIGN THINKING



2.2 IDEATION AND BRAINSTORMING MAP



3. RESULT

SHEETS, DASHBOARDS,STORY :

3.1 LIST OF SHEETS:

KPI

Brand	Discoun..	Mrp	Number..	Sale Pri..	Star Rat..
Apple	0	77,000	794	77,000	5

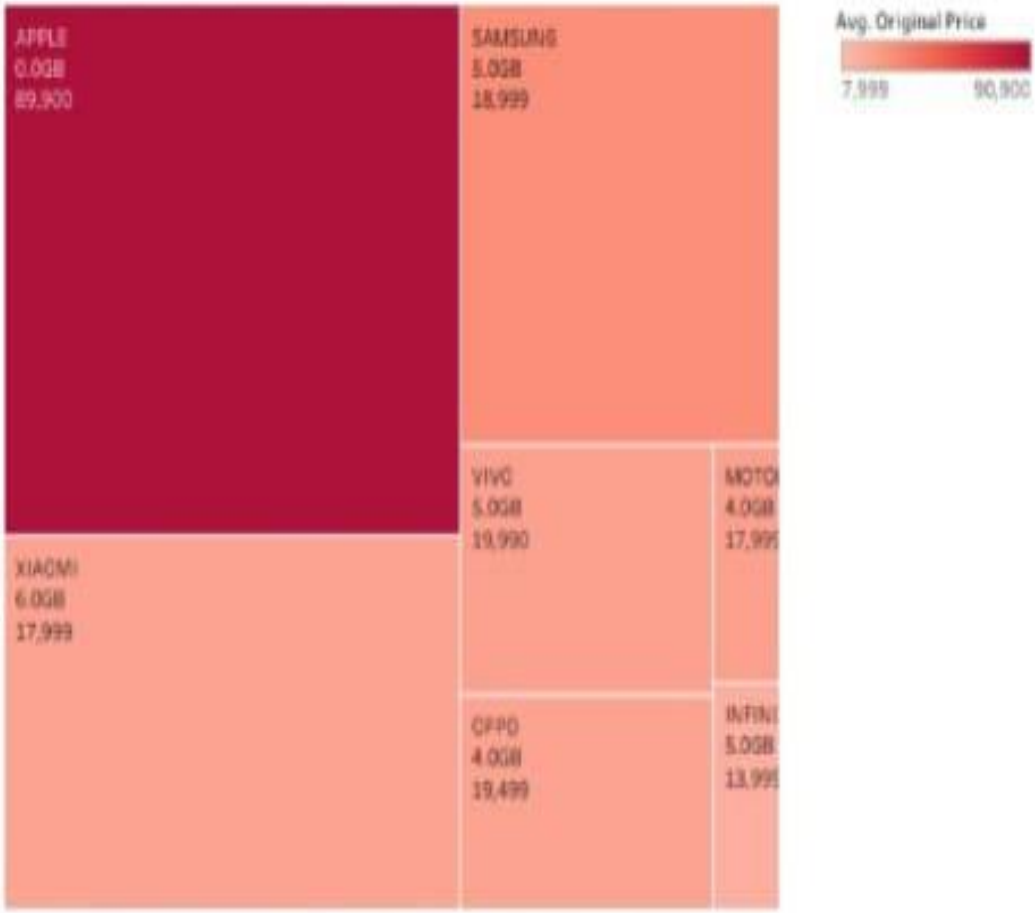
Discount Percentage, Mrp, Number Of Reviews, Sale Price and Star Rating broken down by Brand. The data is filtered on Upc, which keeps MOBEXRGVMZWUHCBA.

Model specification

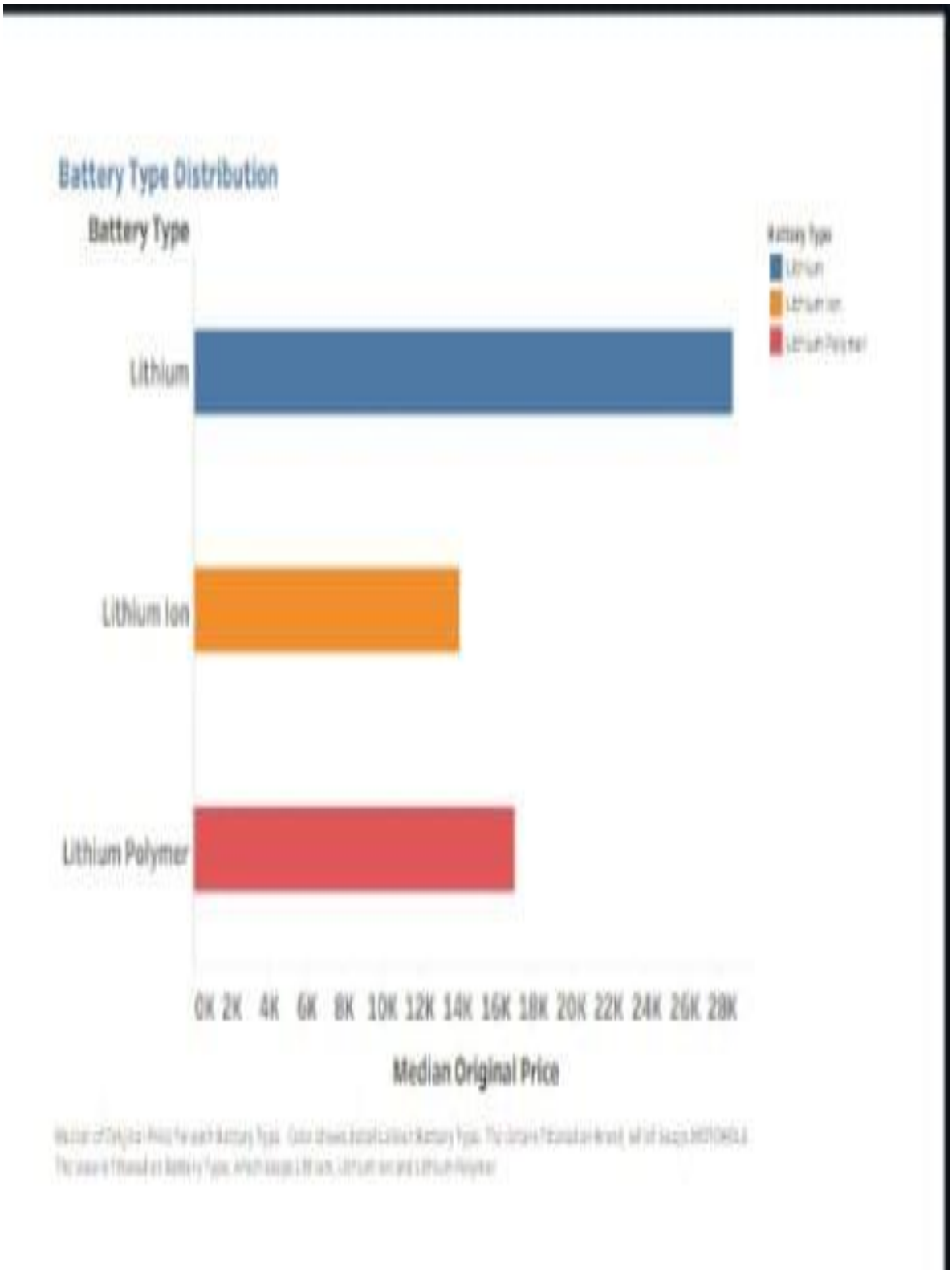
Model	Processor	Front Ca..	Rear Camera	Colour		Colour
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	[illegible]	[illegible]	[illegible]
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	[illegible]	[illegible]	[illegible]
APPLE IPHONE 12 ..	A Bionic Chip with ..	12MP	12MP + 12MP	[illegible]	[illegible]	[illegible]
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	[illegible]	[illegible]	[illegible]
APPLE IPHONE 13 P..	A Bionic Chip	12MP	12MP + 12MP + 12..	[illegible]	[illegible]	[illegible]
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	[illegible]	[illegible]	[illegible]
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	[illegible]	[illegible]	[illegible]
APPLE IPHONE 14 P..	A Bionic Chip, Core	12MP	48MP + 12MP + 12	[illegible]	[illegible]	[illegible]
APPLE IPHONE 14 PRO MAX	A Bionic Chip, Core	12MP	48MP + 12MP + 12MP + 12MP	[illegible]	[illegible]	[illegible]

[illegible]

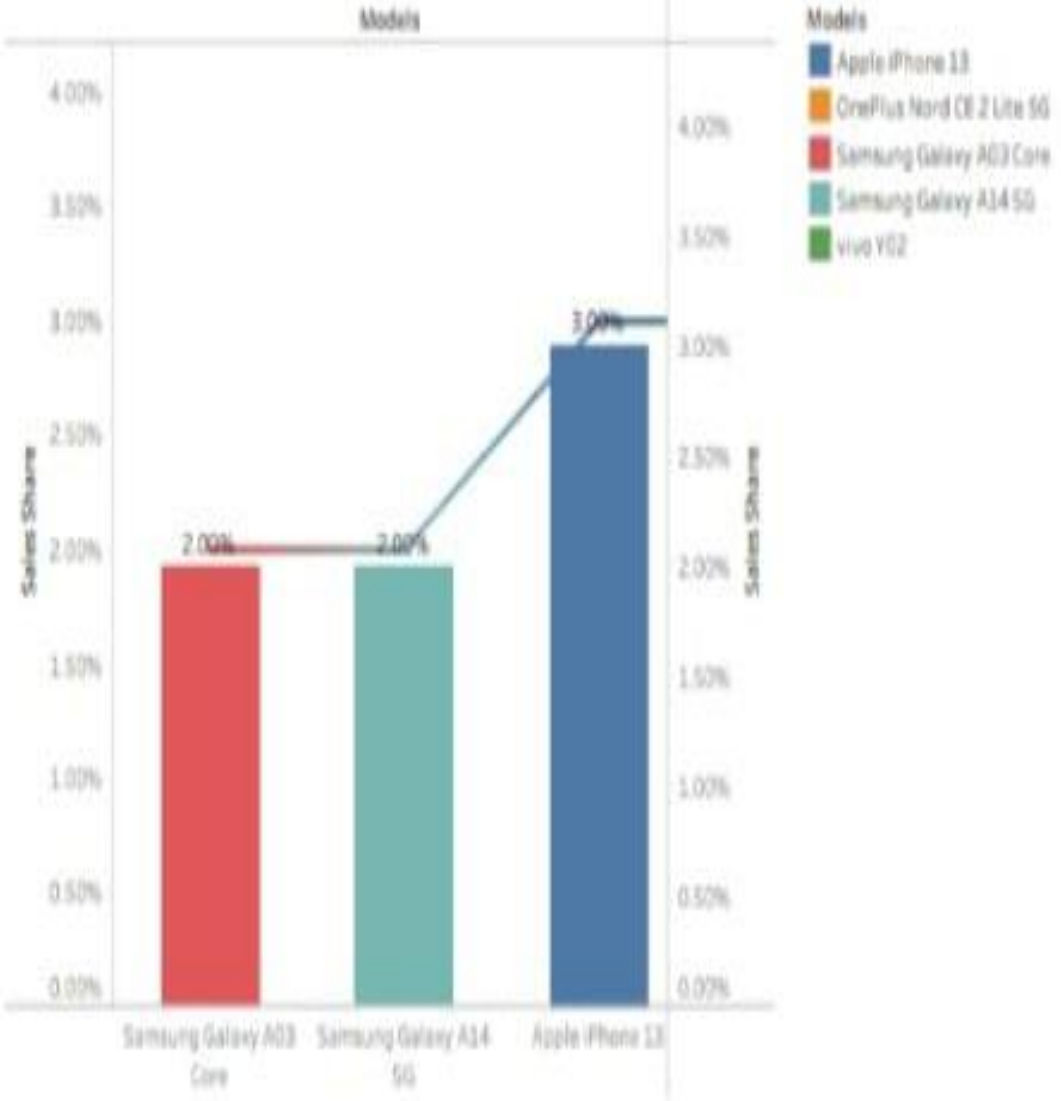
Brand Price Comparison



Brand, distinct count of Memory and median of Original Price. Color shows average of Original Price. Size shows sum of Original Price. The marks are labeled by Brand, distinct count of Memory and median of Original Price.

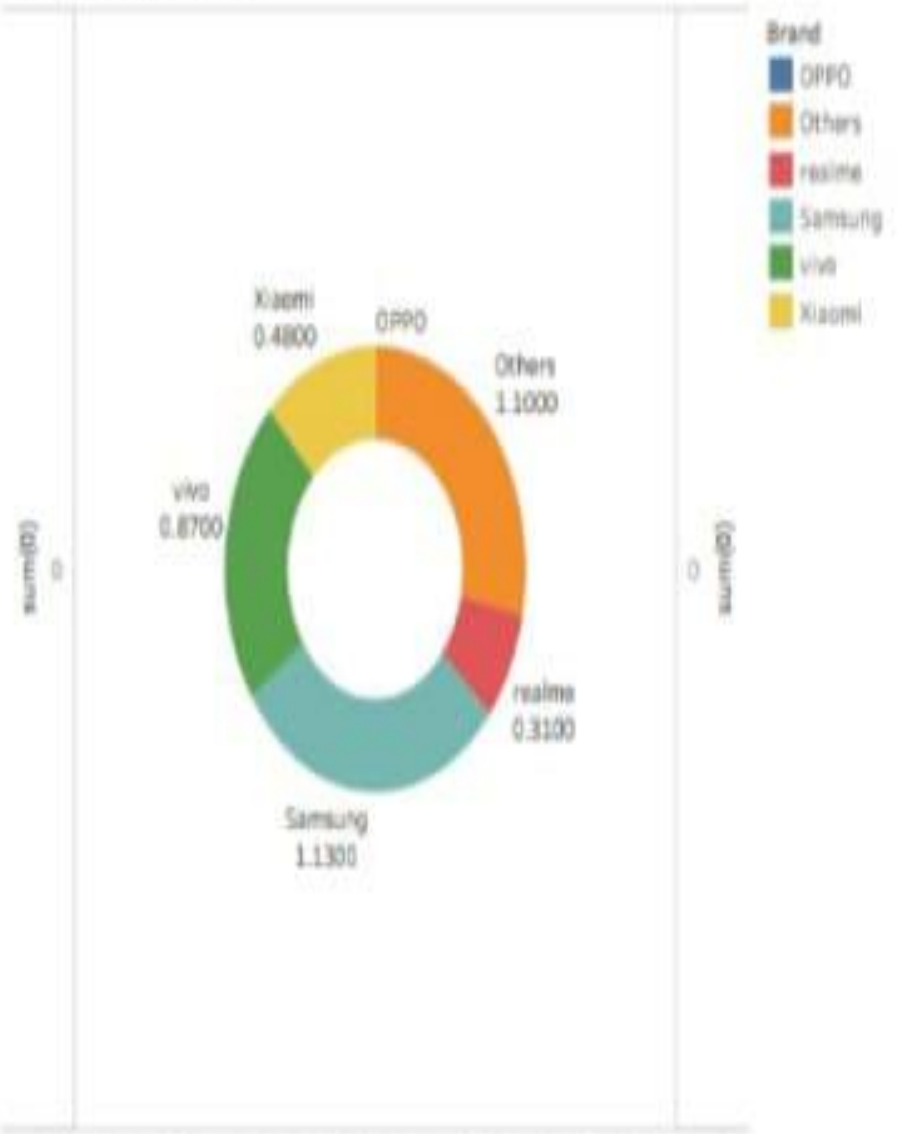

Battery Type Distribution
Battery Type
Lithium
Lithium Ion
Lithium Polymer
0K 2K 4K 6K 8K 10K 12K 14K 16K 18K 20K 22K 24K 26K 28K
Median Original Price

Country wise best selling smartphone



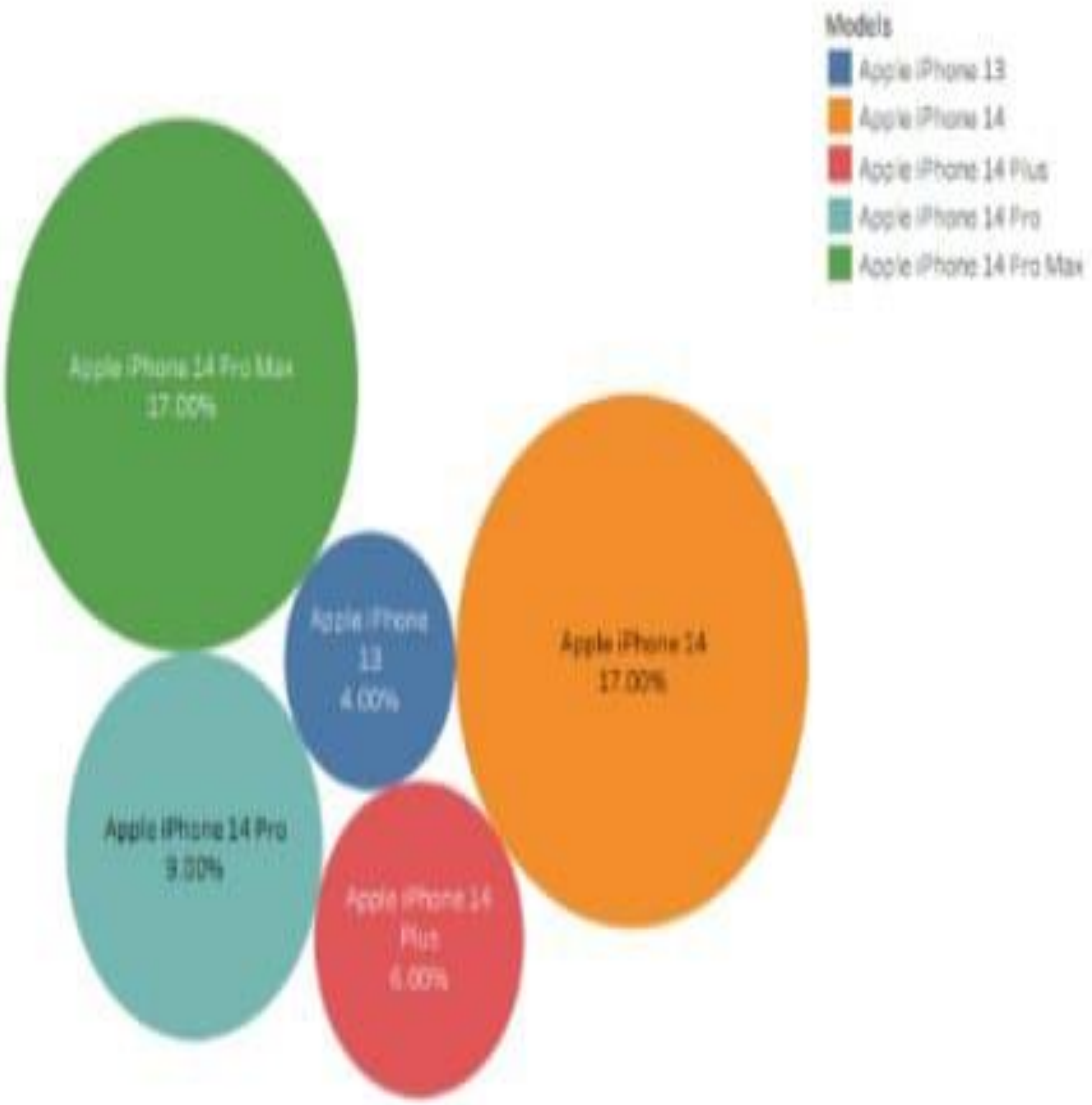
The trends of sum of Sales Share and sum of Sales Share for Models. Color shows details about Models. For pane Sum of Sales Share (2): The marks are labeled by sum of Sales Share. The data is filtered on Country, which keeps India.

Quarterly-Share



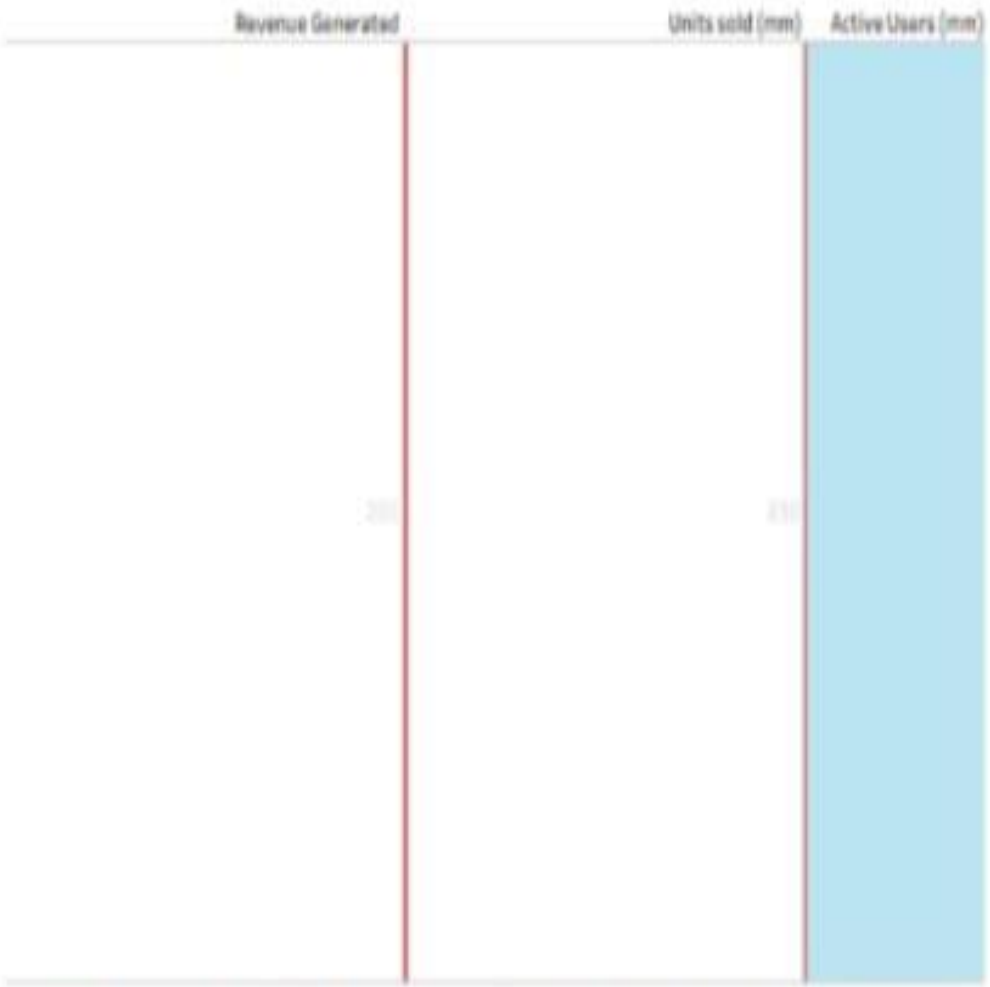
Sum(0) and sum(0). For pane Sum(0): Color shows details about Brand. The marks are labeled by Brand and sum of Annual Share. The data is filtered on Year, which keeps 2018.

Model - share

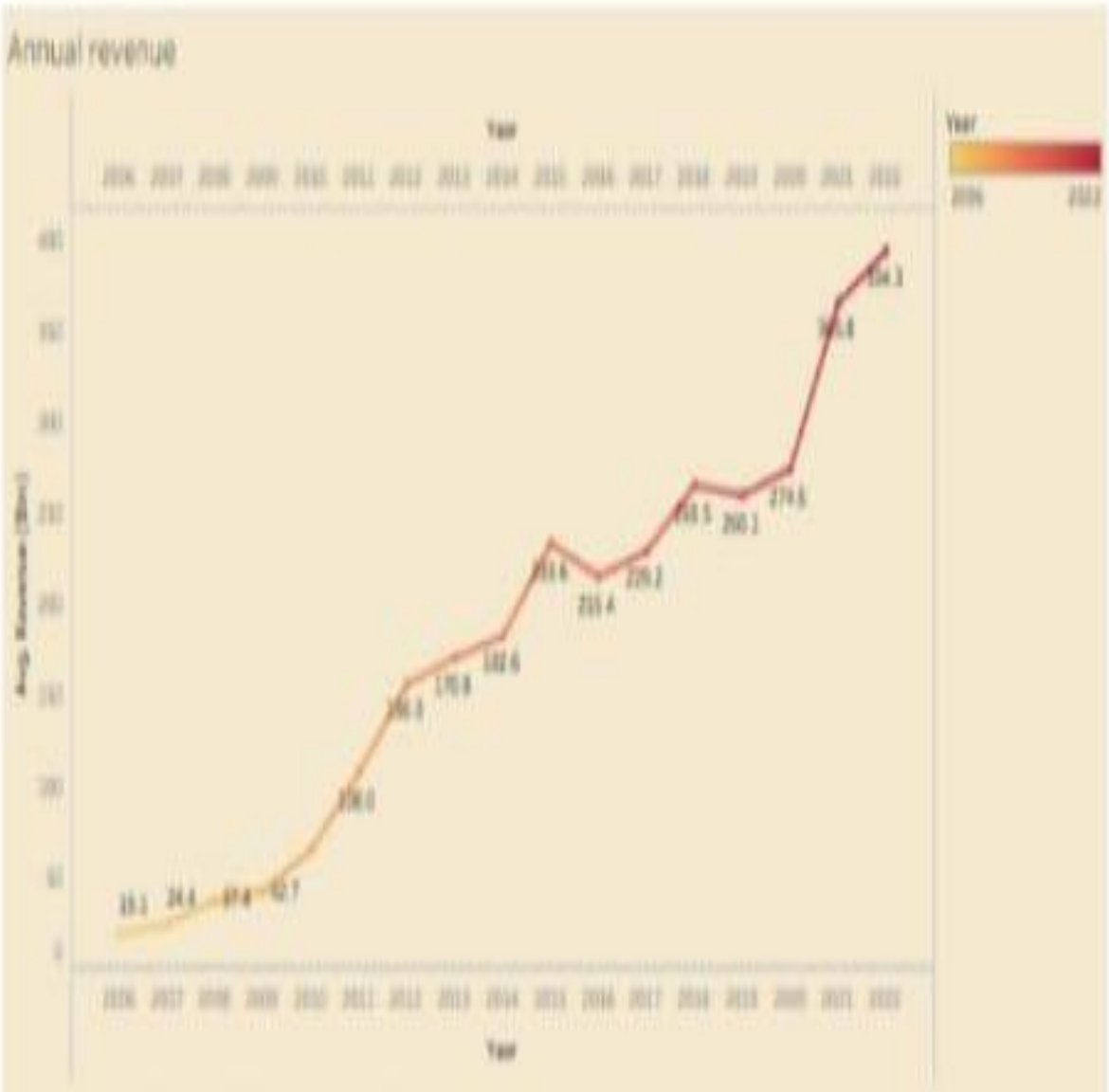


Models and sum of Sales Share. Color shows details about Models. Size shows sum of Sales Share. The marks are labeled by Models and sum of Sales Share.

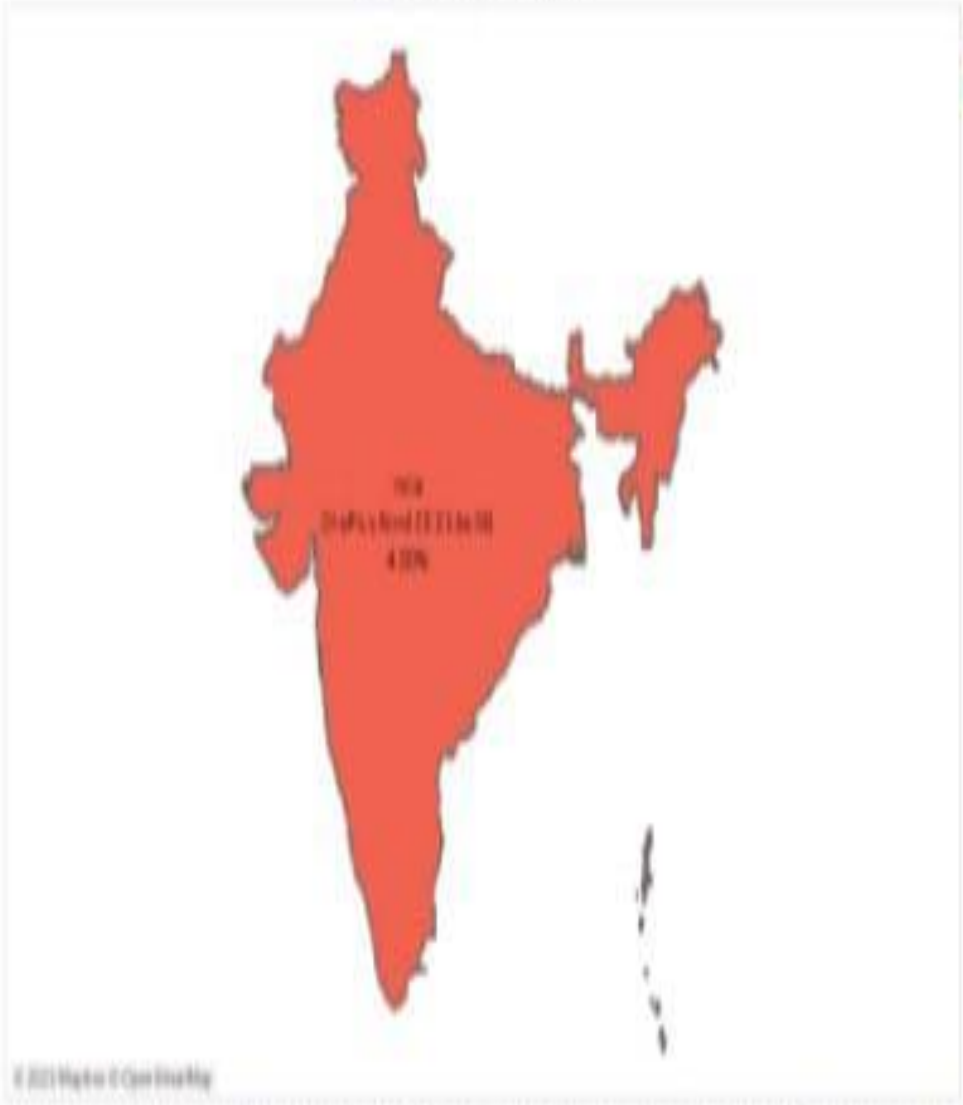
KPI-2



Revenue Generated, Units sold (mm) and Active Users (mm). The data is filtered on Year, which keeps 2022.


Annual revenue
Year
Year
Year

Global Market Share

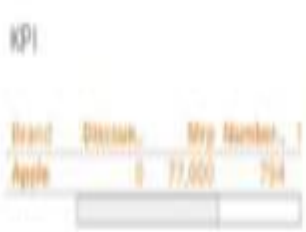


3.2 DASHBOARDS AND STO

RY:


KPI
Model specification
Battery Type Distribution
Battery Type
Lithium
Lithium Ion
Lithium Polymer
0K
10K
20K
Median Original P...
Model - share
Brand Price Comparison
NEXT

Story 1


KPI
Brand
Discoun..
Mrp
Number..
Apple
0
77,600
754


Model specification
Model
Process..
Front Ca..
Rear Ca..
APPLE i..
APPLE i..
APPLE i..
12MP
APPLE i..
12MP
12MP +


Color
All
Brand
APPLE
Brand
MOTOROLA
Battery Type
Lithium
Lithium ion
Lithium Polymer
Models
Apple iPhone 13
Apple iPhone 14
Apple iPhone 14 Plus
Apple iPhone 14 Pro
Apple iPhone 14 Pro ..
Avg. Original Price
7,999
81,900

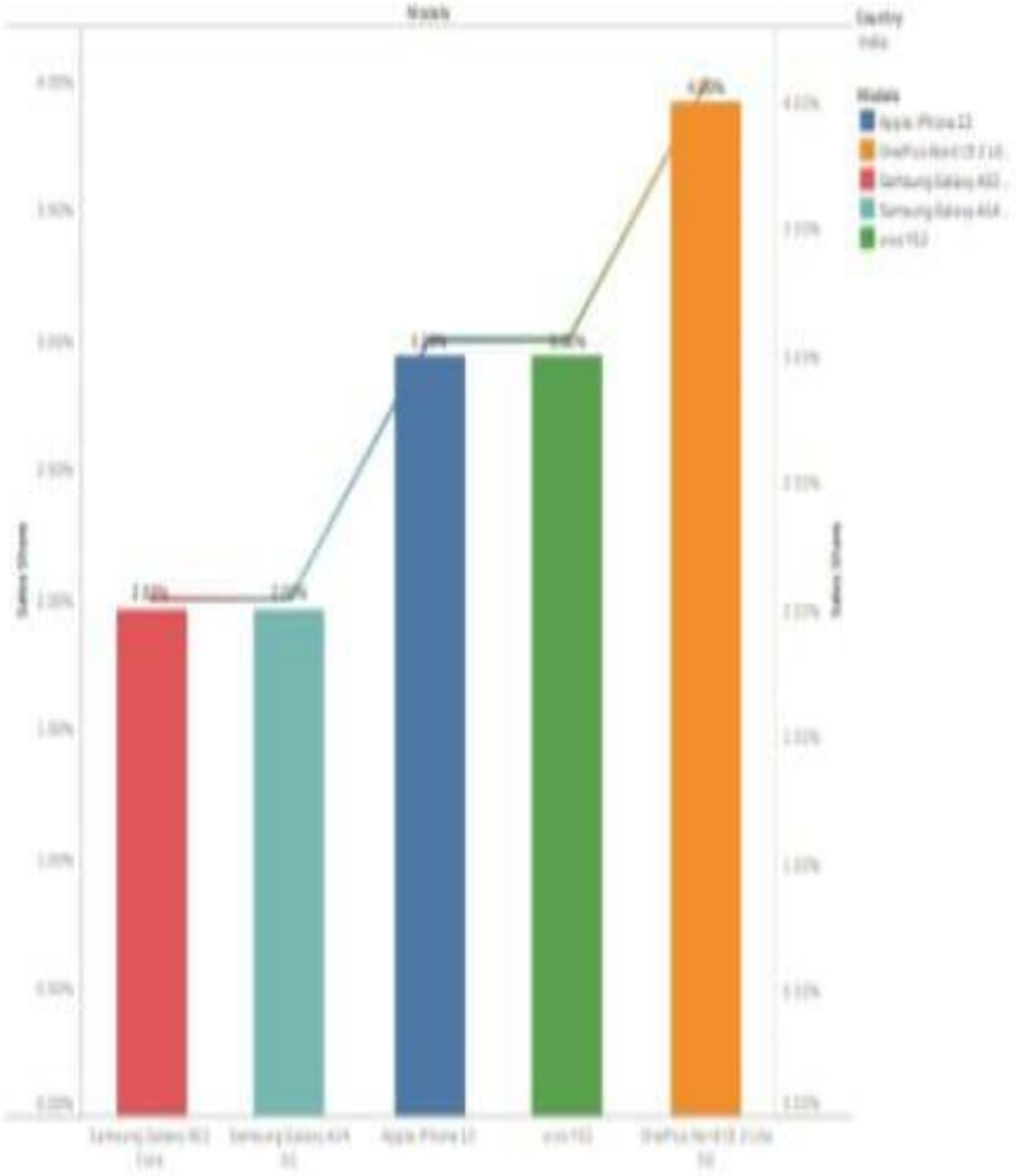

Battery Type Distribution
Battery Type
Lithium
Lithium ion
Lithium Polymer
0K
10K
20K
Median Original P..


Model - share
Apple iPhone 14
Apple iPhone 13


Brand Price Comparison
APPLE
8,500K
89,900
SAMSUNG
8,500K
18,999
REALME
8,500K
17,999
MI
8,500K
OPPO


NEXT

Story 1



4.ADVANTAGES AND DISADVANTAGES:

4.1 ADVANTAGES:

Advantages:
1. Informed Decision-Making: Data-driven exploration allows Apple to make decisions based on real user data, helping them understand customer preferences and needs.
2. Product Improvement: It enables Apple to continually improve its products by identifying issues, optimizing features, and enhancing user experiences.
3. Personalization: Data-driven insights can lead to more personalized user experiences, tailoring features and services to individual preferences.
4. Competitive Edge: Apple can stay competitive by staying ahead of market trends and evolving consumer demands through data-driven analysis.

5. Resource Efficiency: Focusing efforts on what users truly value can lead to efficient resource allocation and cost savings.

4.2 DISADVANTAGES:

Disadvantages:

1. Privacy Concerns: Collecting and analyzing user data raises privacy concerns, potentially leading to breaches and misuse if not handled carefully.
2. Data Security: Safeguarding the collected data is crucial, as any breaches could damage Apple's reputation and result in legal repercussions.
3. Ethical Concerns: There's the potential for ethical issues regarding how user data is collected, stored, and used, which could harm Apple's image.
4. Limited Context: Data-driven exploration may miss the nuances of user experiences that aren't easily quantifiable, leading to incomplete insights.
5. Overreliance: Relying solely on data may limit innovation and stifle creativity, as it doesn't account for emerging needs or untapped markets.

Balancing data-driven insights with ethical and privacy considerations is crucial for Apple to effectively explore the iPhone market.