I REVOLUTION: A DATA DRIVEN EXPLORATION OF APPLE IPHONE'S IMPACT IN INDIA

GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN
TIRUCHENDUR

OUR TEAM MEMBERS

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Jenisha Kiruba.K
Jeya subasri.P

PROJECT FLOW

- Defining problem
- Literature survey
- Data collection and extraction from data base
- Overview
- Data preparation
- Data visualization
- Dashboard
- Story
- Advantages & Disadvantages
- Applications
- Conclusion
- Future scope

APPLE IPHONE

INTRODUCTION

The Apple iPhone is a line of smartphones designed and marketed by Apple Inc. It revolutionized the mobile phone industry when it was first introduced in 2007 by then-CEO Steve Jobs. The iPhone quickly became an iconic and influential device, setting new standards for smartphone design, functionality, and user experience.

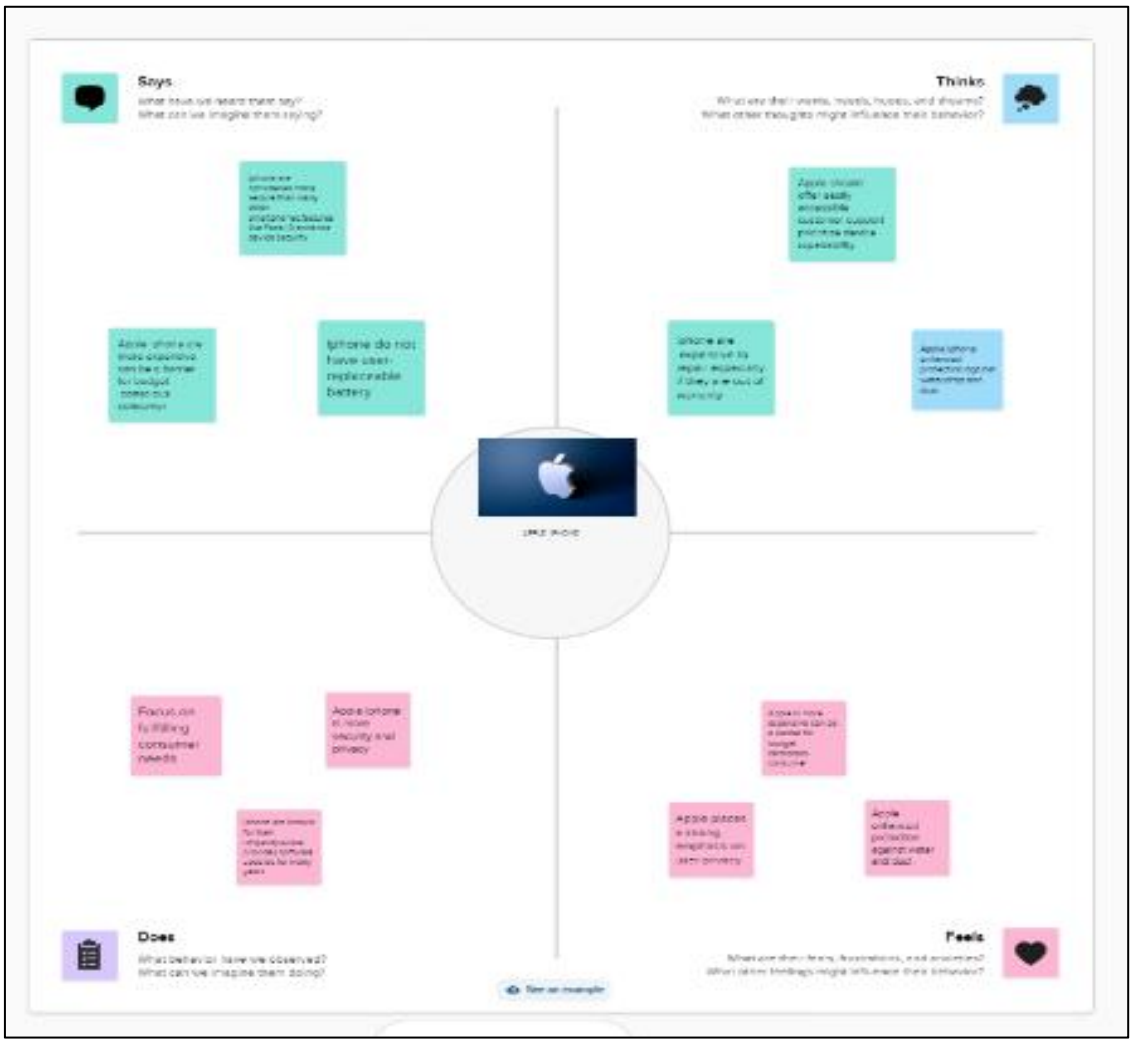
The iPhone is known for its sleek and minimalist design, premium build quality, and seamless integration of hardware and software. It runs on Apple's proprietary operating system, iOS, which is known for its user-friendly interface and robust app ecosystem.

Over the years, the iPhone has seen numerous iterations and advancements, with each new model featuring improved hardware, camera capabilities, and software enhancements. It has become more than just a communication device, serving as a versatile tool for various tasks such as photography,productivity entertainment and more.

APPLE IPHONE

DEFINING PROBLEM

An empathy map is used to define and understand the problem. The empathy map is shown below:



SAYS

- iPhone are considered more secure than many other smartphone feature like ID enhance device security.
- Apple iPhone are more expensive can be a barrier for budget conscious consumer .
- iPhone do not have user replaceable battery.

THINK

- iPhone are expensive to repair especially if they are out of warranty.
- Apple iPhone enhance protection against dust,water.
- Apple iPhone offer easily accessible customer support prioritize device security.

DOES

- Focus on fulfilling consumer needs.
- Apple iPhone is more security and privacy.

APPLE IPHONE

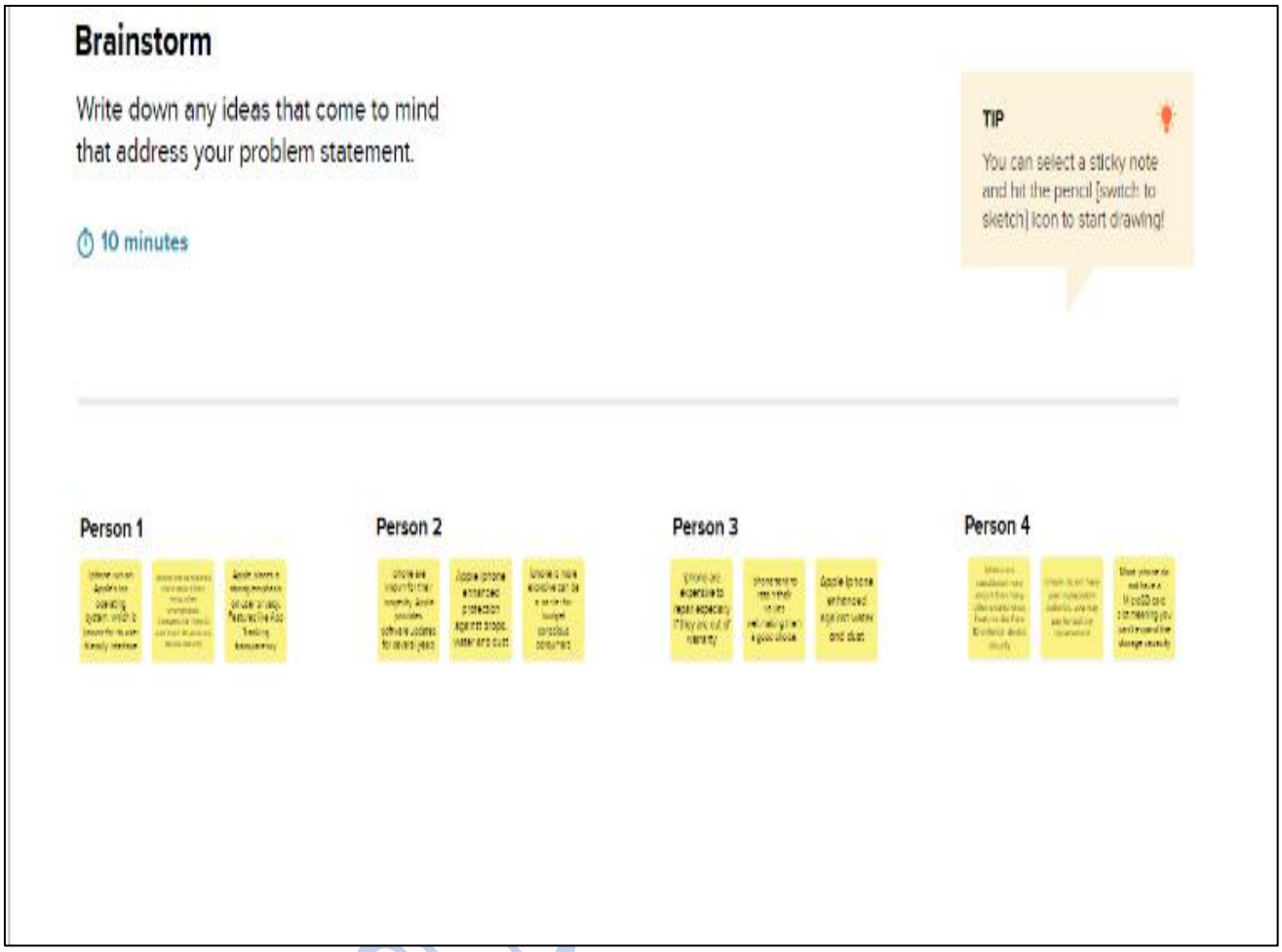
- iPhone known for their longevity .Apple provides software updates for many years.

FEELS

- Apple iPhone is more expensive can be a barrier for budget conscious consumer.
- Apple places a strong emphasis on user privacy.
- Apple enhanced protection against dust,water.

LITERATURE SURVEY

APPLE IPHONE



DATA COLLECTION AND EXTRACTION FROM DATABASE

The following data-set link is used to collect the data

datahttps://docs.google.com/spreadsheets/d/1p1ZWaYcEuFl5UNFcmNvpkXi3JnoHamut/edit#gid=1877446487

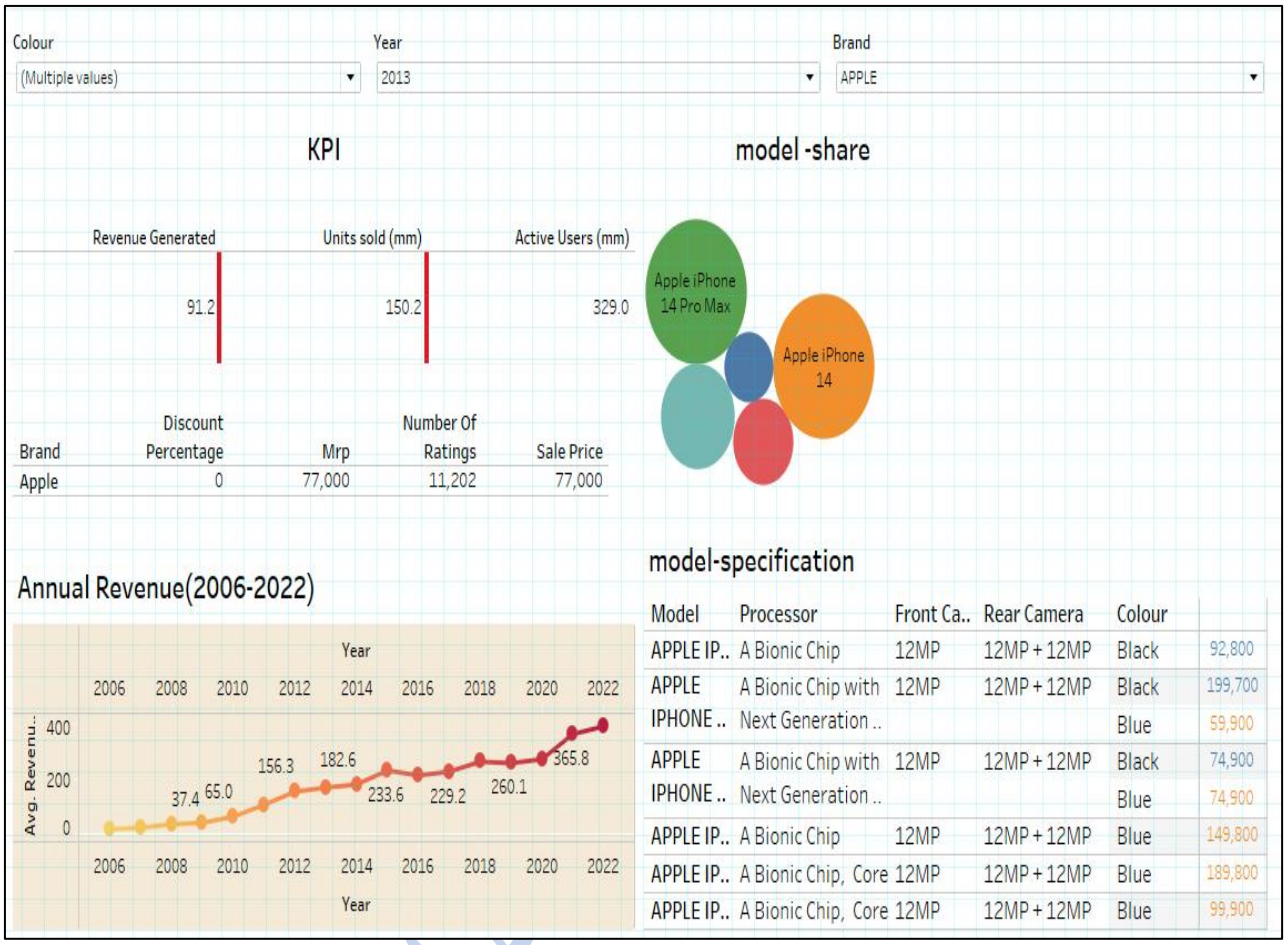
The collected data from the above link are,

Apple_products.csv
Flipkart_smartphone
Annual revenue
Market penetration (iPhone)
Country wise share
Model share
Quartely share

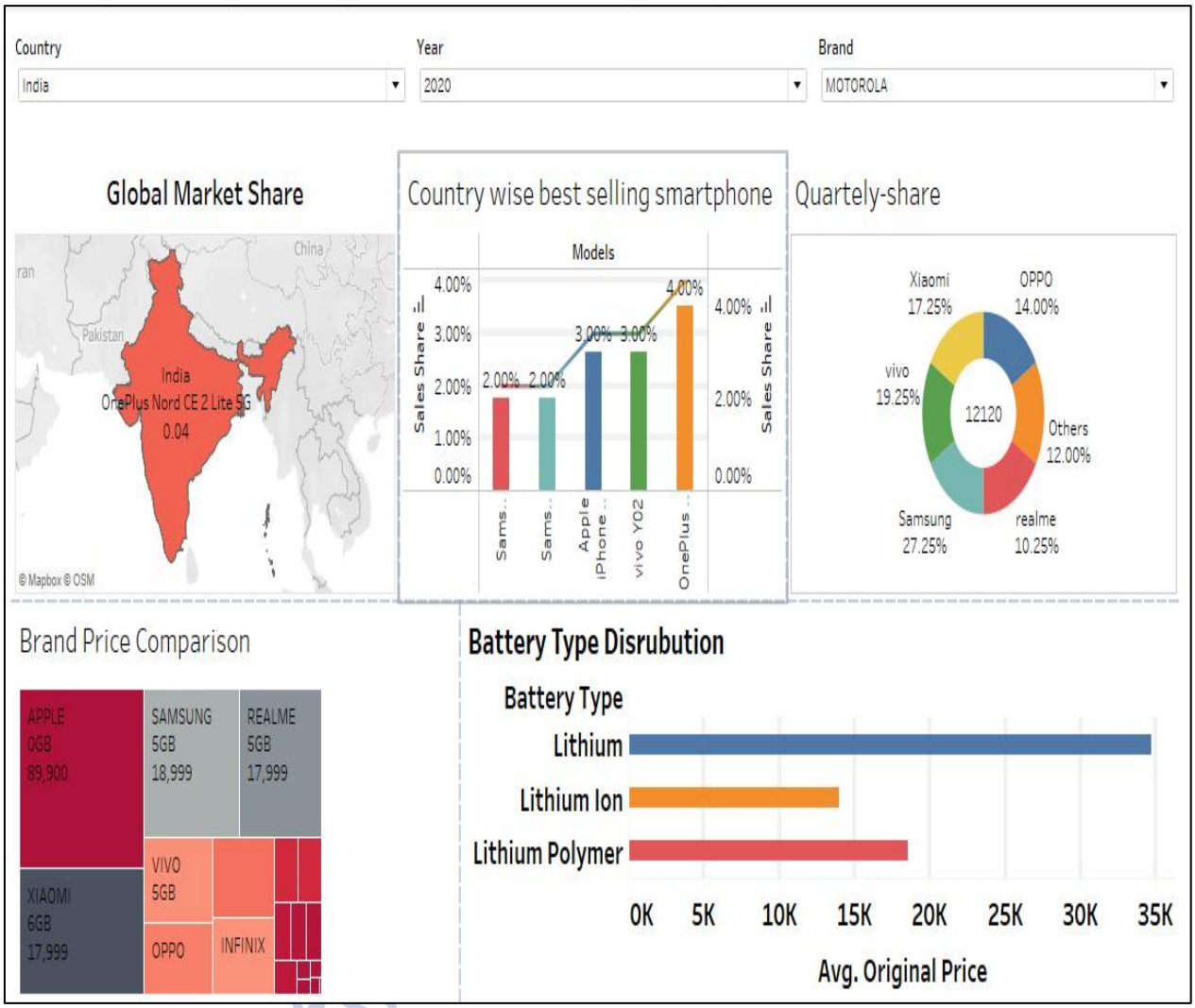
APPLE IPHONE

DASHBOARD 1

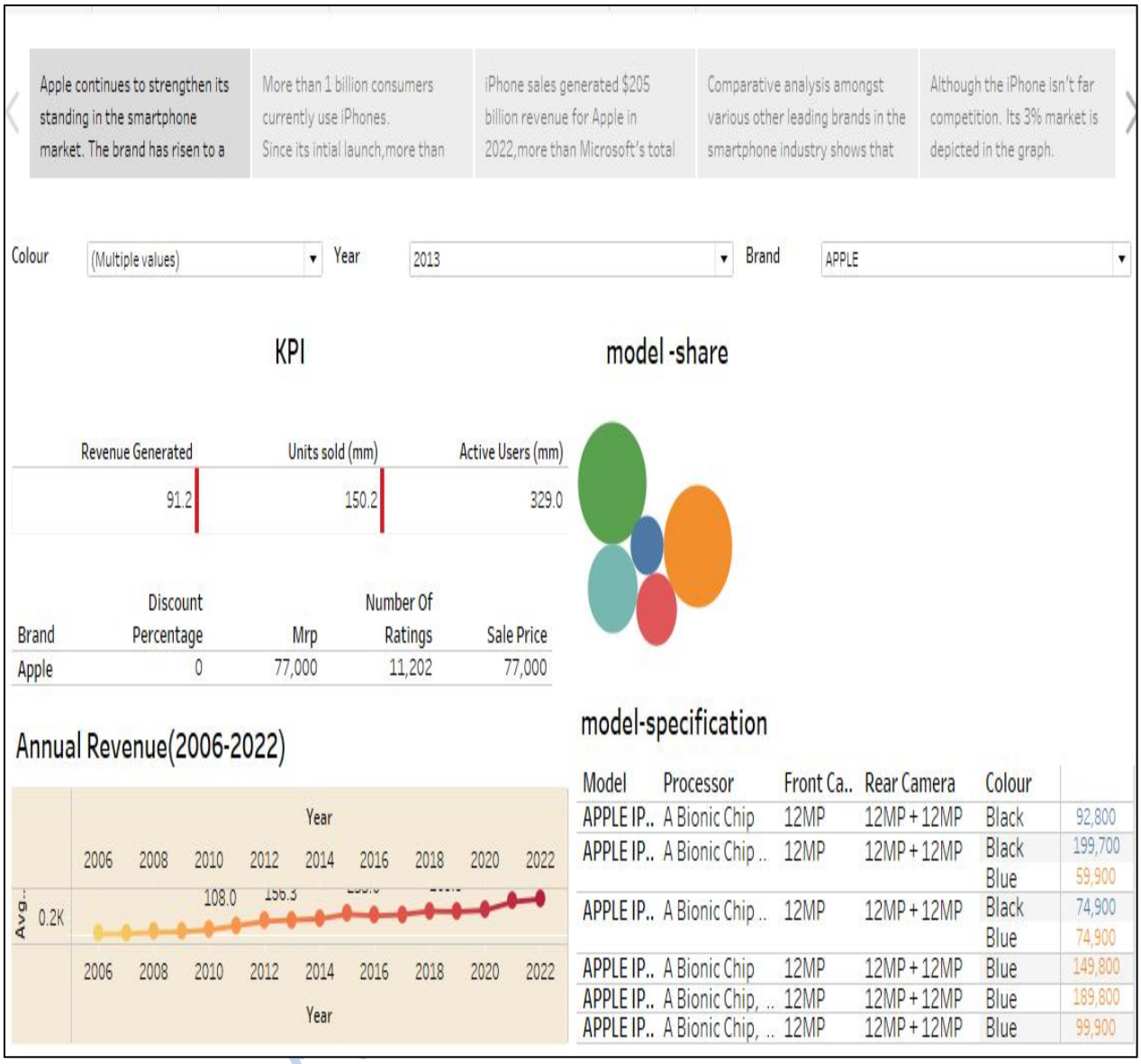
Various graph plotted are shown below


Colour
(Multiple values)
Year
2013
Brand
APPLE
KPI
Revenue Generated
91.2
Units sold (mm)
150.2
Active Users (mm)
329.0
Brand
Discount Percentage
Mrp
Number Of Ratings
Sale Price
Apple
0
77,000
11,202
77,000
model -share
Apple iPhone 14 Pro Max
Apple iPhone 14
Annual Revenue(2006-2022)
Year
2006
2008
2010
2012
2014
2016
2018
2020
2022
Avg. Revenu..
400
200
0
37.4
65.0
156.3
182.6
233.6
229.2
260.1
365.8
model-specification
Model
Processor
Front Ca..
Rear Camera
Colour
APPLE IP..
A Bionic Chip
12MP
12MP + 12MP
Black
92,800
APPLE IPHONE ..
A Bionic Chip with Next Generation ..
12MP
12MP + 12MP
Black
199,700
Blue
59,900
APPLE IPHONE ..
A Bionic Chip with Next Generation ..
12MP
12MP + 12MP
Black
74,900
Blue
74,900
APPLE IP..
A Bionic Chip
12MP
12MP + 12MP
Blue
149,800
APPLE IP..
A Bionic Chip, Core
12MP
12MP + 12MP
Blue
189,800
APPLE IP..
A Bionic Chip, Core
12MP
12MP + 12MP
Blue
99,900

DASHBOARD 2


Country
India
Year
2020
Brand
MOTOROLA
Global Market Share
China
Pakistan
India
OnePlus Nord CE 2 Lite 5G
0.04
© Mapbox © OSM
Country wise best selling smartphone
Models
Sales Share
4.00%
3.00%
2.00%
1.00%
0.00%
2.00%
2.00%
3.00%
3.00%
4.00%
Sams..
Sams..
Apple iPhone ..
vivo Y02
OnePlus ..
Quartely-share
Xiaomi
17.25%
OPPO
14.00%
vivo
19.25%
12120
Others
12.00%
Samsung
27.25%
realme
10.25%
Brand Price Comparison
APPLE
0GB
89,900
SAMSUNG
5GB
18,999
REALME
5GB
17,999
XIAOMI
6GB
17,999
VIVO
5GB
OPPO
INFINIX
Battery Type Disrubution
Battery Type
Lithium
Lithium Ion
Lithium Polymer
0K
5K
10K
15K
20K
25K
30K
35K
Avg. Original Price

STORY 1


Apple continues to strengthen its standing in the smartphone market. The brand has risen to a
More than 1 billion consumers currently use iPhones. Since its intial launch,more than
iPhone sales generated $205 billion revenue for Apple in 2022,more than Microsoft's total
Comparative analysis amongst various other leading brands in the smartphone industry shows that
Although the iPhone isn't far competition. Its 3% market is depicted in the graph.
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model-specification
Model
Processor
Front Ca..
Rear Camera
Colour
APPLE IP.. A Bionic Chip 12MP 12MP + 12MP Black 92,800
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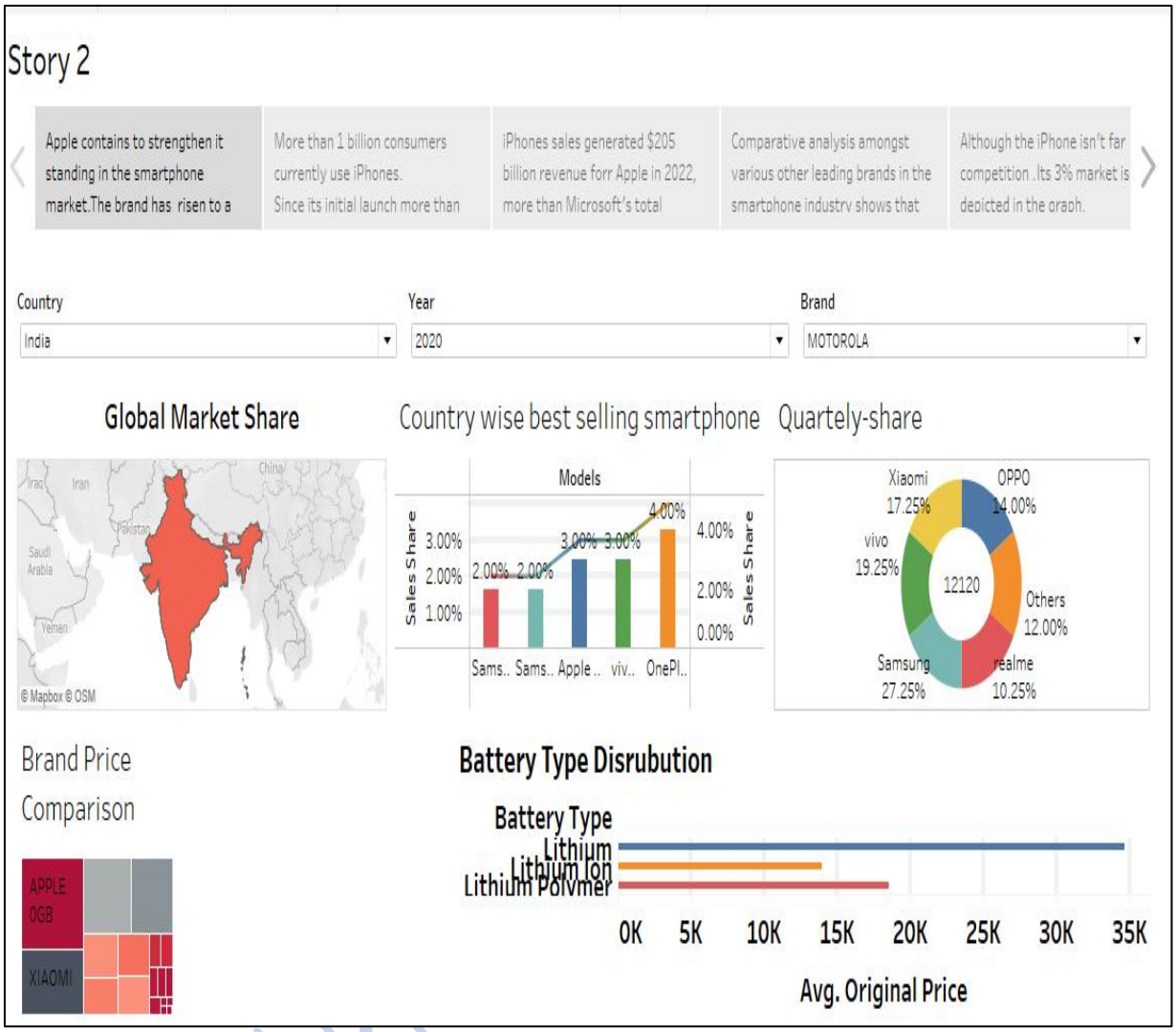
Blue 59,900
APPLE IP.. A Bionic Chip .. 12MP 12MP + 12MP Black 74,900
Blue 74,900
APPLE IP.. A Bionic Chip 12MP 12MP + 12MP Blue 149,800
APPLE IP.. A Bionic Chip, .. 12MP 12MP + 12MP Blue 189,800
APPLE IP.. A Bionic Chip, .. 12MP 12MP + 12MP Blue 99,900

STORY 2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MOTOROLA
Global Market Share
Country wise best selling smartphone
Quartely-share
Models
Sales Share
3.00%
2.00%
1.00%
4.00%
2.00%
0.00%
2.00%
2.00%
3.00%
3.00%
4.00%
Sams..
Sams..
Apple ..
viv..
OnePl..
Xiaomi
17.25%
OPPO
14.00%
vivo
19.25%
12120
Others
12.00%
Samsung
27.25%
realme
10.25%
Brand Price Comparison
APPLE
0GB
XIAOMI
Battery Type Disrubution
Battery Type
Lithium
Lithium Ion
Lithium Polymer
0K
5K
10K
15K
20K
25K
30K
35K
Avg. Original Price

OVERVIEW

The iPhone is a line of smartphones designed and marketed by Apple Inc. It has become one of the most popular and influential consumer electronics products in the world. Here's an overview of the iPhone:

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Design and Hardware: i Phones are known for their sleek and premium design, often featuring a combination of glass and aluminum. They come in various sizes, ranging from compact models to larger "Plus" or "Pro" versions. i Phones are powered by Apple's custom-designed A-series processors, which are known for their performance and efficiency.

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Operating System: i Phones run on Apple's iOS, a mobile operating system designed exclusively for Apple hardware. iOS is known for its user-friendly interface, regular updates, and a vast ecosystem of apps available through the App Store.

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Display: i Phones feature high-resolution Retina displays with varying levels of brightness and color accuracy. Recent models have adopted OLED technology for improved contrast

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Camera: Apple's i Phones are renowned for their camera capabilities, including advanced computational photography features. They offer both

rear and front-facing cameras for photos, videos, and Face-time calls. Some models come with multiple lenses for wide-angle, ultra-wide, and telephoto photography.

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Security: i Phones are known for their robust security features, including Face ID and Touch ID for biometric authentication. Apple also emphasizes privacy and encryption to protect user data.

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Software Ecosystem: The iPhone is part of a larger ecosystem that includes other Apple devices, such as Mac computers, Apple Watch, iPad and Apple TV. These devices can work together seamlessly, sharing data and functionality.

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App Store: The App Store offers a vast selection of apps and games, both free and paid for various purposes making the iPhone a versatile device for productivity, entertainment and more.

ADVANTAGES

High-Quality Hardware: i Phones are known for their premium build quality and use of high-quality

materials. The design is sleek and elegant often featuring durable materials like glass and aluminum.

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iOS Ecosystem: Apple's iOS is a well-optimized and user-friendly operating system that provides a seamless and consistent experience across all Apple devices. It offers regular updates and security patches.

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App Store: The Apple App Store is known for its extensive collection of high-quality apps and games. It also has rigorous quality control, which helps ensure that the apps are safe and well-optimized for the iPhone.

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Strong Performance: i Phones are equipped with Apple's custom-designed A-series chips, which are known for their exceptional performance and energy efficiency. This results in smooth and responsive user experience.

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Privacy: Apple is known for its commitment to user privacy. It has introduced features like App Tracking

Transparency to give users more control over their data.

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Camera Quality: i Phones often feature advanced camera technology, which results in excellent photo and video quality. They also have a user-friendly camera app with features like Smart HDR and Night mode.

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i Message and Face-time: Apple's i Message and Face Time apps offer secure and convenient ways to communicate with other Apple users. They support text, multimedia messages, and video calls.

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Ecosystem Integration: If you own other Apple devices like Mac, iPad, or Apple Watch they work seamlessly together. You can receive calls, messages, and share content across your devices.

DISADVANTAGES

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High Cost: i Phones are generally more expensive than many other smartphones with similar hardware and features. The latest flagship models are having premium price tag.

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Closed Ecosystem: Apple's ecosystem is tightly controlled, which can limit your ability to customize your device or use third-party apps and services outside of Apple's approved list.

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Limited Customization: iOS offers less customization compared to some Android devices. You may have limited control over the look and feel of your iPhone's interface.

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Proprietary Connectors: i Phones use proprietary connectors and accessories, like the Lightning port, which can be less versatile than the industry-standard USB.

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Battery Replacement: Replacing the battery in an iPhone can be more challenging and costly compared

to some other smartphones. In some cases, its necessary to go to an authorized service center.

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No Expandable Storage: i Phones do not typically have expandable storage options. It's often limited to the storage capacity when purchasing the device.

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Limited File Management: iOS has limitations in terms of file management and transfer compared to more open operating systems like Android.

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App Approval Process: While Apple's strict app approval process ensures a certain level of quality, it can also result in delays for app updates and rejections for certain apps that don't meet Apple's guidelines.

Limited Compatibility: Apple's proprietary technologies may not be compatible with devices and services that use open standards. This can limit the options for third-party accessories and software.

APPLICATIONS

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Productivity Apps: These apps help to manage tasks, schedule events, take notes, and stay organized. Examples include Apple's own apps like Notes, Reminders and third-party apps like Microsoft Office, Google Workspace and Trellis.

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Social Media Apps: Stay connected with friends and family, share updates and engage with others through social media apps like Facebook, Instagram and Twitter.

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Messaging Apps: Send text messages, make voice and video calls and communicate with friends and colleagues using apps like i Message, Whats App, Facebook Messenger and Slack.

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Entertainment Apps: Stream movies, TV shows, music, and games using apps like Netflix, Disney+, Apple Music, Spotify, and mobile games from the App Store.

News and Magazine Apps: Stay updated with the latest news and articles from around the world using

apps like Apple News, CNN, The New York Times and Flip board.

Travel and Navigation Apps: Plan trips, book flights and hotels, get directions and navigate using apps like Google Maps, Waze, Airbnb and Uber.

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Photography and Video Editing Apps: Capture and edit photos and videos with apps like Apple's Camera and Photos, Adobe Light room and i Movie.

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Education Apps: Learn new skills, access online courses and study using apps like Duo lingo, Khan Academy and Coursera.

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Utilities: Enhance your iPhone's functionality with utility apps like weather apps, file managers, QR code scanners, and VPNs.

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Gaming Apps: Play a wide range of games from casual puzzles to intense action titles available on the App Store.

Lifestyle and Personalization Apps: Customize your iPhone's appearance with wallpaper apps, find recipes, manage your finances.

CONCLUSION

Apple's iPhone remains a dominant force in the smartphone industry, renown for blend of elegant design, exceptional performance and seamless ecosystem integration. Apple's commitment to privacy and security, along with regular software updates, ensures that iPhone users enjoy a robust and secure mobile experience. The camera technology continually pushes boundaries, delivering stunning photography and demography capabilities. While Apple offers a wide range of models to suit various budgets, competition in the smartphone market remains fierce, with other manufacturers vying for market share through innovation and unique features. Ultimately, the choice of an iPhone depends on individual preference and needs, but it continues to be a compelling option for those seeking a premium smartphone experience.

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FUTURE SCOPE

The future scope of Apple's iPhone is poised for continued innovation and evolution in several key areas. First and foremost, the advent of 5G technology will likely play a significant role, with Apple expected to enhance 5G capabilities in its devices to leverage faster network speeds and lower latency for a more immersive user experience. Augmented reality(AR) is another exciting frontier for the iPhone, as Apple as demonstrated a strong interest in AR technology. Future iPhone models may incorporate improved hardware and software for augmented reality applications, potentially transforming how we interact with digital content and the physical world.

The expansion of Apple's ecosystem will persist with deeper integration between i phones and other Apple devices services, further enhancing seamless user experience. Privacy and security will remain paramount, with Apple continuously implementing new features and safeguards to protect user data in an increasingly connected world.

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THANK YOU

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