

## PROJECT REPORT

### I revolution: A Data-Driven Exploration Of Apple's Iphone

#### ***TEAM MEMBERS***

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#### **Introduction:**

The iPhone is one of the most popular consumer electronics devices of all time. From its initial release in 2007, the iPhone has evolved into a powerhouse of innovation that has revolutionized many aspects of the modern world. In this report, we will take a data-driven exploration of Apple's iPhone, examining its impact on the global smartphone market, looking at key features and innovations, and assessing its current market standing.

#### **Market Overview:**

The iPhone's impact on the global smartphone market has been profound. Since its release in 2007, Apple has sold over 2.2 billion iPhones, making it one of the best-selling consumer electronic devices of all time. As of 2021, Apple holds approximately 15% of the global smartphone market, making it the second-largest smartphone company in the world, behind Samsung. The iPhone has also been credited with driving innovations in the smartphone industry, such as the introduction of touchscreens, app stores, and advanced cameras.

#### **Features and Innovations:**

One of the key features of the iPhone is its user-friendly interface, which makes it easy for users to navigate and personalize their device. The introduction of the App Store in 2008 allowed developers to

create and distribute applications that catered to specific user needs, further enhancing the functionality of the device. Another key innovation was the introduction of Siri, Apple's voice-activated personal assistant, which has become a standard feature on the iPhone. In recent years, Apple has introduced new features, such as facial recognition technology and augmented reality capabilities, which have further cemented the iPhone's position as a cutting-edge device.

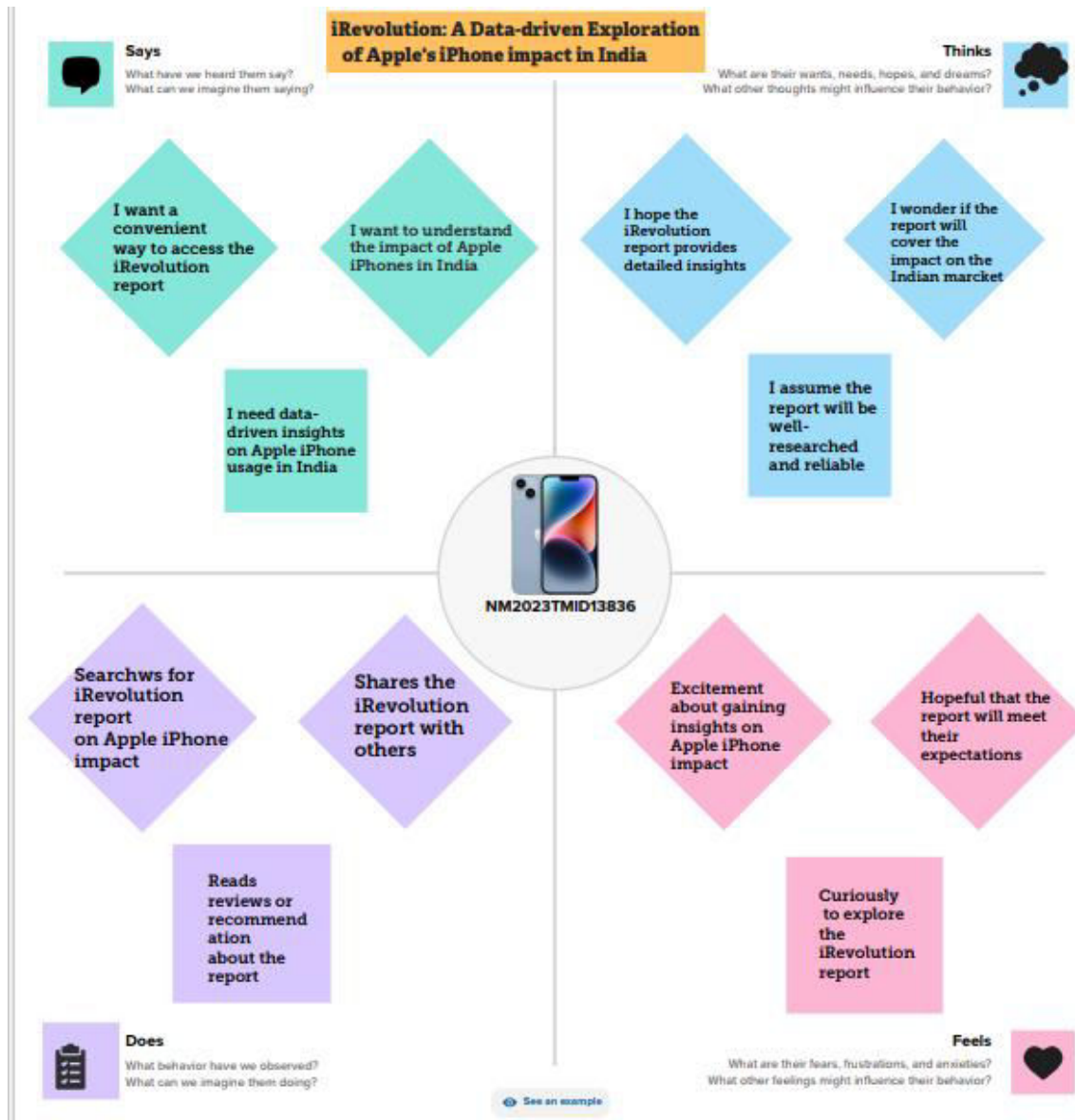
### **Market Standing:**

Apple's iPhone has faced increasing competition in recent years from Android-powered devices, particularly from Samsung, which holds the largest market share in the industry. However, Apple has maintained its position as the dominant player in the high-end smartphone market, with the iPhone commanding a premium price tag. In addition, Apple's ability to generate revenue from its ecosystem of services, such as Apple Music and iCloud, has helped to ensure the continued success of the iPhone.

### **Conclusion:**

Apple's iPhone has been a game-changer in the global smartphone market, driving innovations and setting the standard for high-end devices. Despite increased competition in recent years, the iPhone remains one of the most popular and well-regarded smartphones on the market. As Apple continues to introduce new features and expand its ecosystem of services, the iPhone is likely to remain a dominant force in the industry for years to come.

# Emphy map



The above the picture is empty map

## Brainstorm

## Async brainstorming

A brainstorm method tailored for async collaboration

### INTRODUCTION

Design an inclusive and effective brainstorm with this template tailored for async collaboration. These activities are great when collaborators are spread out, participants can't meet live because of time zone conflicts, or when you just want to give collaborators more time to think about their ideas.



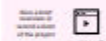
### AGENDA

- 1 Define your problem statement
- 2 Brainstorm
- 3 Group ideas
- 4 Prioritize

### PREPARATION FOR ASYNC WORK

Before sharing this board with collaborators, review the facilitator recommendations for async projects. Then, define the problem statement and fill out section 1.

Provide collaborators with a timeline for each phase of the brainstorm: 1. Brainstorming the activity description below. Consider recording a quick explainer video, if collaborators are unfamiliar with async collaboration.



### ACTIVITY CHECKPOINTS

Add your profile picture here to help track the team's progress. After you finish an activity, move your avatar below.

#### Tip

You can easily add your profile image by right-clicking your avatar in the lower part of the board, selecting the custom 'copy image' link.

Left-click any card of the board and paste the image with ctrl (cmd) + v

#### Starting point - I have read the problem statement

Assess the economic implications of iPhone sales in India

#### Brainstorm completed - I'm ready for grouping ideas

Explore how Indian consumers perceive and adopt iPhones

#### Group ideas completed

Compare iPhone market share with competitors

#### Goal reached - I have finished the prioritise step

Explain the significance of studying iPhone impact in India

Share your feedback

## 1 Define your problem statement

What problem are you trying to solve? Phrase your problem as a "How Might We" statement. This will be the focus of your brainstorm.

**How Might We** The introduction of Apple's iPhone in India marked a significant turning point in the country's technology landscape. ?



## 2 Brainstorm

Write down any ideas that come to mind that address your problem statement. Remember, the key rules of brainstorming are:

### Active

- 1. No criticism
- 2. No criticism
- 3. No criticism
- 4. No criticism
- 5. No criticism
- 6. No criticism
- 7. No criticism
- 8. No criticism
- 9. No criticism
- 10. No criticism

WILL YOU? (Write a sticky note with your idea)

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## 3 Group ideas

The facilitator should group all the ideas from the brainstorming process (step 2). After that, you should add your answers by adding arrows to point ideas into other groups and sticky notes and stars to share your thoughts.

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## 4 Prioritize

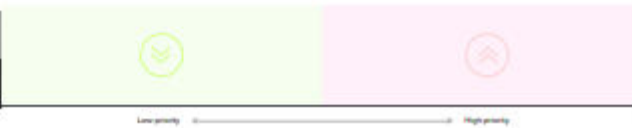
The facilitator should copy and paste the groups from step 3 into this area and setup the vote details.

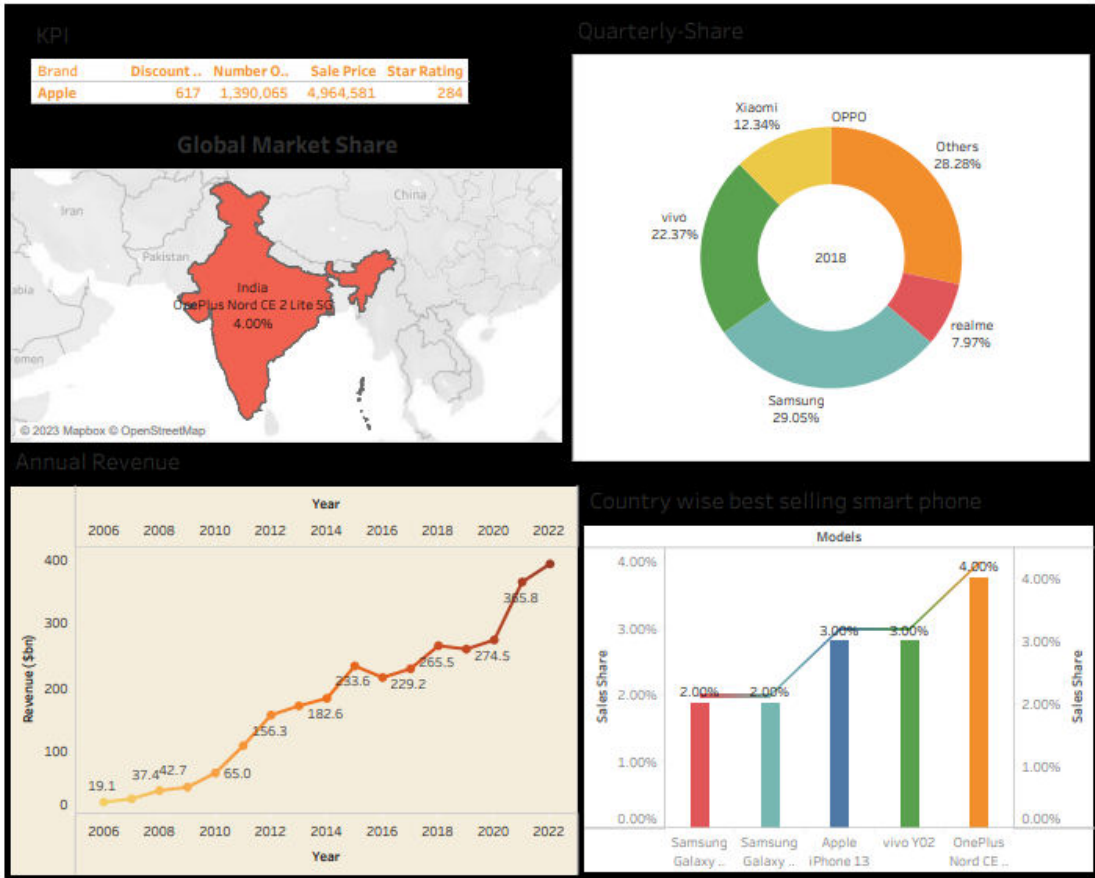
Let's vote! Add a vote on sticky notes you think are a high priority. You can also add your vote to an entire group.

### Vote area

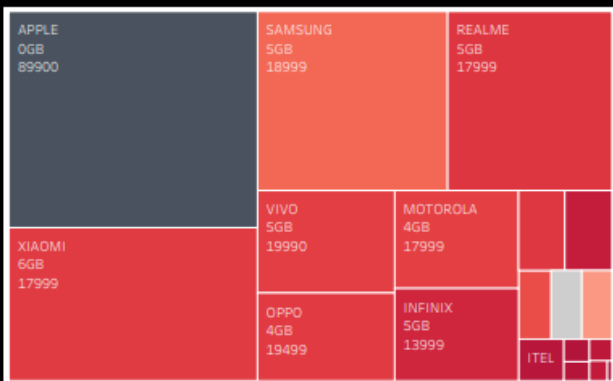
It allowed people to access on the information through digital media on their photos. Apple's iPhone is an amazing invention that allows users to get all of their needs done in one device. Apple's iPhone are not only used for entertainment purpose but they can be used for business purpose.

Technology become more accessible to everyday users. Providing software tools that enable users to control the energy saving features of their system.





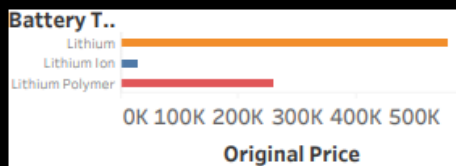
## Brand Price comparison



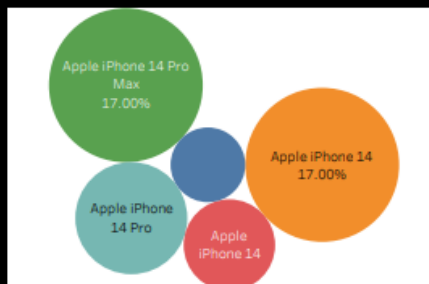
## model specification

Model	Processor	Front Ca..	Rear Camera	Colour	
APPLE I..	A Bionic Ch..	12MP	12MP + 12MP	Black	92,800
APPLE IPHONE 12	A Bionic Chip with Next Gener..	12MP	12MP + 12MP	Blue	59,900
				Black	1,99,700
APPLE IPHONE 12 MINI	A Bionic Chip with Next Gener..	12MP	12MP + 12MP	Black	74,900
				Blue	74,900
APPLE I..	A Bionic Ch..	12MP	12MP + 12MP	Blue	1,49,800
APPLE I..	A Bionic Ch..	12MP	12MP + 12MP	Blue	1,89,800
APPLE I..	A Bionic Ch..	12MP	12MP + 12MP	Blue	99,900

## Bttery Type Distribution



## model-share



## KPI\_2

Revenue Generated	Units sold (mm)	Active Users (mm)
205	232	1,334