Project Report

INTRODUCTION :-

Overview :-

Apple iPhone is one of the best phone in the world. Now Apple iPhone users increasing in India. Project shows how much the impact of Apple iPhone is in India as compared to other countries.
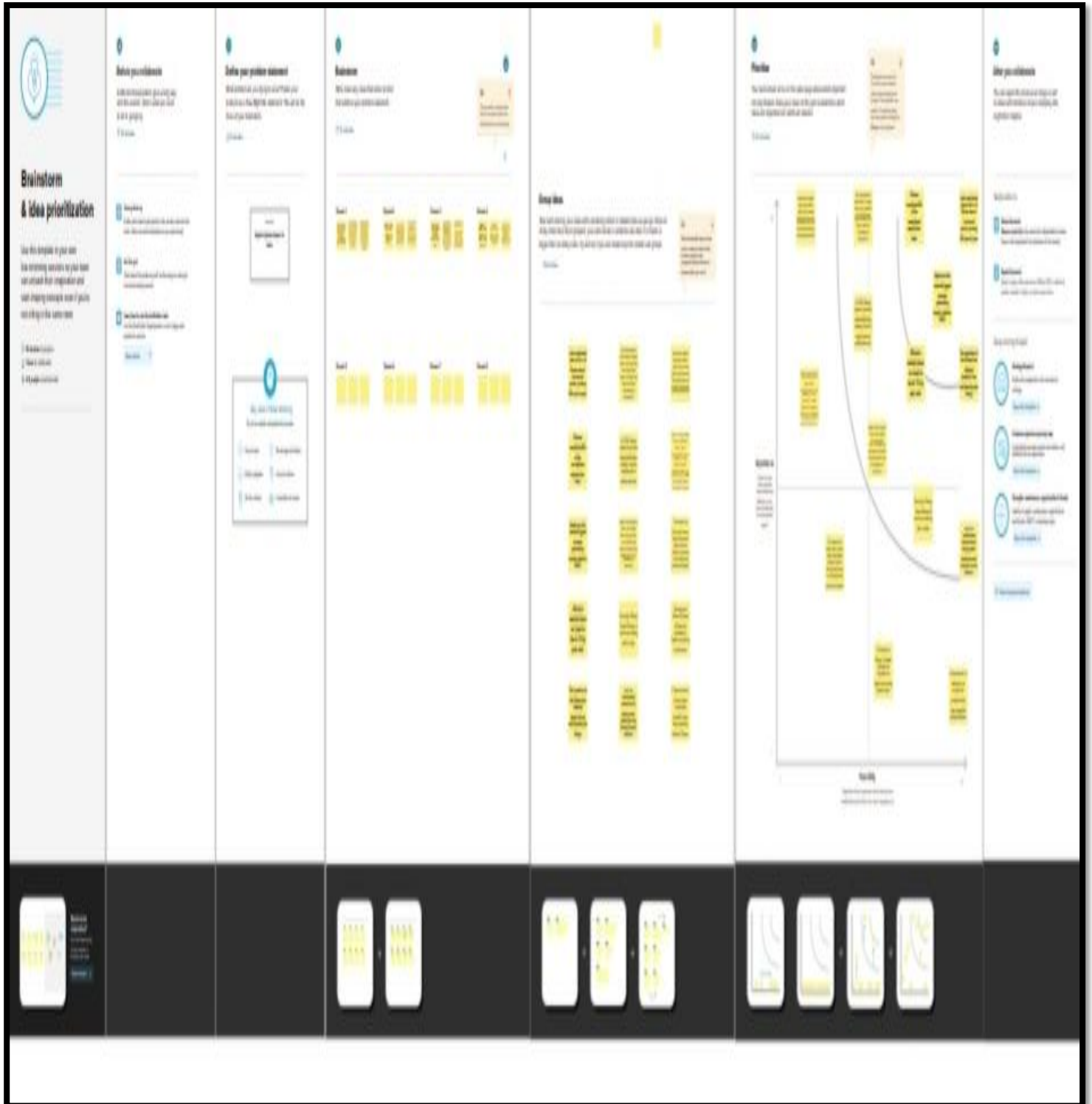
Purpose :-

This project is useful to visualize the given large data graphically, including data extraction as well as the creation of reports and dashboards.

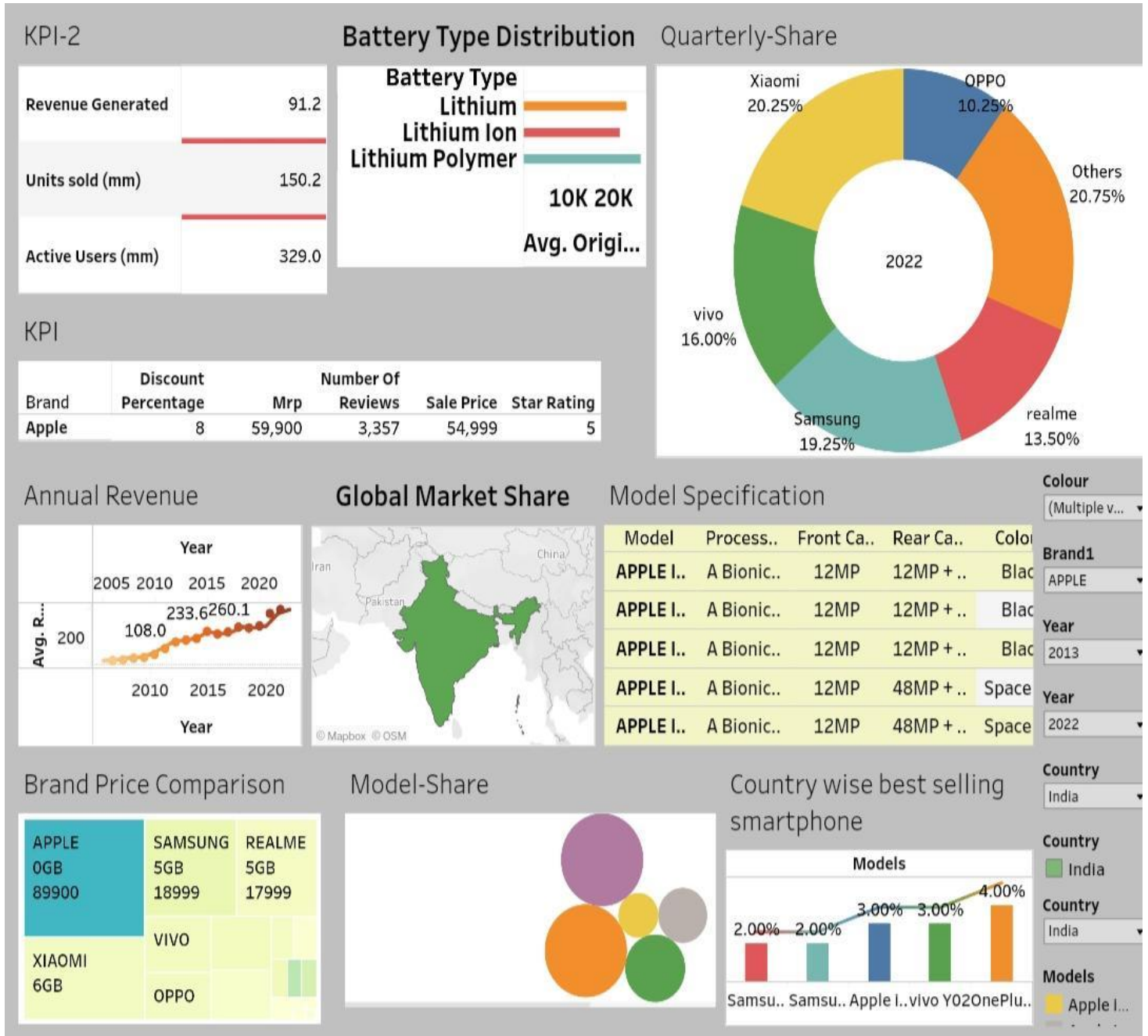# PROBLEM DEFINITION & DESIGN THINKING :-

Empathy Map :-

Brainstorming Map :-

RESULT :-

Dashboard :-

KPI-2

Revenue Generated	91.2
Units sold (mm)	150.2
Active Users (mm)	329.0

Battery Type Distribution

Battery Type
- **Lithium**
- **Lithium Ion**
- **Lithium Polymer**

10K 20K

Avg. Origi...

Quarterly-Share

- Xiaomi 20.25%
- OPPO 10.25%
- Others 20.75%
- realme 13.50%
- Samsung 19.25%
- vivo 16.00%

2022

KPI

Brand	Discount Percentage	Mrp	Number Of Reviews	Sale Price	Star Rating
Apple	8	59,900	3,357	54,999	5

Annual Revenue

Year

2005 2010 2015 2020

233.6 260.1
108.0

Avg. R... 200

2010 2015 2020

Year

Global Market Share

Iran China
Pakistan

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Model Specification

Model	Process..	Front Ca..	Rear Ca..	Colo..
APPLE I..	A Bionic..	12MP	12MP + ..	Blac
APPLE I..	A Bionic..	12MP	12MP + ..	Blac
APPLE I..	A Bionic..	12MP	12MP + ..	Blac
APPLE I..	A Bionic..	12MP	48MP + ..	Space
APPLE I..	A Bionic..	12MP	48MP + ..	Space

Colour
(Multiple v...

Brand1
APPLE

Year
2013

Year
2022

Country
India

Brand Price Comparison

APPLE 0GB 89900	SAMSUNG 5GB 18999	REALME 5GB 17999
XIAOMI 6GB	VIVO	
	OPPO	

Model-Share

Country wise best selling smartphone

Models

2.00% 2.00% 3.00% 3.00% 4.00%

Samsu.. Samsu.. Apple I..vivo Y02OnePlu..

Country
India

Country
India

Models
Apple i...

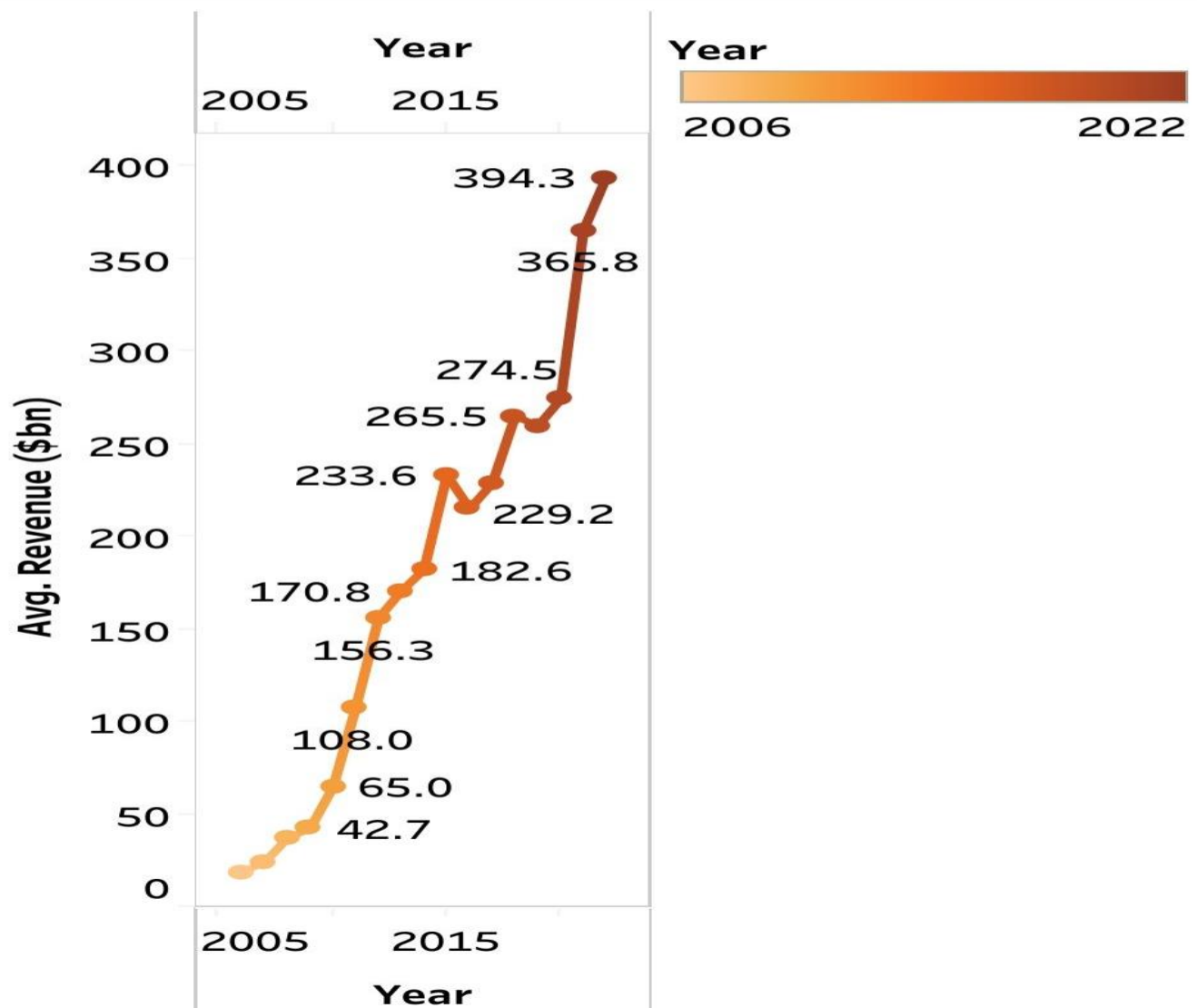**Story :-**

Story 1

iPhone sales generated $205 billion revenue for Apple in 2022,more than Microsoft's total revenue.It sold 232 million iPh..

ADVANTAGES & DISADVANTAGES :-

Advantages:-

- ➢ Currently, iPhone 14 and iPhone 14 pro Max are selling well in India.
- ➢ India became Apple's fifth largest iPhone market in the second quarter for the first time. Overtaking France and Germany, according to Counterpoint Research.
- ➢ Apple iPhone is easier to use than Android Phones.
- ➢ High quality display, advanced camera.

Disadvantages :-

- ➢ Some people are willing to lose their body parts to buy an Apple iPhone.
- ➢ Apple iPhone is most expensive.
- ➢ Apple iPhone's batteries are non-removable, which means that users cannot replace them.
- ➢ It's battery life is short.
- ➢ Apple iPhone have fixed storage.

APPLICATIONS :-

With the data visualization in this project we can know in which areas it can be used.

FUTURE SCOPE:-

Apple iPhone impact is less in India compared to US. But in future all people in India will be using Apple iPhone. The currently released Apple iPhone is Apple iPhone 15. Similarly, various Apple iPhones will be released in future.

CONCLUSION :-

The Maps help to analyse country wise impact of Apple iPhone. The bubble chart shows Apple iPhone model's share sales.