

Project report

1.INTRODUCTION

1.1 OVERVIEW

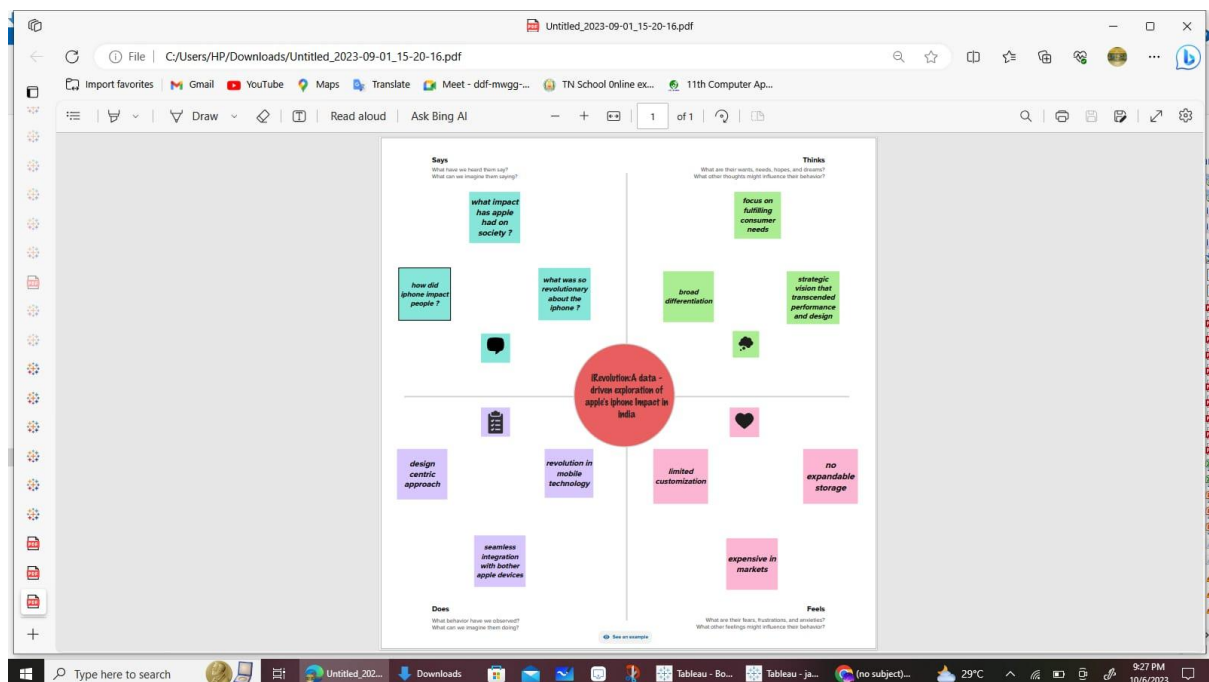
The name of our project is ***1 revolution :A data driven exploration of apples iPhone impact in India***. Apple has a special chance to increase its market share and develop a significant presence in India thanks to the country's large population and rising smartphone adoption

1.2 PURPOSE

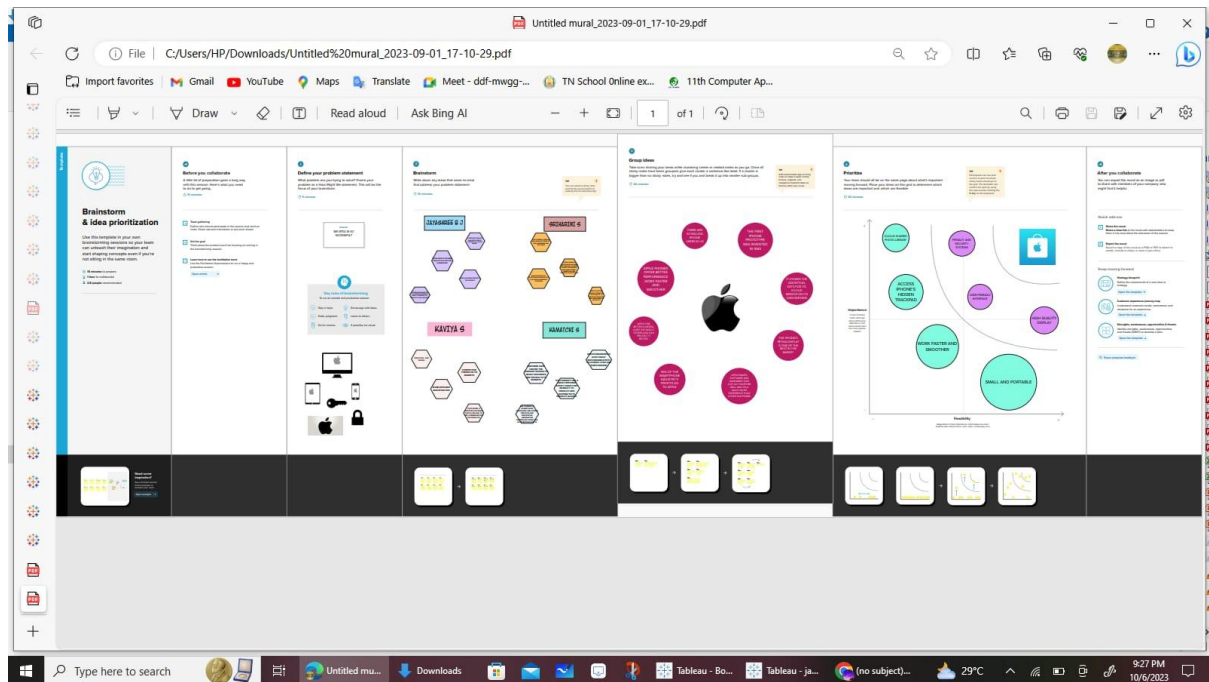
Apple Inc. Has emerged as a prominent player among the top smartphone makers. India one of the economies with the greatest economic growth has seen a tremendous increase in smartphone usage make it an interesting market to study the effect of Apple's iPhone.

2.PROBLEM DEFINITION AND DESIGN THINKING

2.1 EMPATHY MAP

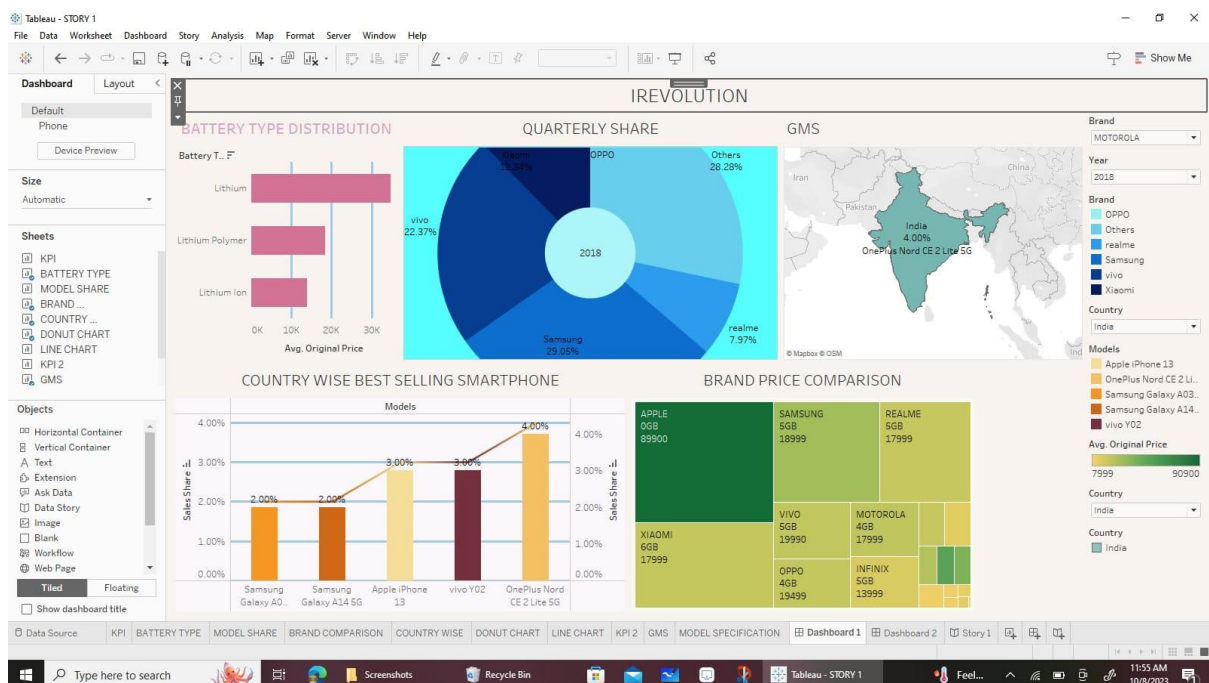


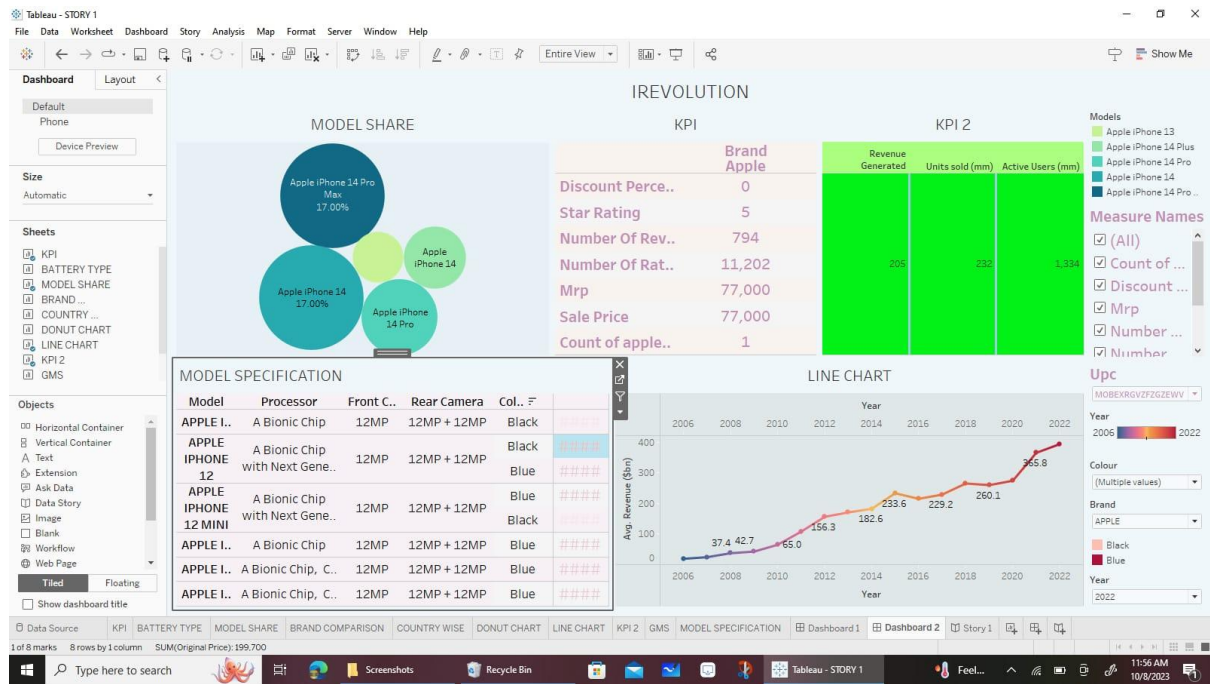
2.2 IDEATION AND BRAINSTORMING MAP



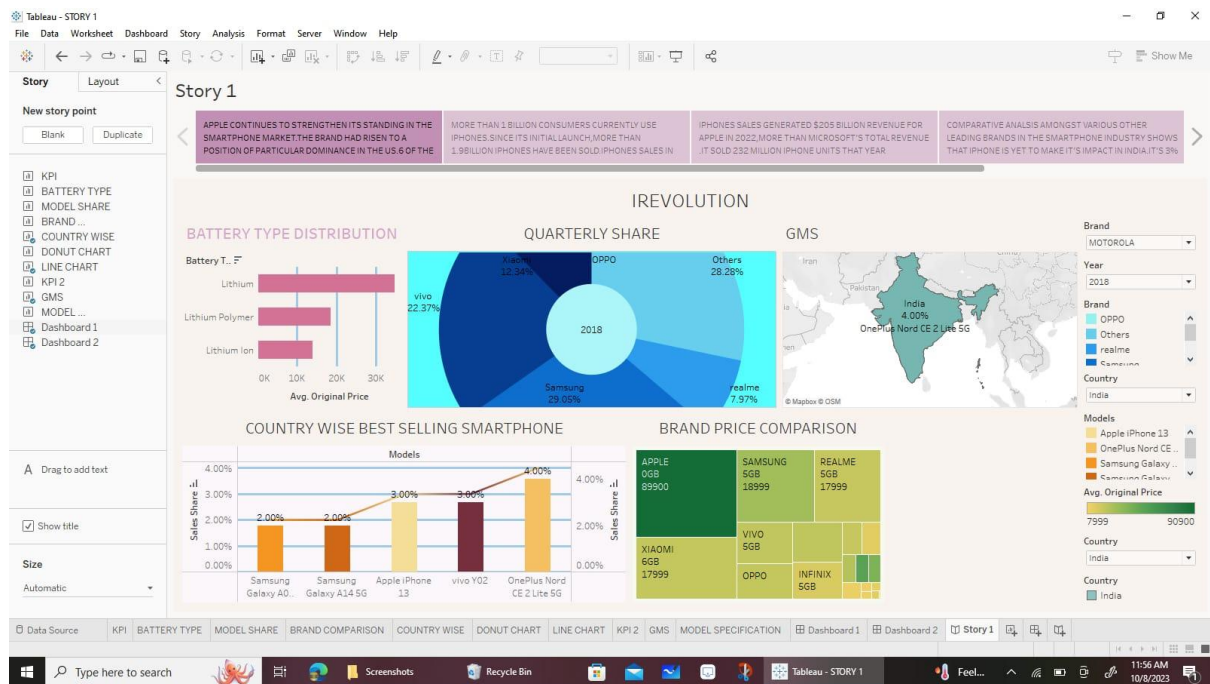
3.RESULT

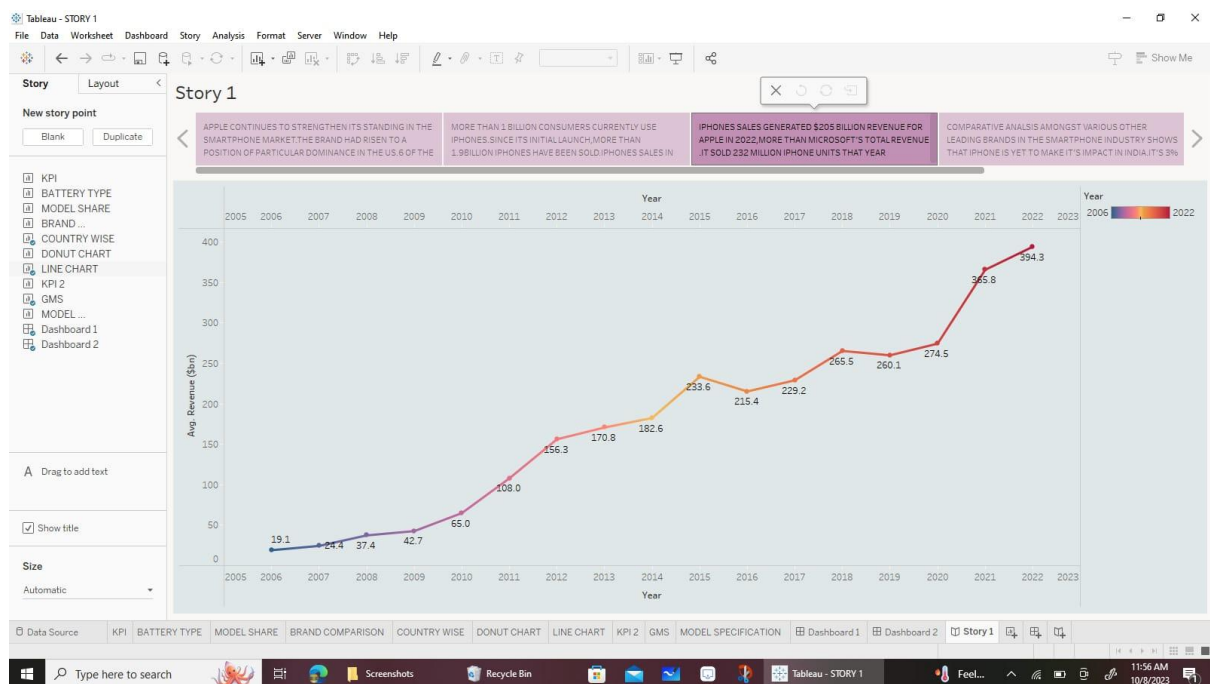
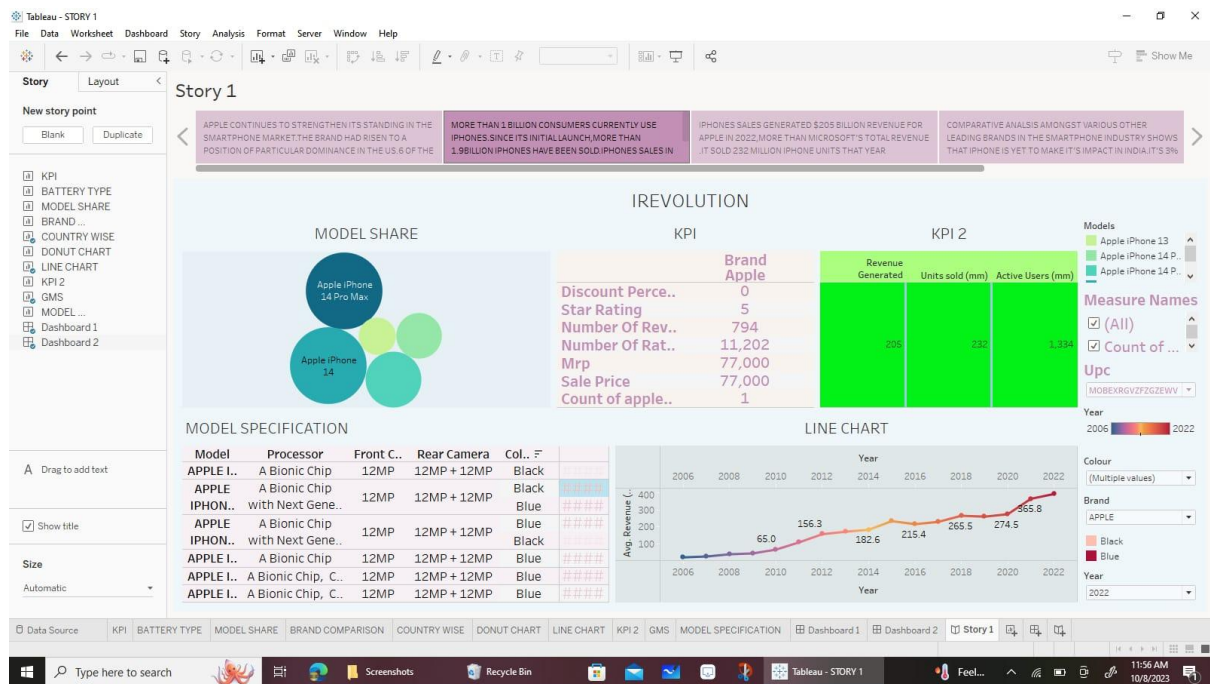
DASHBOARD

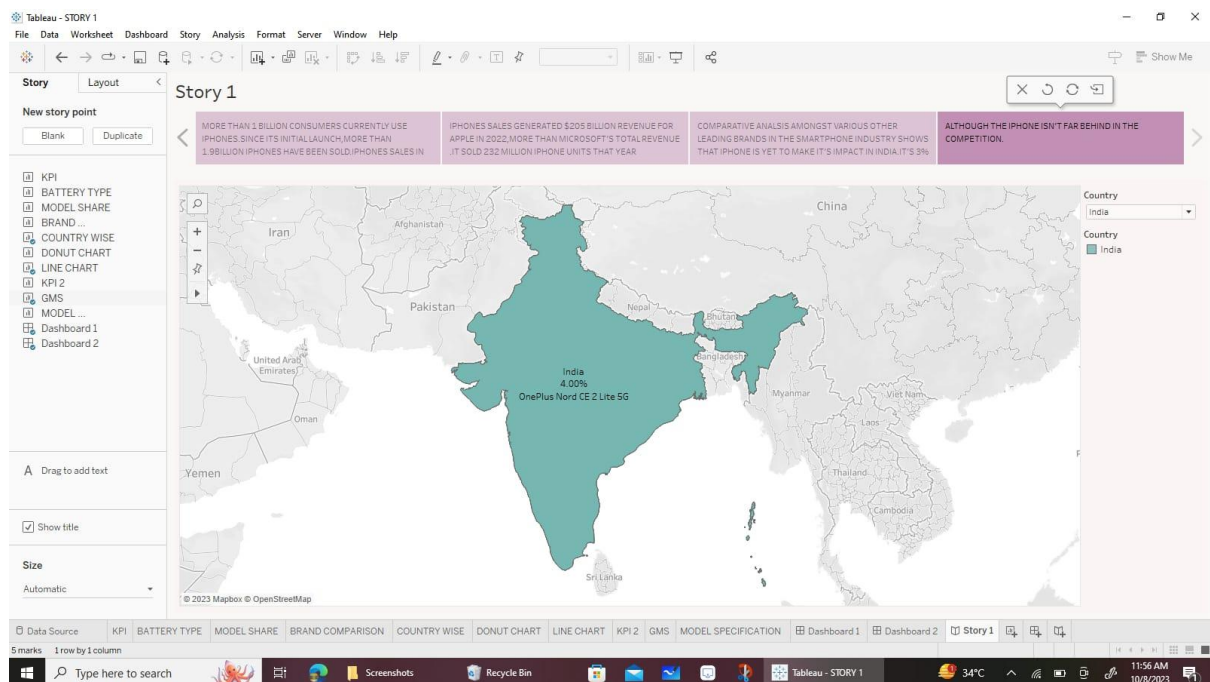
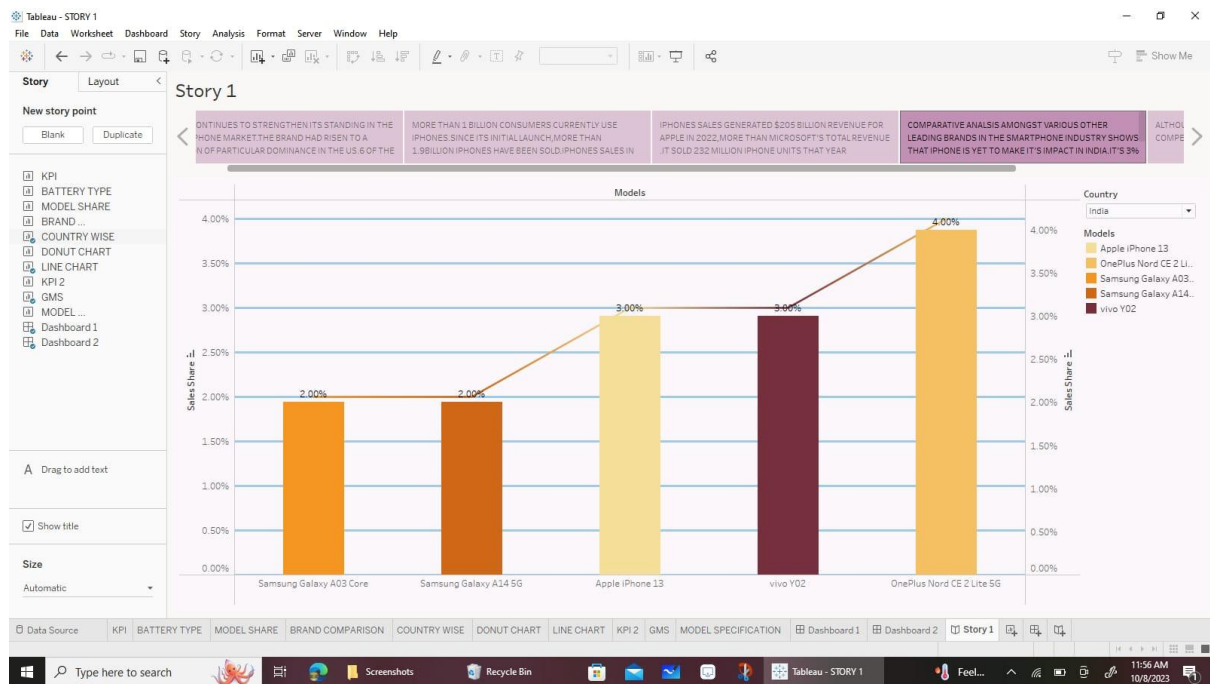




STORIES







4.ADVANTAGES AND DISADVANTAGES

Advantages:

Organisations can find possibilities for growth and innovation by understanding the business impact and using it to help them position themselves in their markets and make strategic decisions

Disadvantages :

Policymakers and organisations can better manage the benefits and difficulties brought on by the expanding smartphone adoption by understanding the social impact

5.APPLICATIONS

Higher economic freedom needs higher economic growth which lead iPhone uptake in the Indian market based on consumer preferences and contributing 7percent market share in the android dominated smartphone market in India

6.CONCLUSION

The index of iPhone impact analysis helped us to understand the data and visualise it in various ways. The ideas are taken from each team member and are created as empathy map and brainstorming represented in dashboards and stories and solutions are discussed.

7.FUTURE SCOPE

Despite slowing sales growth, Apple remains a cash-rich company with money to spend on research and development. The company is exploring emerging technologies including augmented reality (AR) through its AR developer platform ARKit, and there are rumblings of the release of the new Apple Glasses.