

**DR.ZAKIR HUSAIN COLLEGE,ILAYANGUDI.**

**DEPARTMENT OF PHYSICS**

**PROJECT TITLE:**

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

---

**SUBMITTED BY:**

TEAM MEMBERS NAME	UNIVERSITY REGISTER NUMBER	NAAN MUDHALVAN ID	SMART INTERNZ ID
DAVIS VEERAKUMAR B	0621122023	alu6621122023	NM2023TMID32012
KISHORE P	0621122028	alu6621122028	
AJAY S	0621122019	alu6621122019	
GOKUL CHANDRA PRAKASH S	0621122025	alu6621122025	
GOWTHAM S	0621122026	alu6621122026	

## **FACULTY INCHARGE:**

**DR. K.A.Z. SYED ABUTHAHIR**

**ASSISTANT PROFESSOR**

**DEPARTMENT OF PHYSICS**

**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.

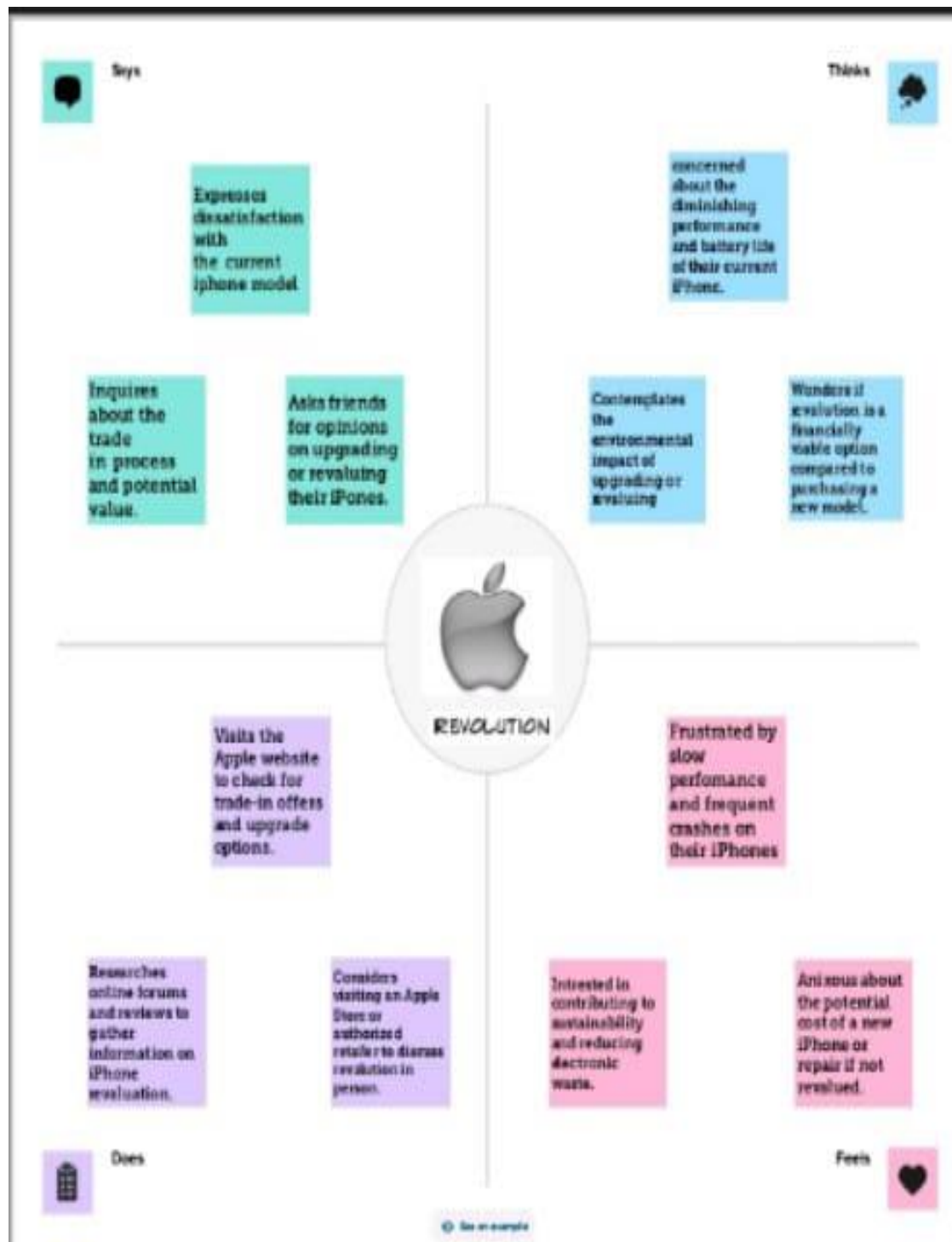
8. Competitive Analysis: Apple can use data to understand its position in the market relative to competitors and identify areas for improvement.

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

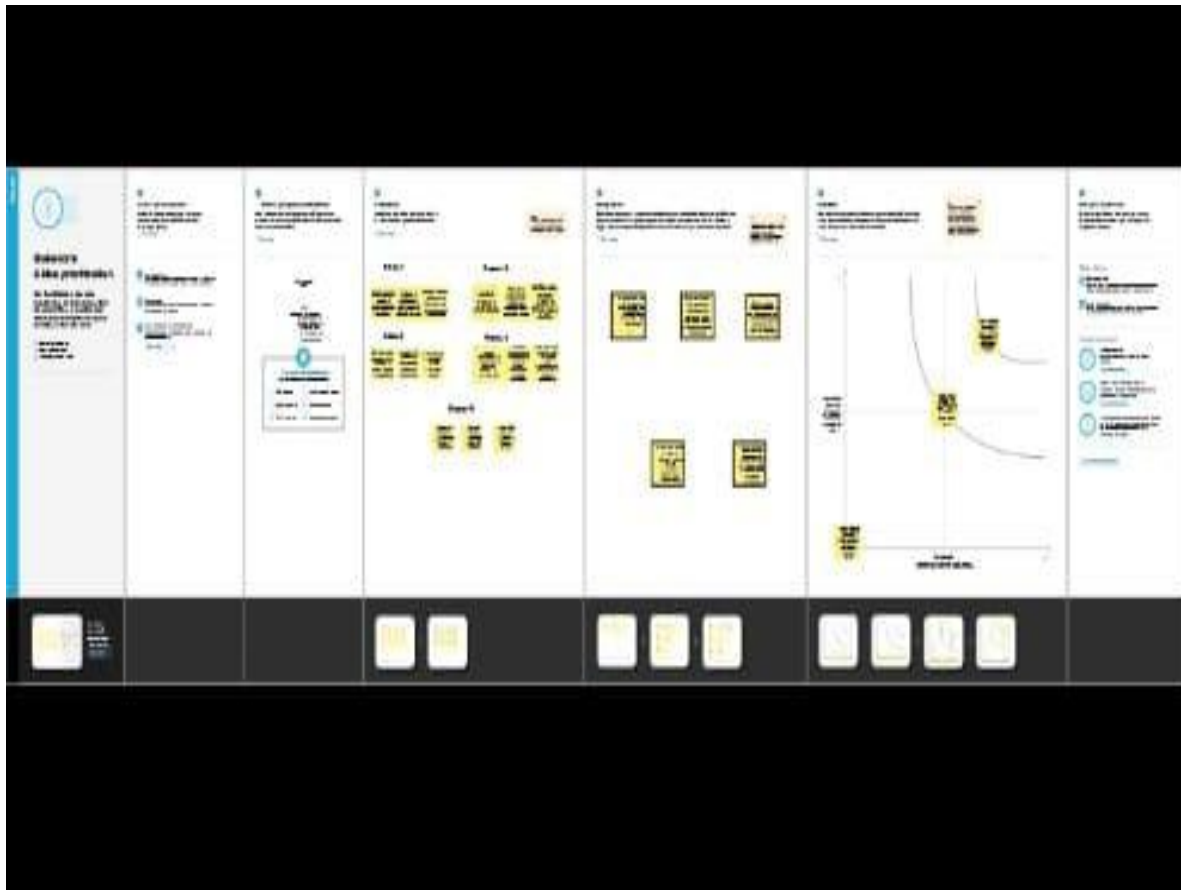
10. Trend Forecasting: Apple can use data to anticipate industry trends and consumer behavior, helping them stay ahead of the competition.

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



## RESULT

### SHEETS, DASHBOARDS, STORY :

#### 3.1 LIST OF SHEETS:

KPI

Brand	Discount	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 MOBEXRGVMZWUHCA.

### Model specification

Model	Processor	Front Ca.	Rear Camera	Colour		Colour
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Yellow	43,999	Yellow
				White	43,999	
				Red	43,999	
				Black	43,999	
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Green	72,999	Green
				Red	124,999	
				Black	124,999	
				Purple	124,999	
APPLE IPHONE 12 ..	A Bionic Chip with ..	12MP	12MP + 12MP	Red	72,999	Red
				Black	72,999	
				Blue	72,999	
				Pink	72,999	
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Black	349,999	Black
				White	349,999	
				Midnight Blue	349,999	
				Starlight	349,999	
APPLE IPHONE 13 P.	A Bionic Chip	12MP	12MP + 12MP + 12	Silver	449,999	Silver
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Black	399,999	
				Midnight Purple	399,999	
				Blue	399,999	
				Starlight	399,999	
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Black	399,999	Black
				Midnight Purple	399,999	
				Blue	399,999	
				Starlight	399,999	
APPLE IPHONE 14 P.	A Bionic Chip, Core	12MP	48MP + 12MP + 12	Gold	379,999	Gold
				Deep Purple	379,999	
				Space Black	379,999	
				Starlight	379,999	
APPLE IPHONE 14 PRO MAX	A Bionic Chip, Core	12MP	48MP + 12MP + 12MP + 12MP	Gold	399,999	Gold
				Deep Purple	399,999	
				Space Black	399,999	
				Starlight	399,999	

Series of Group of Products broken down by Model, Processor, Front Camera, Rear Camera and Colour. Color shows details about Color. The data is filtered on Upc, which keeps MOBEXRGVMZWUHCA. The data is filtered on Color, which keeps 87% of 870 members.

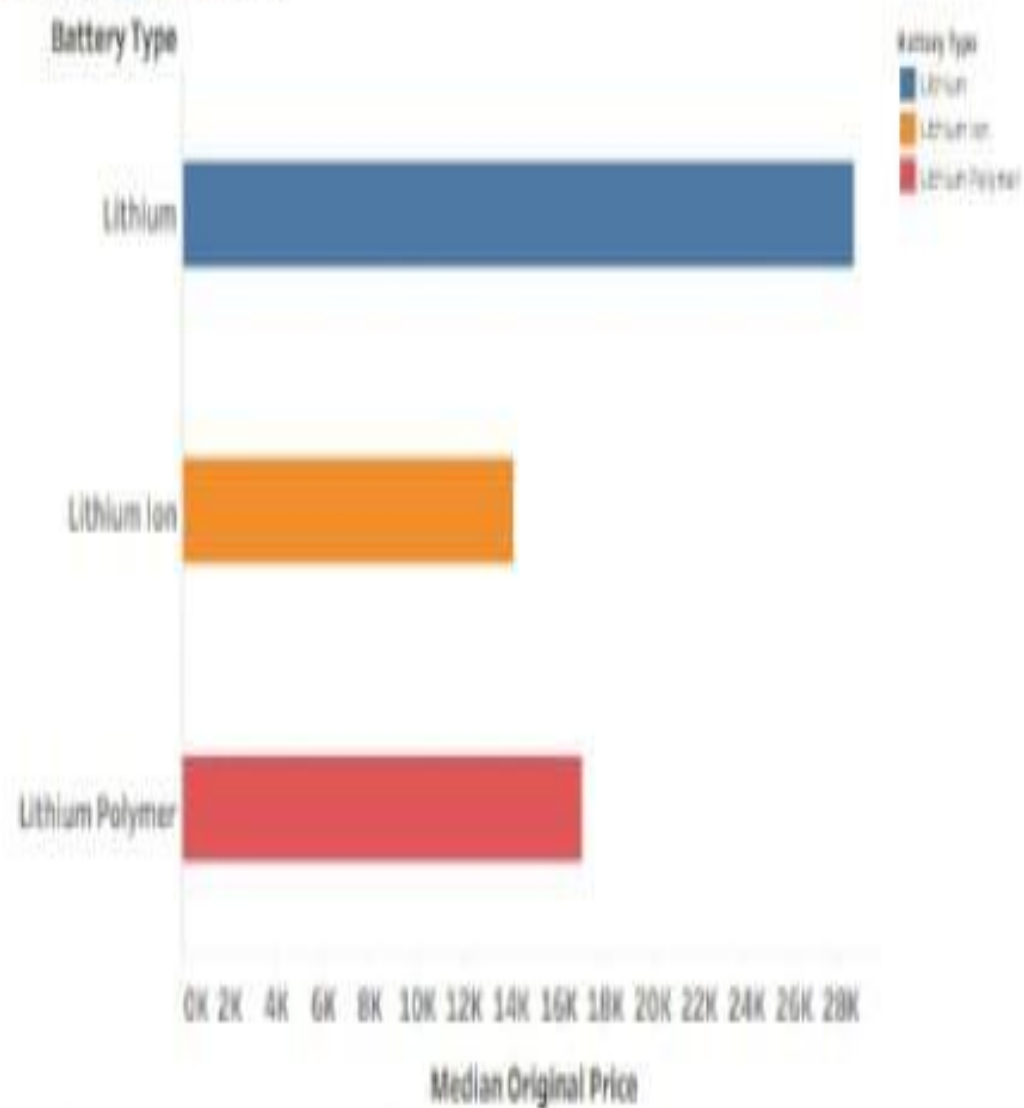
## Brand Price Comparison



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.

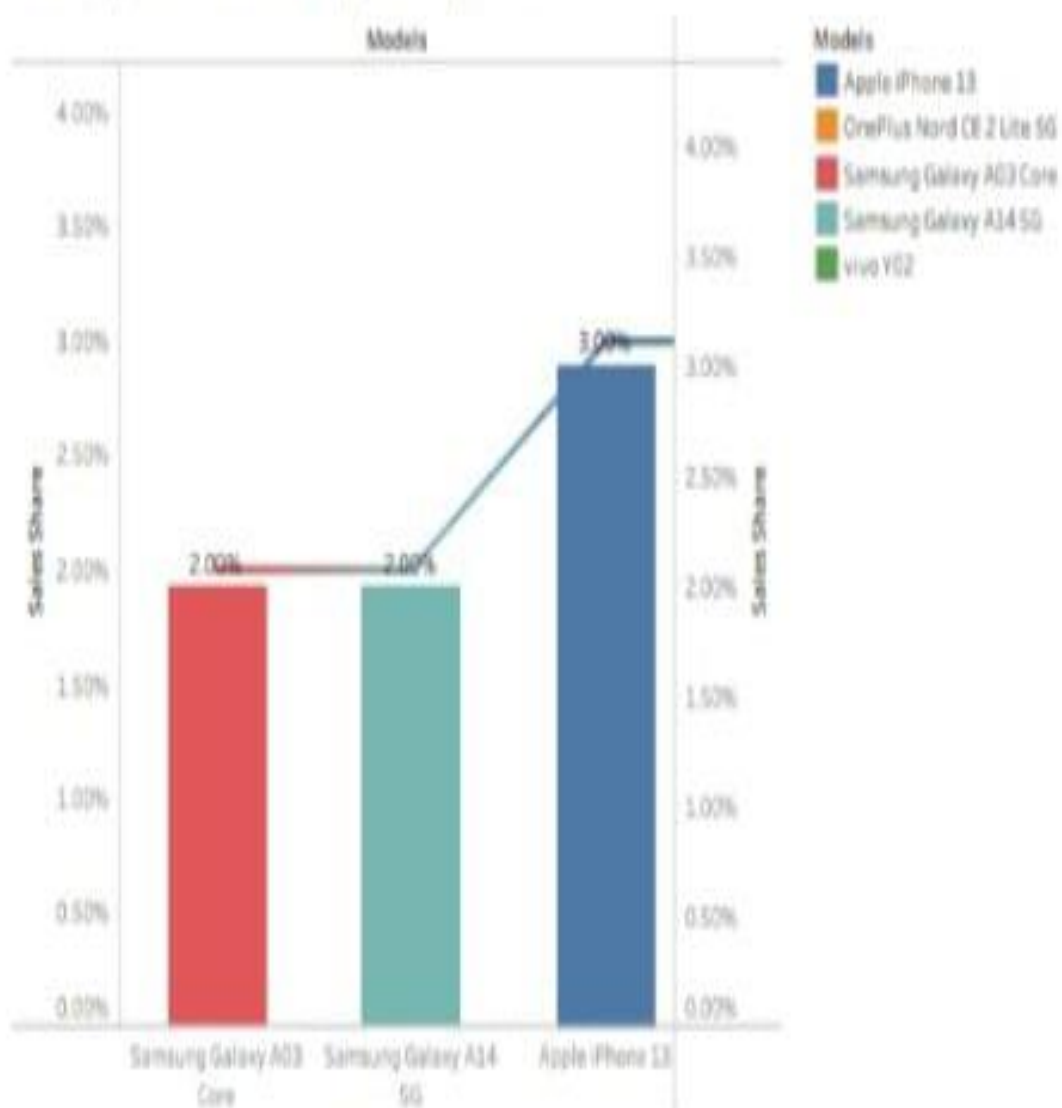


## Battery Type Distribution



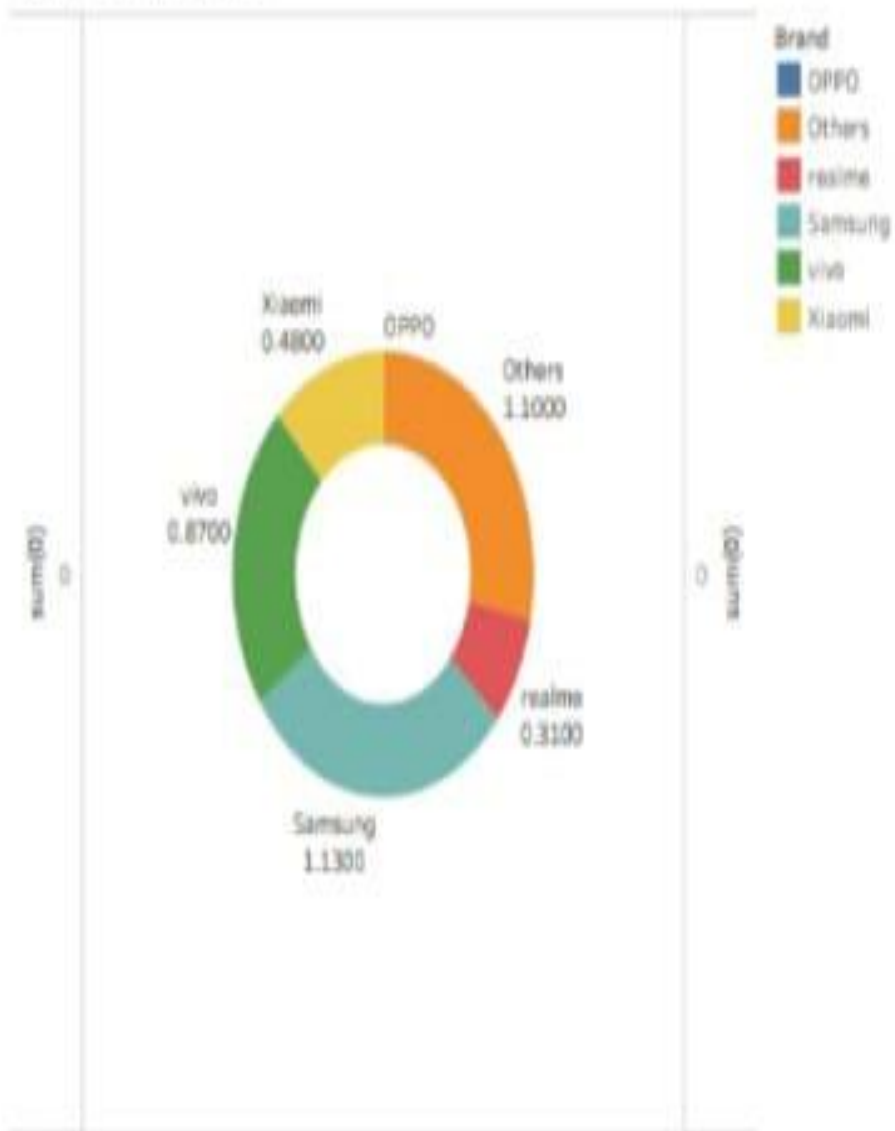
Median of Original Price for each Battery Type. Color shows associated Battery Type. The colors (Blue for Lithium, Orange for Lithium Ion, Red for Lithium Polymer) are used to distinguish between the different battery types. The data is filtered by Battery Type, which results in three groups: Lithium, Lithium Ion, and Lithium Polymer.

## Country wise best selling smartphone



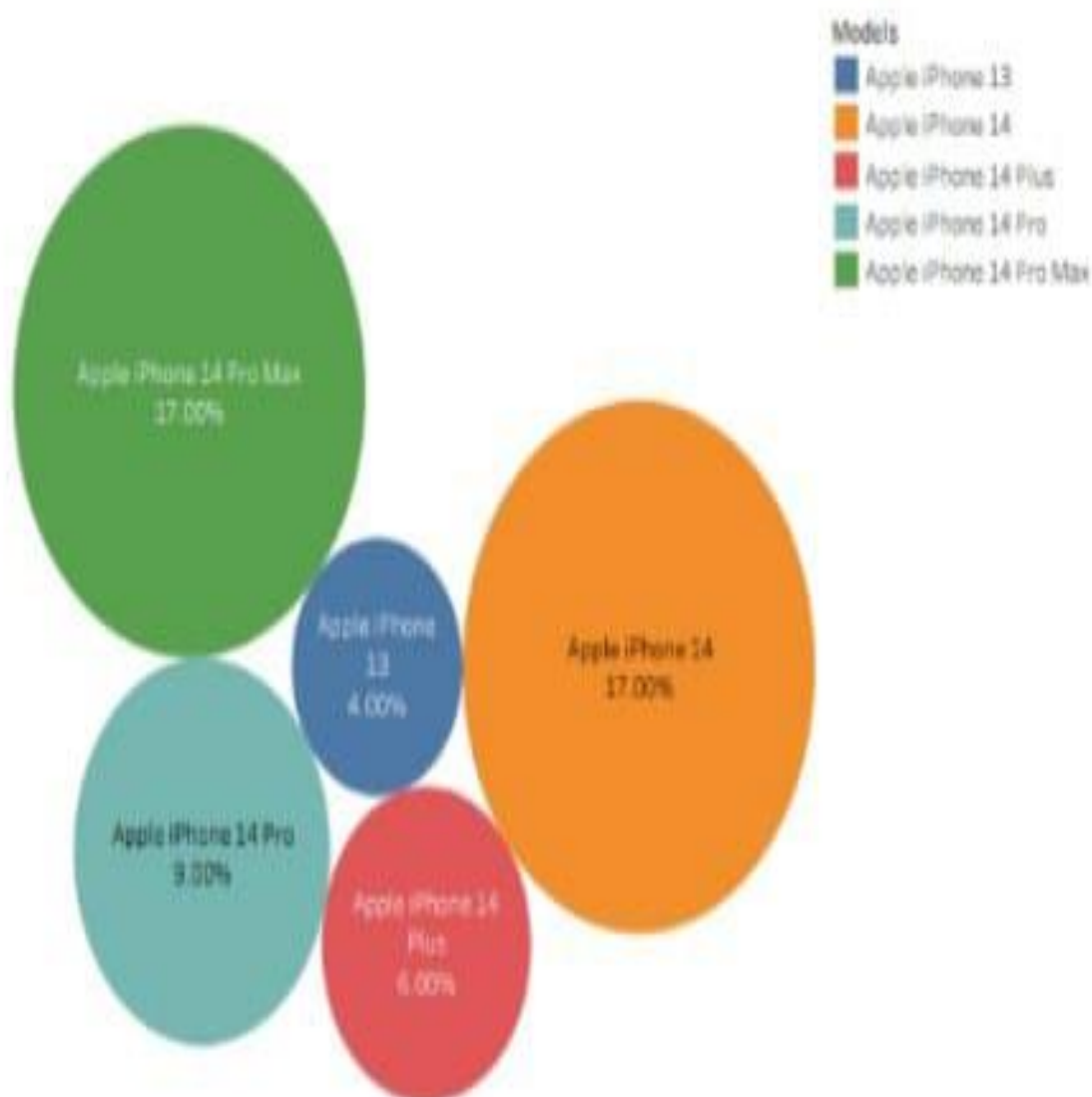
The trends of sum of Sales Share and sum of Sales Share for Models. Color shows details about Models. For pure Sum of Sales Share (Z). The marks are labeled by sum of Sales Share. The data is filtered on Country, which keeps India.

## 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



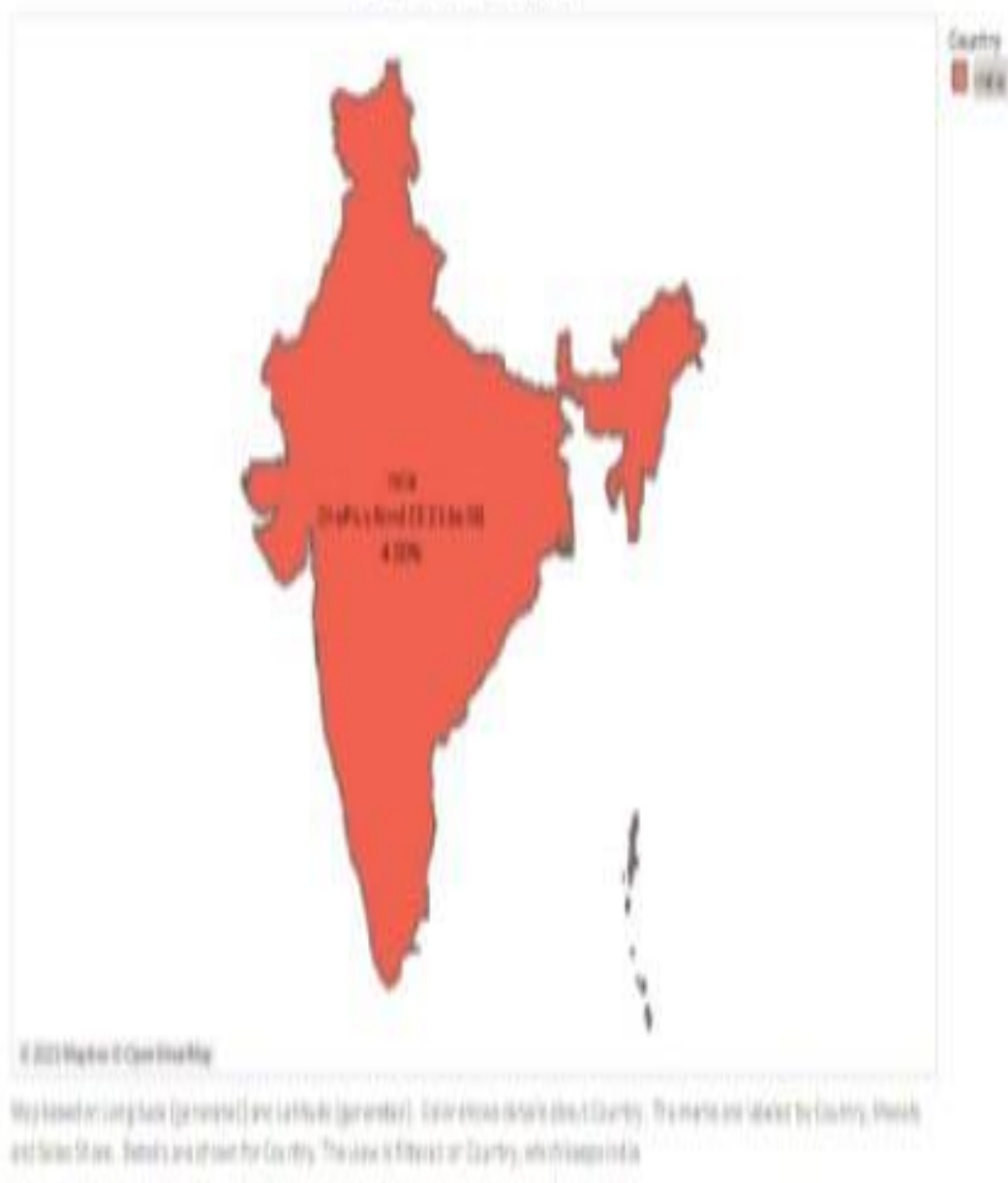
Revenue Generated, Units sold (mm) and Active Users (mm). The data is filtered on Year, which keeps 2022.

## Annual revenue



The trends of average of Revenue (Bbn) for year are year. Take a look at the chart about Year. For year Year (2). The marks are labeled by average of Revenue (Bbn).

## Global Market Share



## 3.2 DASHBOARDS AND STO



RY:



KPI

Brand	Display	Mem	Number	1
Apple	0	77,000	794	

## Model specification

Model	Process	Front Ca.	Rear Ca.
APPLE I	A Series	1250	1250
APPLE I	A Series	1250	1250
APPLE I	A Series	1250	1250
APPLE I	A Series	1250	1250
APPLE I	A Series	1250	1250
APPLE I	A Series	1250	1250
APPLE I	A Series	1250	1250

Ops

MOTOROLA

Color

21

Brand

APPLE

Brand

MOTOROLA

## Battery Type Distribution



Model - share



Battery Type

- Lithium
- Lithium Ion
- Lithium Polymer

Model

- Apple iPhone 12
- Apple iPhone 14
- Apple iPhone 14 Plus
- Apple iPhone 14 Pro
- Apple iPhone 14 Pro Max

Avg. Original Price



## Brand Price Comparison

APPLE	SAMSUNG	REALME
1,000	1,000	1,000
10,000	10,000	10,000
20,000	20,000	20,000
30,000	30,000	30,000
40,000	40,000	40,000
50,000	50,000	50,000
60,000	60,000	60,000
70,000	70,000	70,000
80,000	80,000	80,000
90,000	90,000	90,000

NEXT

## Story 1

More than 1 billion consumers currently use iPhones.	Apple continues to strengthen its standing in the market.	iPhone sales generated \$22 billion in revenue for Apple in 2017.	Comparative analysis amongst various other leading brands in the market.	Although the iPhone isn't the leader in the comparison, its 2%
--	---	---	--	--

KPI

Brand	Share	Qty	Number
Apple	0	77,000	794

### Model specification

Model	Process	Front Co.	Rear Co.
APPLE 1	A Series	128G	128G
APPLE 1	A Series	128G	128G
APPLE 1	A Series	128G	128G
APPLE 1	A Series	128G	128G
APPLE 1	A Series	128G	128G
APPLE 1	A Series	128G	128G
APPLE 1	A Series	128G	128G
APPLE 1	A Series	128G	128G
APPLE 1	A Series	128G	128G
APPLE 1	A Series	128G	128G

Top

Model - share

Color

all

Brand

APPLE

Brand

WUOLALA

### Battery Type Distribution



### Model - share



Battery Type

Lithium

Lithium ion

Lithium Polymer

Model

Apple iPhone 11

Apple iPhone 11

Apple iPhone 11 Pro

Apple iPhone 11 Pro

Apple iPhone 11 Pro

Avg. Original Price

1,000

11,000

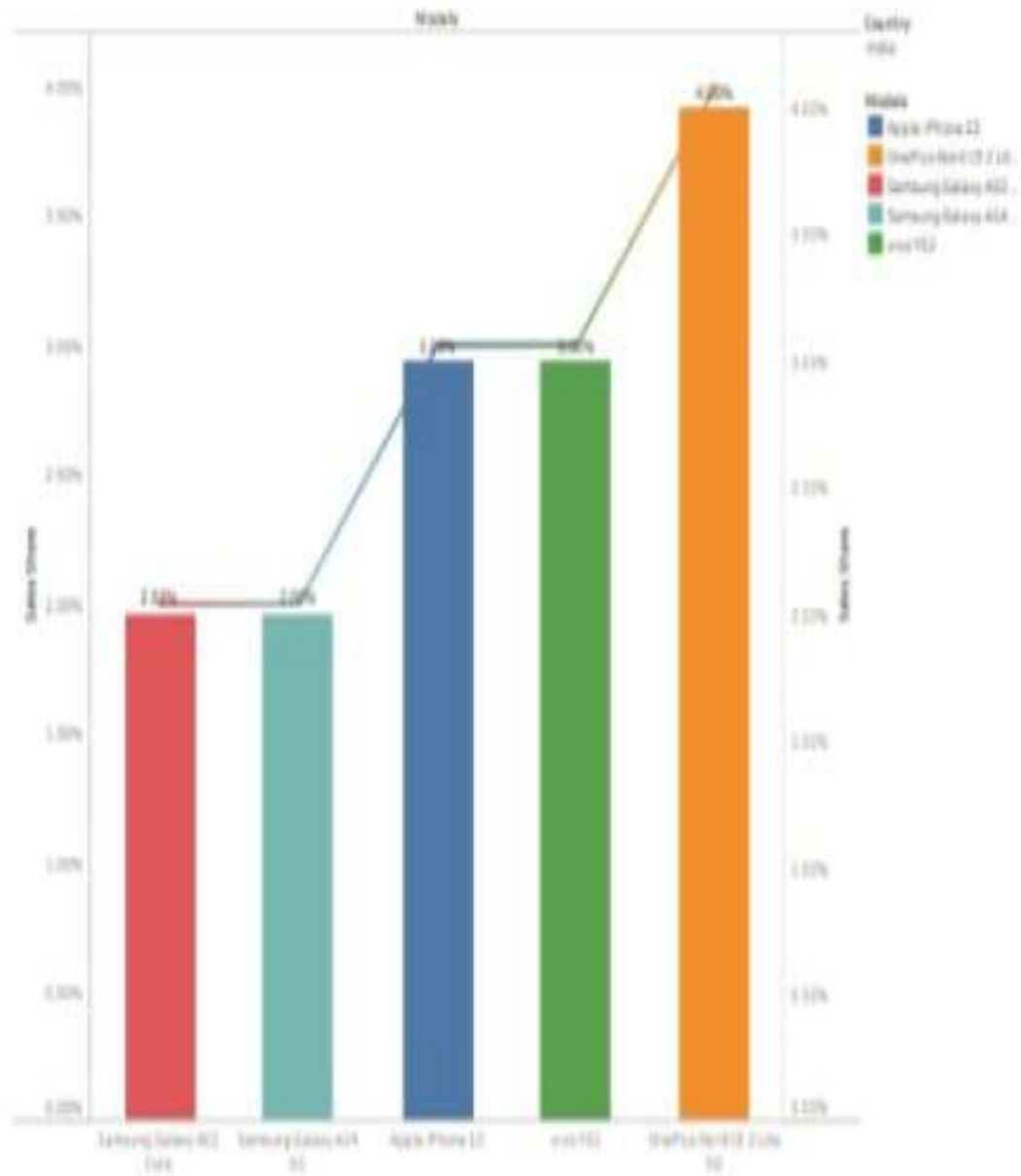
### Brand Price Comparison

APPLE	APPLE	APPLE
128G	128G	128G
128G	128G	128G
128G	128G	128G
128G	128G	128G
128G	128G	128G
128G	128G	128G
128G	128G	128G
128G	128G	128G
128G	128G	128G
128G	128G	128G

NEXT

## Story 1

Stories 1 follow consumers currently use iPhones.	Apple continues to strengthen its standing in the market.	iPhone sales generated \$20 billion in revenue for Apple.	Comparative analysis amongst various other leading brands in the	Although the iPhone isn't the best in the competition, its 2%
---	---	---	--	---



## **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.

