PROJECT REPORT

IREVOLUTION: A DATA-DRIVEN EXPLORATION OF APPLE'S IPHONE IMPACT IN INDIA

1-INTRODUCTION

1.1. OVERVIEW

The objective of this study is to obtain a thorough understanding of how Apple's Iphone would affect the Indian market. In particular, we want to investigate the market penetration of iphones in India, comprehend consumer preferences and Decision-making processes, and assess the social and economic effects of Iphone adoption. We aim to offer insights that can direct strategic decisions for Apple and Other stakeholders active in the Indian Smartphone industry by leveraging data analytics and visualizations using Tableau.

1.2. PURPOSE

The purpose of the project is how the Smartphone are being a part of the human's life. The Apple's iphones are very rich in look, features, versatility and cost. They are unique than other android mobiles. In this projects its deals with What is connect the people to like and buy the apple iphones, In this work it carryout the various things about Smartphone industry and its Competition, business requirement and other aspects.

2 PROBLEM DEFINITION & DESIGN THINKING

2.1. EMPATHY MAP
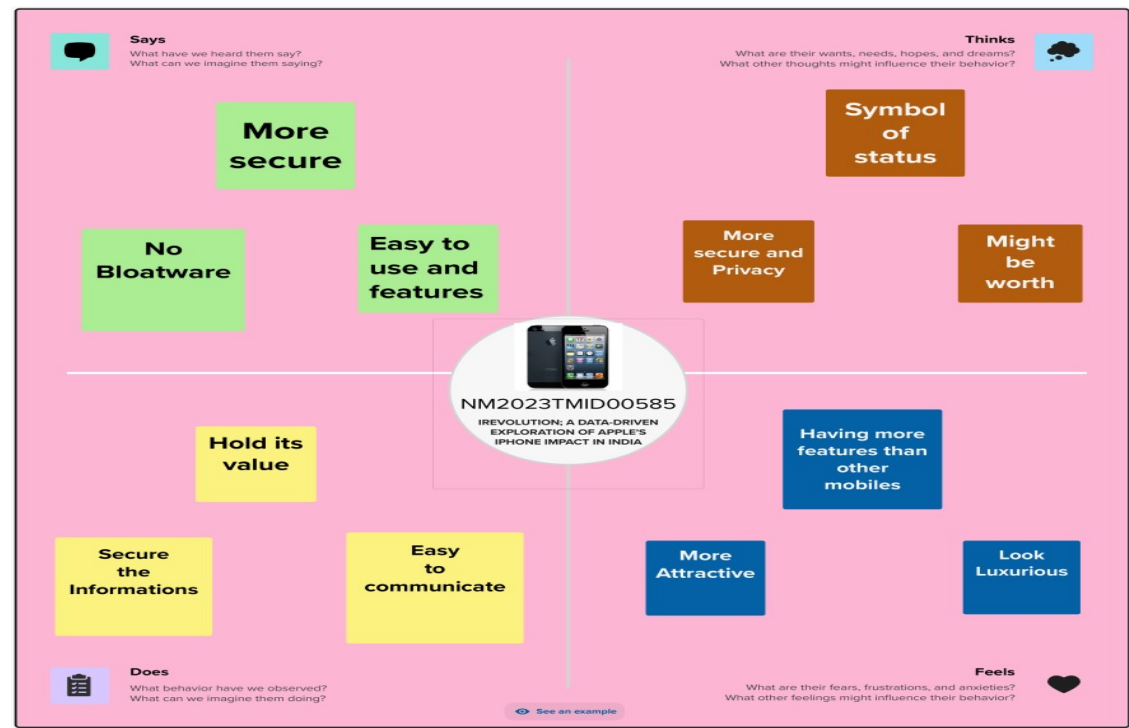
2.2 IDEATION & BRAINSTORMING MAP
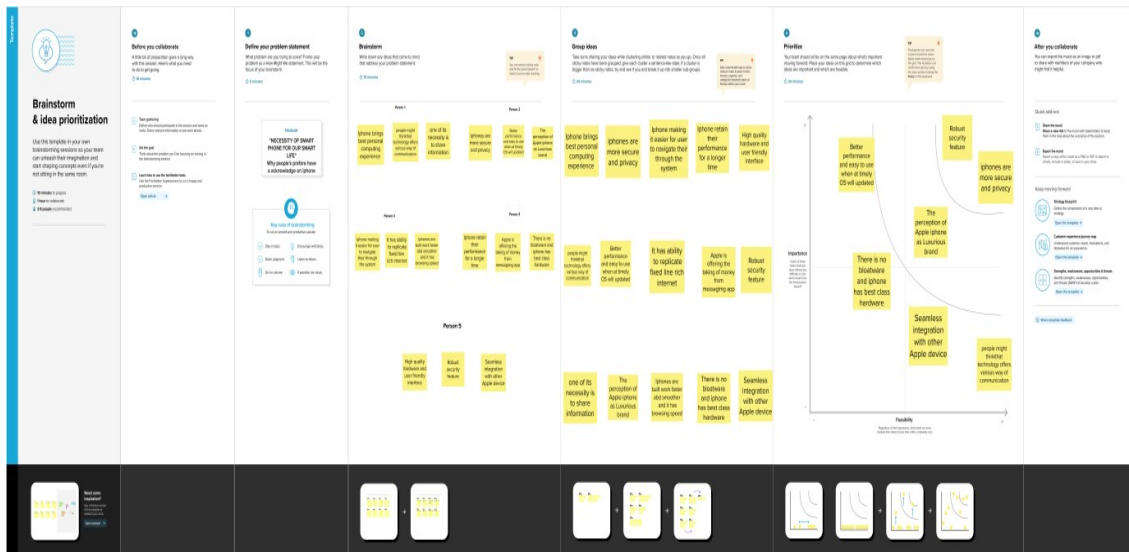
3. RESULT

3.1 SOCIAL IMPACT

Apple 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 ihone is an amazing invention that allows user to get all of their needs done in one device. Iphone was probably the biggest game changer for the industry.
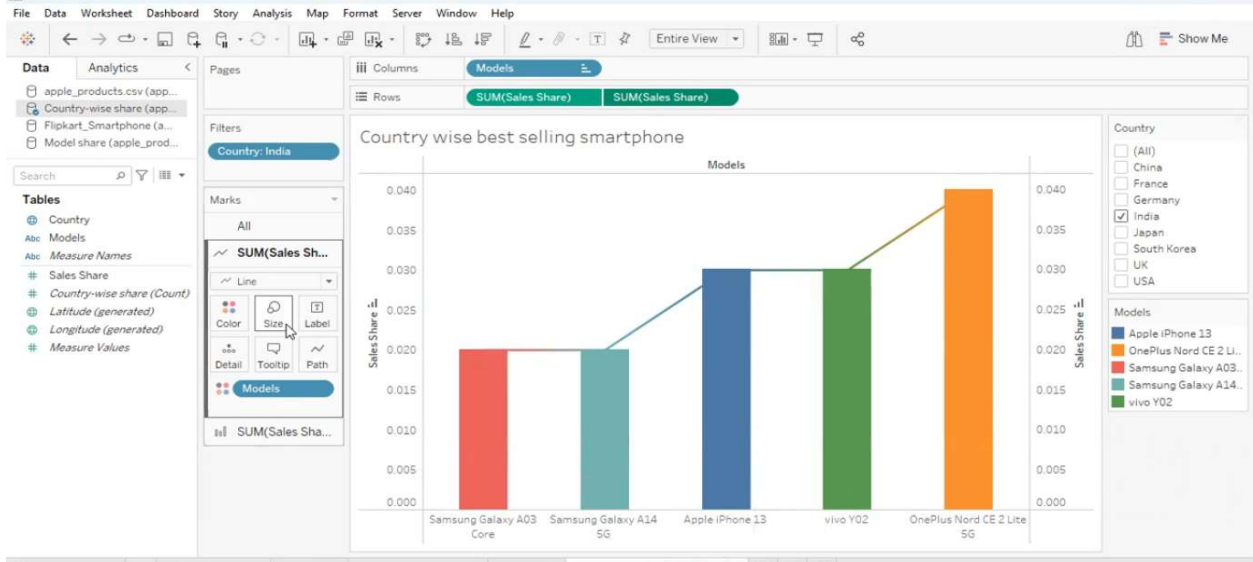
Business model/ impact

The phone for a business is lightweight and portable, so you can take It wherever you go the iphone powerful applications give you access to all your office tools in simple ,initiative interface. Apple devices are designed to work together seamlessly and this can boost productively for business
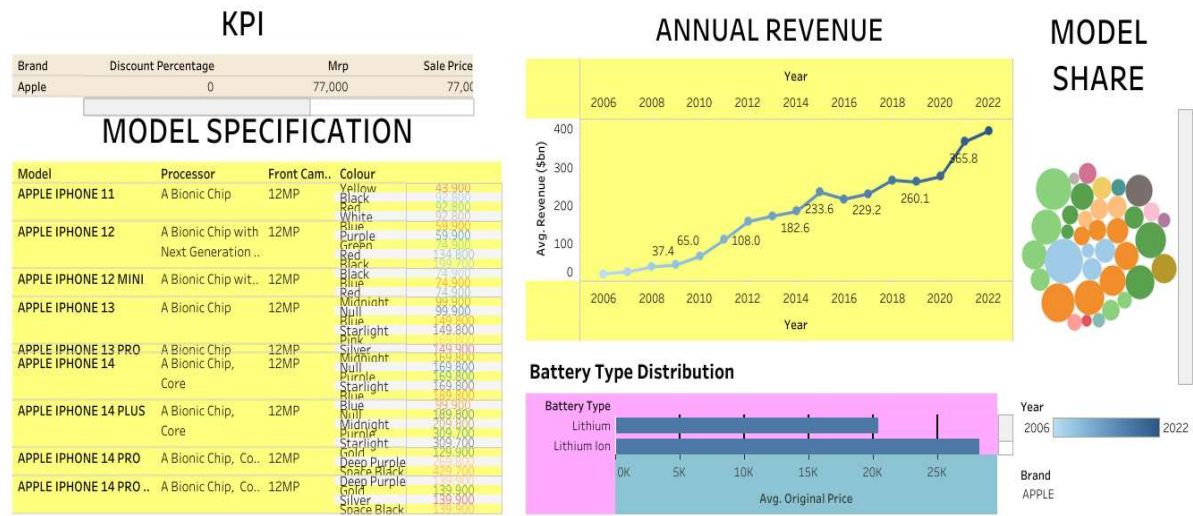
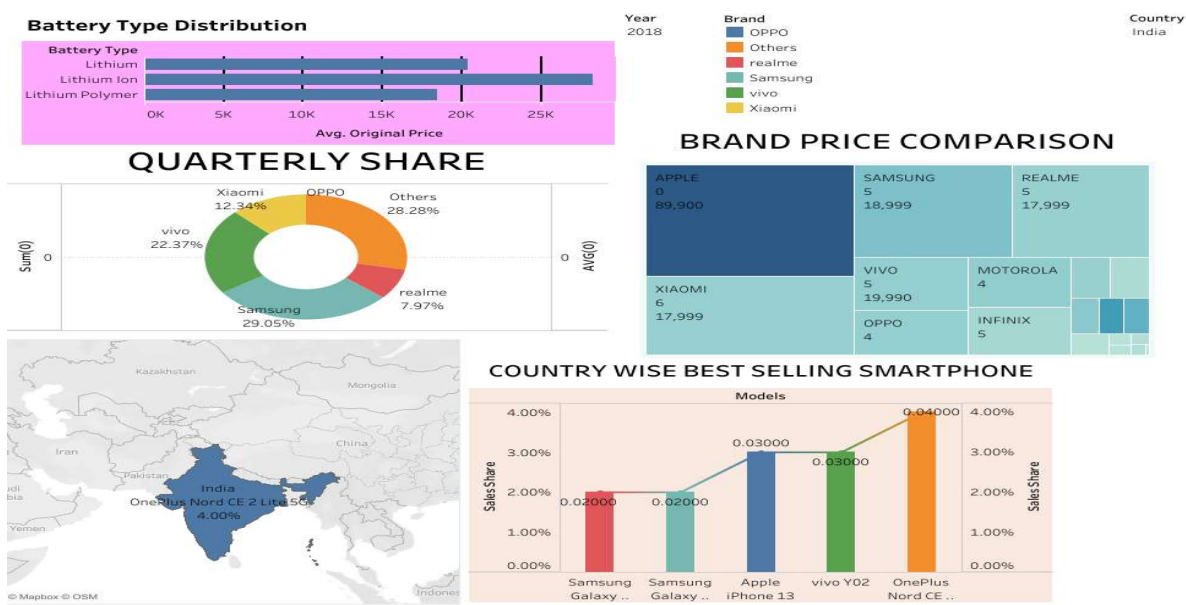## 3.2. ACTIVITY & SCREENSHOT

Sheet - 9
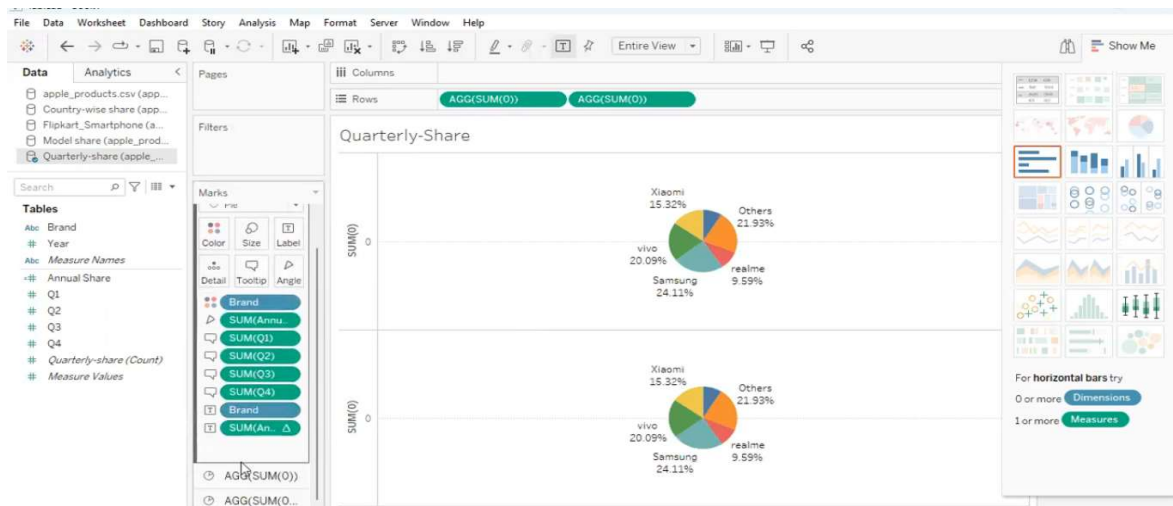
Sheet – 6

Dashboard – 1

Dashboard – 2

Story – 1

Story – 2

Story 2

The Revenue generation nearly 91.2 billion by the 329 million users	Variety of models are avalable in the market.In that Apple phone 14 model is li...	Since its initiation in 2006 it has seen the tremendous increase in sale and revenue..	The best model of iphone is APPLE IPHONE 11it is the processor is bionic chp which i..

Model	Processor	Front Cam..	Colour		Brand
APPLE IPHONE 11	A Bionic Chip	12MP	Yellow		APPLE
			Black		
			Red	92,800	**Colour**
			White	92,800	Null
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	Blue	59,900	Black
			Purple		Blue
			Green		Deep Purple
			Red		Gold
			Black		Green
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	Black		Midnight
			Blue		Pink
			Red		Purple
APPLE IPHONE 13	A Bionic Chip	12MP	Midnight		Red
			Null		Silver
			Blue		Space Black
			Starlight	149,800	Starlight
			Pink		White
APPLE IPHONE 13 PRO	A Bionic Chip	12MP	Silver		Yellow
APPLE IPHONE 14	A Bionic Chip, Core	12MP	Midnight		
			Null	169,800	
			Purple		
			Starlight	169,800	
			Blue		
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	Blue	99,700	
			Null		
			Midnight		
			Purple		
			Starlight	109,700	
APPLE IPHONE 14 PRO	A Bionic Chip, Core	12MP	Gold		
			Deep Purple		
			Space Black		
APPLE IPHONE 14 PRO MAX	A Bionic Chip, Core	12MP	Deep Purple		
			Gold	139,900	
			Silver	139,900	
			Space Black		

4. TEAM DETAILS

Team id-NM2023TMID00585

S.NO	NAME OF THE TEAM MEMBERS	NM ID
1	K.Guna Amritha	9F3B787E8EA4931B249490D85D7C4710
2	B.Abinaya Sri	3C70A9C89C5B13286D14A382F789AAB6
3	Z.Maimuna Ralina	8B32AB79DF014EEB19A46D1165BD1934
4	V.Nancy	22EB92A2622DA8DB81942F7EECB2BA83
5	S.Gowtham	C4D0BE6F11D071B8666497C10B30A693

5. ADVANTAGES & DISADVANTAGES

ADVANTAGES:

➢ Most of the people prefer Iphone because of iphone are more secure and privacy

➢ Iphones have faster and better performance than Android phone to the Iphone

➢ It is strong app ecosystem and user friendly interface

➢ It had many advanced quality features like camera quality, high quality display etc...,

DISADVANTAGES:

➢ The Iphone is one of the most expensive Smartphone on the market

➢ One of the disadvantages of iphone is that it has limited customized option

6. APPLICATION

- ❖ Stories and collections that inform, heep and inspire
- ❖ Curate by experts and Hand-picked for you
- ❖ Explore in-app events like movie premiers, gaming competitions and live streams

7.CONCLUSION

We can conclude that most of the people prefer an apple Iphone than other products because it should be more secure and privacy. It has become a better performance than other devices when at timely OS will updated Then easy to handle. The Apple iphone is writable to compare of other devices. In India it has a certain successful development. people get all of their needs done in one device.

8.FUTURESCOPE

Emulators of high quality create an ios application development experience that is amazing it's a quick to development ios app requires 30-40% less time than Android apps. A recent study found that 92% of Iphone owners believe that they will buy Apple device exclusively

9. APPENDIX

SOURCE CODE-DASHBOARD 1

https://public.tableau.com/views/Dashboard1_16953933478510/Dashboard1?:language=en-GB&:display_count=n&:origin=viz_share_link

SOURCE CODE-DASHBOARD 2
https://public.tableau.com/views/Dashboard2_16953937358310/Dashboard2?:language=en-GB&:display_count=n&:origin=viz_share_link

STORY-1

https://public.tableau.com/views/story1_16953942350900/Story1?:language=en-GB&:display_count=n&:origin=viz_share_link

STORY-2

https://public.tableau.com/views/story2_16953943144230/Story2?:language=en-GB&:display_count=n&:origin=viz_share_link