

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

1. INTRODUCTION

❖ OVERVIEW

➤ A Brief Description

- The world has changed As A Consequence Of The Increasing Use Of Smart Phones, Which Have Improved Communication, Connected People, And Revolutionized Many Different Businesses. With Its Main Product, The I Phone, Capturing Markets Around The World, Apple Inc. Has Emerged As A Prominent Player Among The top smart Phone Makers. India, One of the Economies with the Greatest Economic Growth, Has Seen a Tremendous increase In Smart Phone Usage, Making It An Interesting Market To Study The Effects Of Apple's I Phone
- 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 If The Impact Of The I Phone In India. This Study Will Offer Invaluable Insights Into The Transformative Impact Of The I Phone 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 Smart Phone Adoption.
- Each New I Phone 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 Through Knowledge Of The Effects of the I phone.

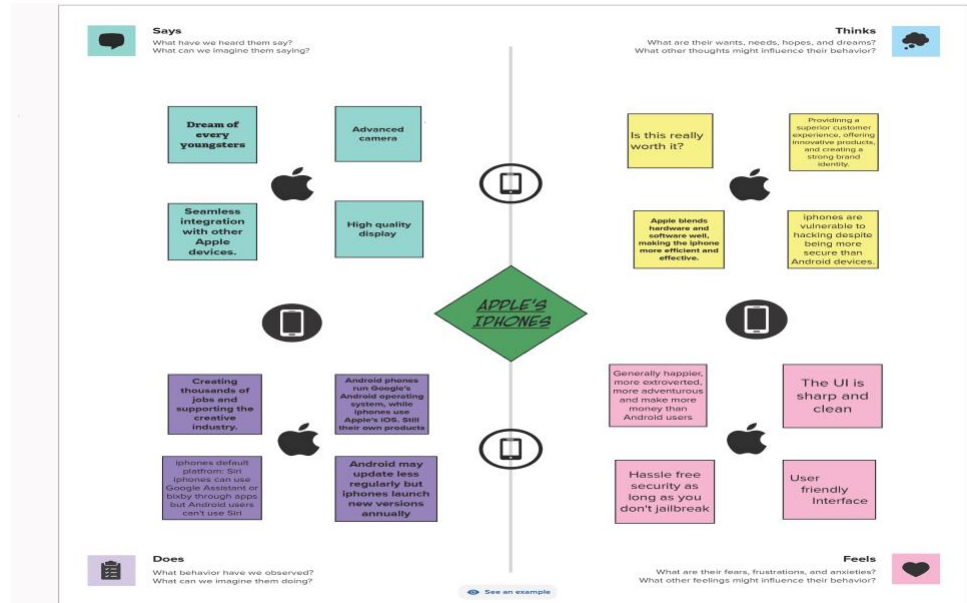
❖ 1.1Purpose

- While You're Going About Your Day, You Can Use The Apps On Your Iphone To Get Directions, Make Purchases, And Control Accessories In Your Home. You Can Also Silence Notifications While You're Driving Or Working, Or Allow Only Specific Notifications Related To What You're Focused On.
- There Are Many Reasons Why It's Beneficial To Use An I Phone Or Ipad To Print To PDF. Makes Files Easy To Share With Others. Printing To PDF Makes It Incredibly Easy To Share Your Files With Others, Most Apps Have Inbuilt Functionality When It Comes To Reading PDFs.

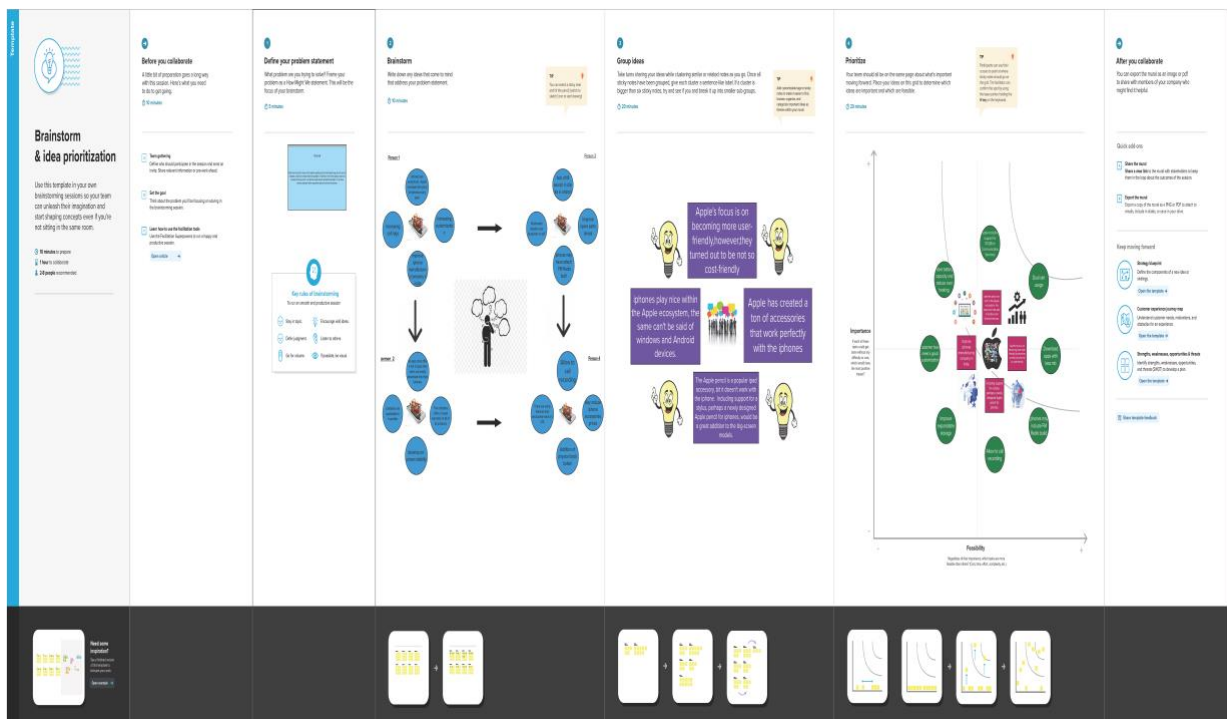
IREVOLUTION : A DATA-DRIVEN EXPLORATION OF APPLE'S IPHONE IMPACT IN INDIA

2. Problem Definition & Design Thinking

2.1 Empathy Map



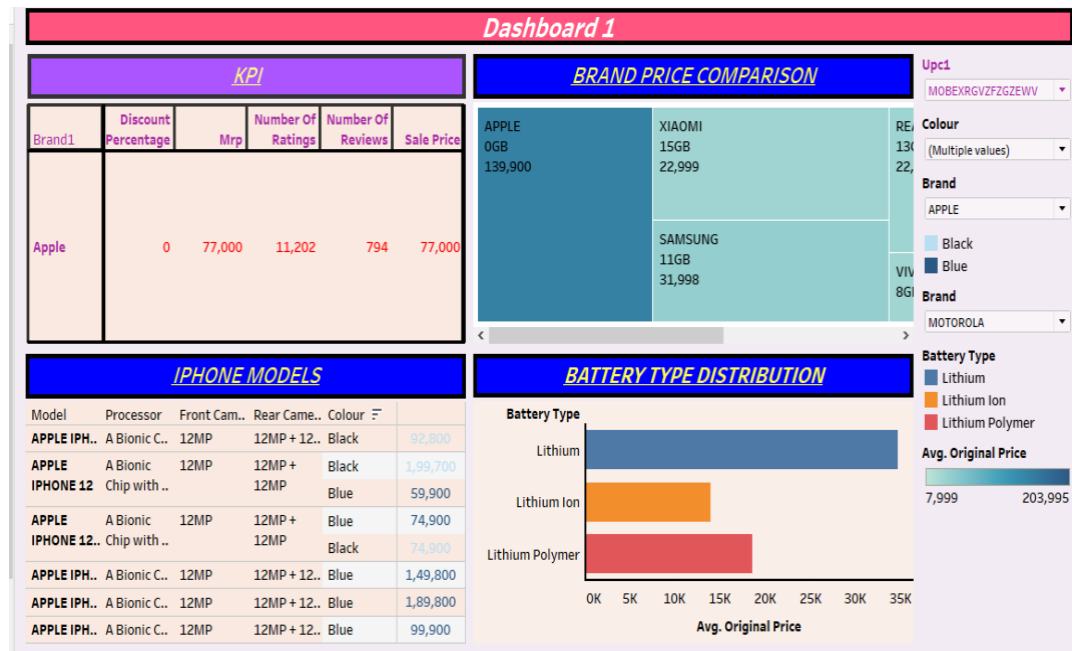
1.2. Ideation & Brainstorming Map



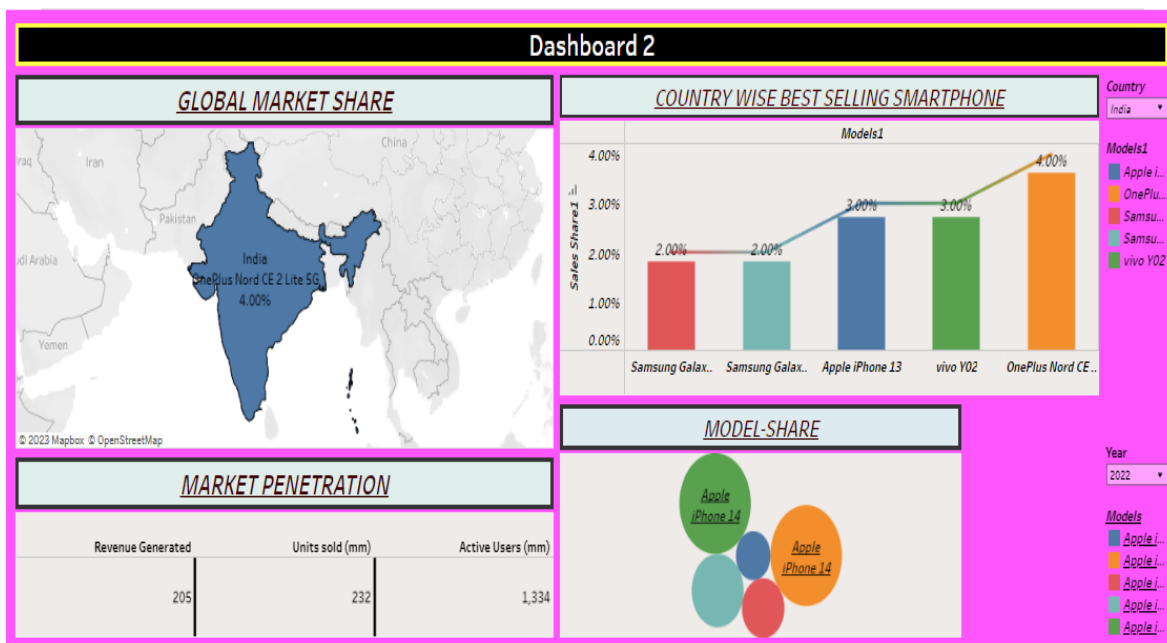
IREVOLUTION : A DATA-DRIVEN EXPLORATION OF APPLE'S IPNONE IMPACT IN INDIA

❖ RESULT

DASHBOARD 1

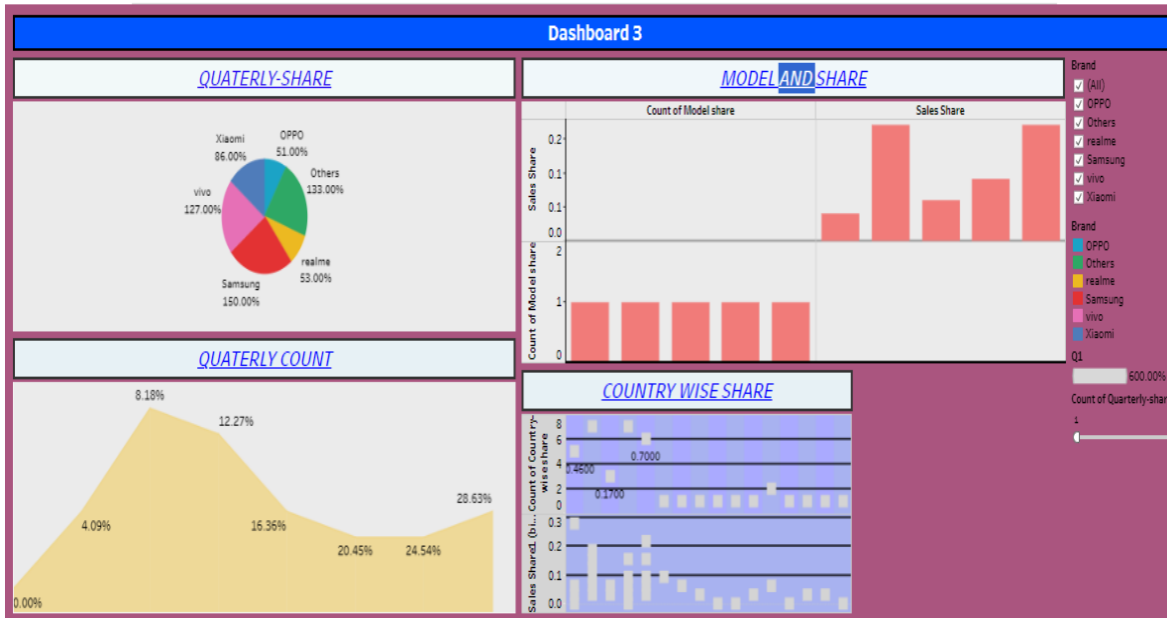


DASHBOARD 2

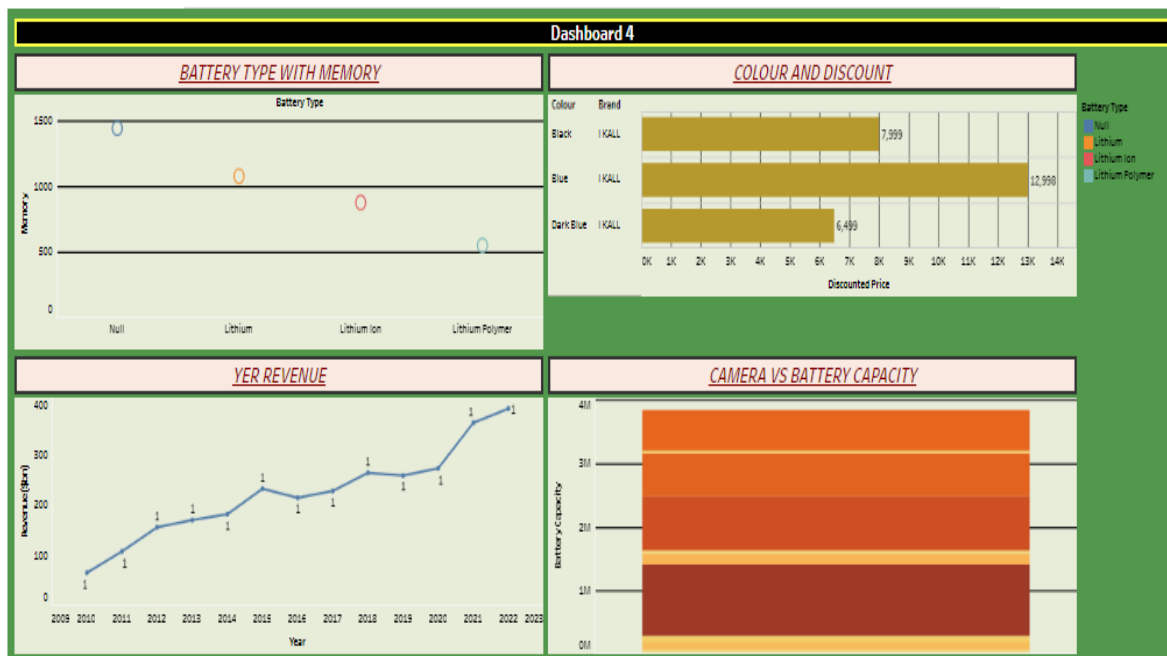


IREVOLUTION : A DATA-DRIVEN EXPLORATION OF APPLE'S IPNONE IMPACT IN INDIA

DASHBOARD 3

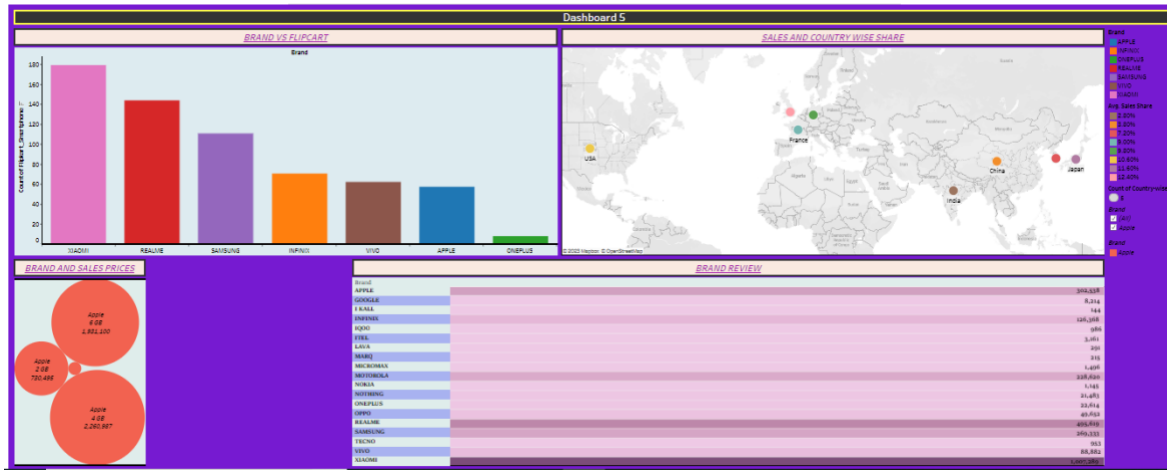


DASHBOARD 4

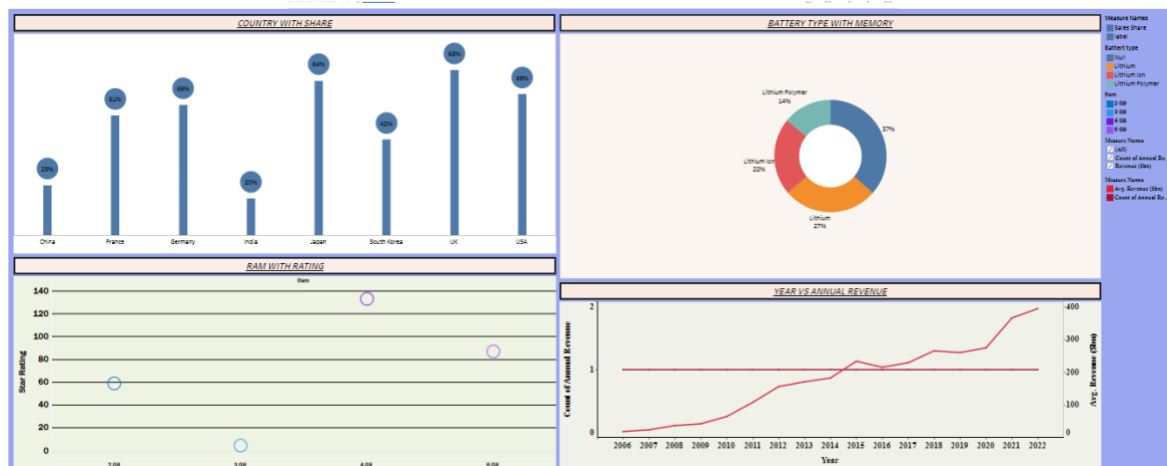


IREVOLUTION : A DATA-DRIVEN EXPLORATION OF APPLE'S IPNONE IMPACT IN INDIA

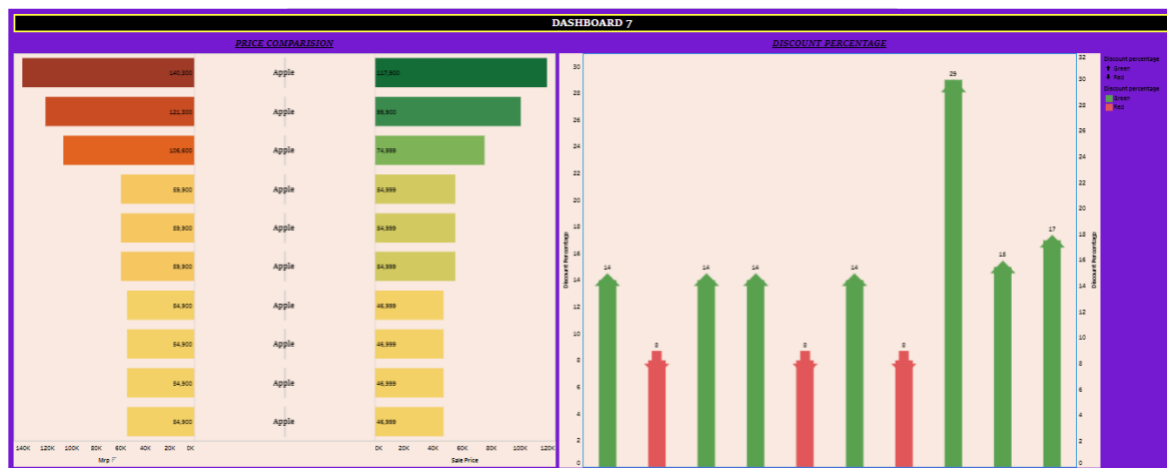
DASHBOARD 5



DASHBOARD 6



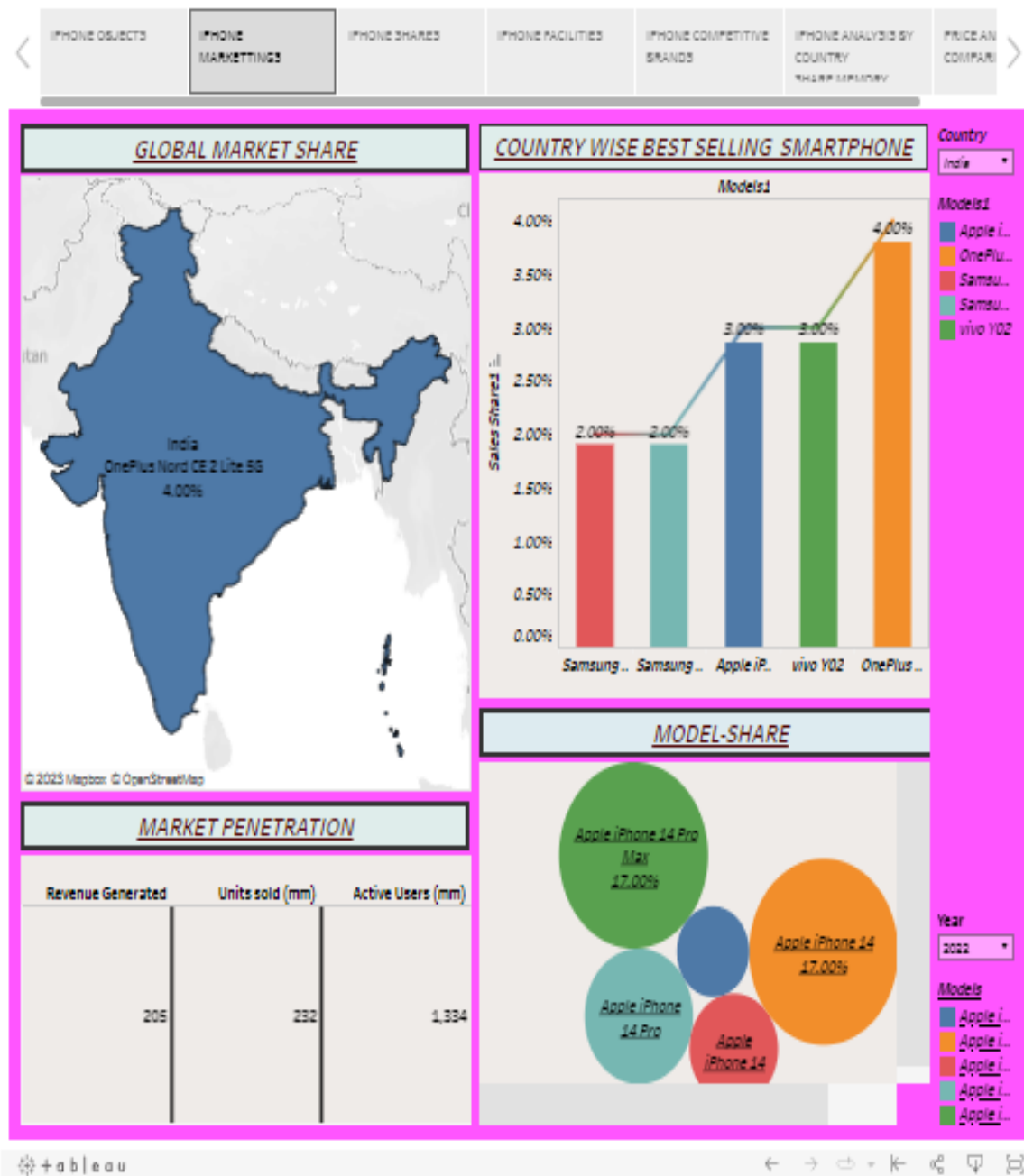
DASHBOARD 7



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

STORY

Story 1



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

❖ ADVANTAGES & DISADVANTAGES

ADVANTAGE:

- Use friendly interface

The I phone has an intuitive user interface that makes it easy to navigate.

- High quality display

High retina display is one of the best in the market.

- Advanced camera:

I phone devices have some of the best cameras in market.

DISADVANTAGE:

- Cost:

The I phone is one of the most expensive smartphones on the market.

- Non-removable battery:

The I phone's batteries non-removable which means that users cannot replace them.

- Limited customization

One of the disadvantage of the I phone is that it has limited customization option.

- No expandable storage:

It has no expandable storage options.

❖ 5. APPLICATIONS

- IOS applications, before they get visibility in I phone app store have to undergo a complete to and vigorous assessment process based on I phone application development standards.
- Only those applications that meet the standard are accepted. This is one major reason for the constant rise in trust and demand for IOS mobile applicators.

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

❖ 6. CONCLUSION

- It is the apparent that the I phone was, and still, a remarkable invention of technological advancement. The I phone provided a new way of mobile phone communication and usability. Its revolutionary technology has led to the variety of smartphones that are in use today. The I phone success story has not been without unethical business practices by Apple Inc., security concerns and social problems. However, these controversies cannot erase the fact that the I phone stands out as major technological innovation of the 21st century.

❖ 7.FUTURE SCOPE

- After android, IOS is the most extensive mobile operating system. It will have a market share of 27.73% in 2022, gradually increasing due to the popularity of I phones. As the demand for apple devices is rising, the IOS development market is simultaneously booming.
- The I phone dramatically changed the way people communicate, learn, play and work. With an I phone in hand, an employee could work from home or be on site with a client and still have access to company data and be connected. The I phone popularized the use of apps, web tools and mobility.

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