

iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India

INTRODUCTION

1.1 Overview:

- ❖ The world has changed as a consequence of the increasing use of smartphones, which have improved communication, connected people, and revolutionized many different businesses.
- ❖ India, one of the economies with greatest economic growth, has in a tremendous

increase in smartphone usage, making it an interesting market to study the effect of Apple's iphone

- ❖ In order to shed light on important factors like market penetration, customer preferences, economic ramifications, and social changes, this research report will perform a data-driven investigation of the impact of the iphone in India.
- ❖ Apple has a special chance to increase its market share and develop significant presence in India thanks to the country's large population and rising smartphone adoption.

2. PROBLEM DEFINITION AND DESIGN THINKING

2.1 Empathy Map

WPS Office interface showing an Empathy Map for a smartphone.

Empathy Map Structure:

- Says:** What have we heard them say? What can we imagine them saying?
 - Very compact and easy to handle
 - Slimmest 3D display
 - Very good picture quality
- Thinks:** What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?
 - It dropped the physical keypad and introduced the single home button at the front
 - Hypersonic software
 - The device carries a hefty price
- Does:** What behavior have we observed? What can we imagine them doing?
 - Tightly controlled
 - High cost
 - Slip easily
- Feels:** What are their fears, frustrations, and dislikes? What other feelings might influence their behavior?
 - Excellent hardware
 - The abridged design looks premium and looks immaculately built and finished
 - Powerful and user friendly

Central Element: Person's name: Apple iPhone

Navigation: 1/1

System Tray: 31°C Mostly cloudy, 9:37 PM, 10/16/2023

2.2 Ideation & Brainstroming Map

Home

iphone revolution ppt

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Brainstor...4-09-2023

Sign in

Upgrade now

Menu

File

Home

Edit

Comment

Convert

Page

Fill & Sign

Protect

Tools

WPS AI

Share

PDF

Add Text

Add Picture

PDF to Word

PDF to Image

Highlight

Text comment

Text Box

Sign

OCR

OCR Area

Snip and Pin

Find and Replace

Auto Scroll

Eye Protection Mode

Brainstorm & idea prioritization

Before you collaborate

Define your problem statement

Brainstorm

Group ideas

Prioritize

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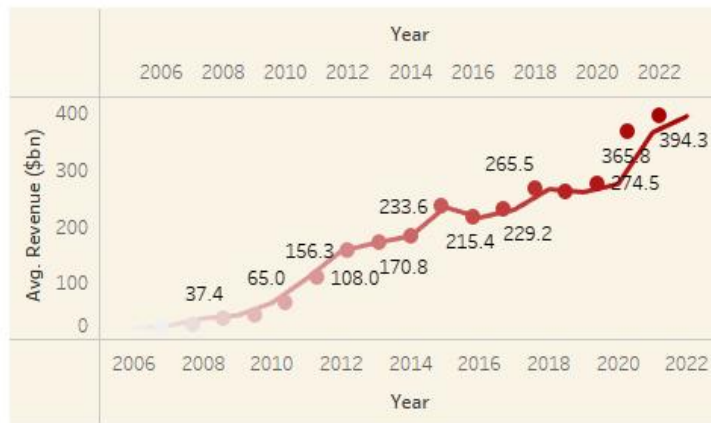
Navigation bar with icons for PDF, Text, Image, Word, Image, Highlight, Comment, Text Box, Sign, OCR, OCR Area, Snip and Pin, Find and Replace, Auto Scroll, Eye Protection Mode.

Main workspace showing four panels: Brainstorm, Group ideas, Prioritize, and After you collaborate. The Prioritize panel features a 2x2 matrix with items like 'Gold', 'paper by fifty Three', 'iThoughts', 'Google', 'Curator', 'Mindly', 'Magical pad', 'Visual Thesaurus', and 'Pyper1'.

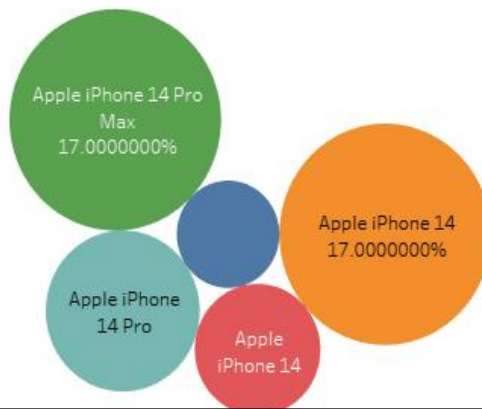
3.RESULT

3.1 Dash Board

ANNUAL REVENUE



MODEL SHARE



MODEL SPECIFICATION

Model	Processor	Front Came..	Rear Camera	Colour	
APPLE IPHO..	A Bionic Chip	12MP	12MP + 12MP	Black	92,800
APPLE IPHONE 12	A Bionic Chip	12MP	12MP + 12MP	Black	159,700
	with Next G..			Blue	59,900
APPLE IPHONE 12 ..	A Bionic Chip	12MP	12MP + 12MP	Black	74,900
	with Next G..			Blue	74,900
APPLE IPHO..	A Bionic Chip	12MP	12MP + 12MP	Blue	149,800
APPLE IPHO..	A Bionic Chi..	12MP	12MP + 12MP	Blue	189,800
APPLE IPHO..	A Bionic Chi..	12MP	12MP + 12MP	Blue	99,900

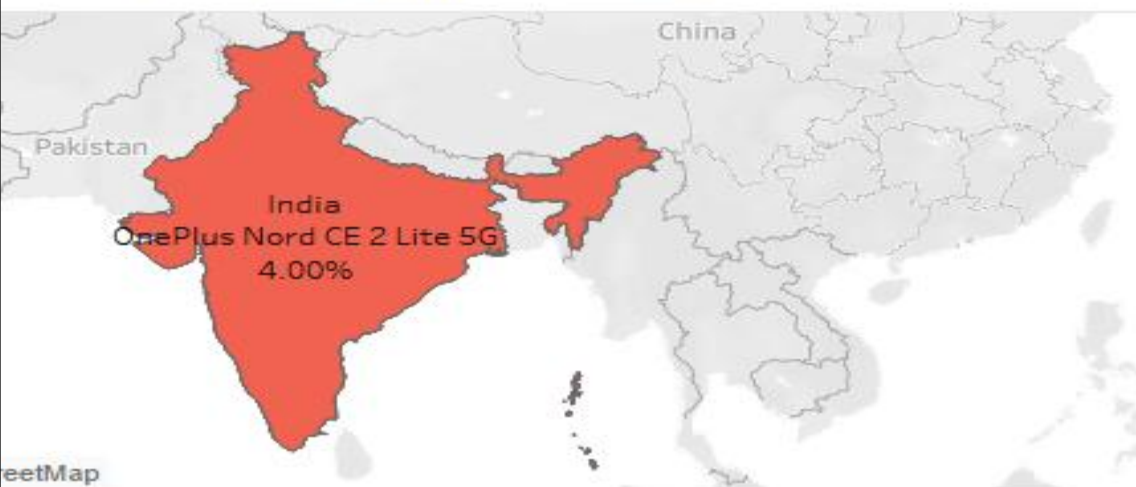
KPI

Brand	Mrp	Number Of Ratings	Number Of Reviews	Sale Price
Apple	5,459,600	1,390,065	115,424	4,964,581

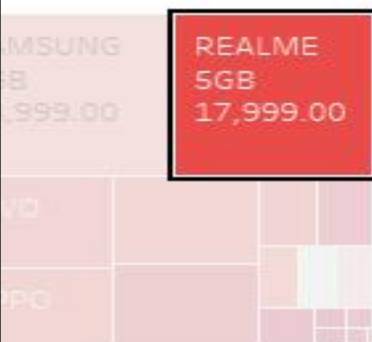
KPI_2

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

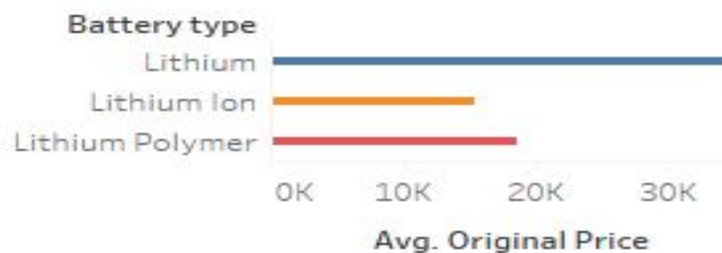
GLOBAL MARKET SHARE



COMPARSION



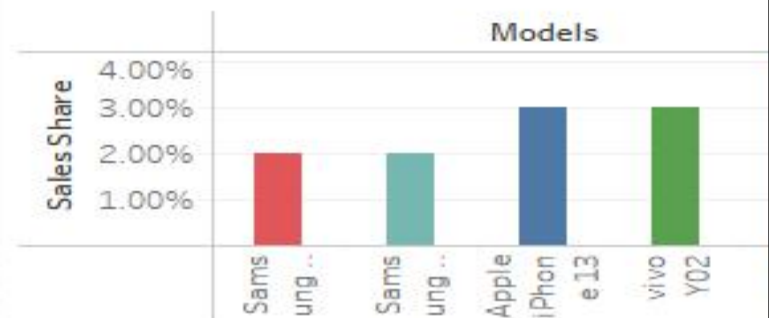
BATTERY TYPE DISTRIBUTION



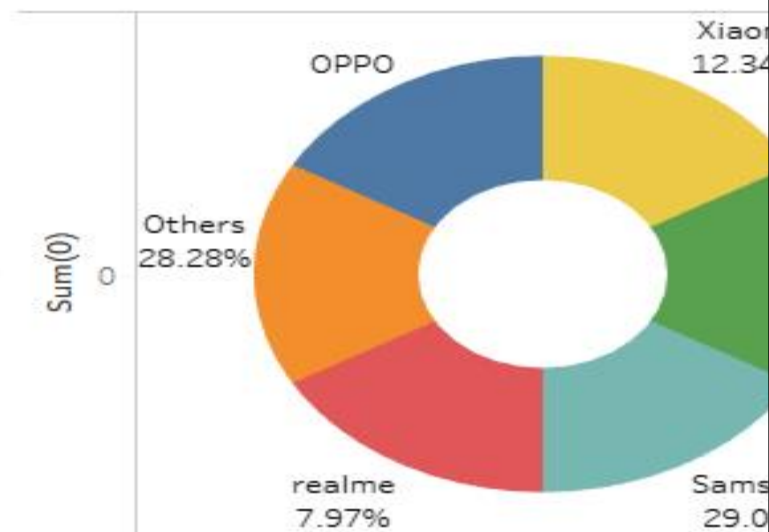
Country

India

COUNTRY WISE BEST SELLING SMARTPHONE



QUATERLY SHARE



3.2 Story

Story 1

Although the Iphone is not far behind in the competition. It is yet to scale-up its marketing strategies and policy formulations for Indian audience.

Comparative analysis amongst various other leading brands in the smartphone industry shows that iPhone is yet to make its impact in India. Its 3% market share in the global market is

Apple continues to strengthen its standing in the smartphone market. The brand has risen in to a position of particular dominance in the US. 6 of the top 10 most sold smartphone

More than 1 billion initial launch, iPhone sales



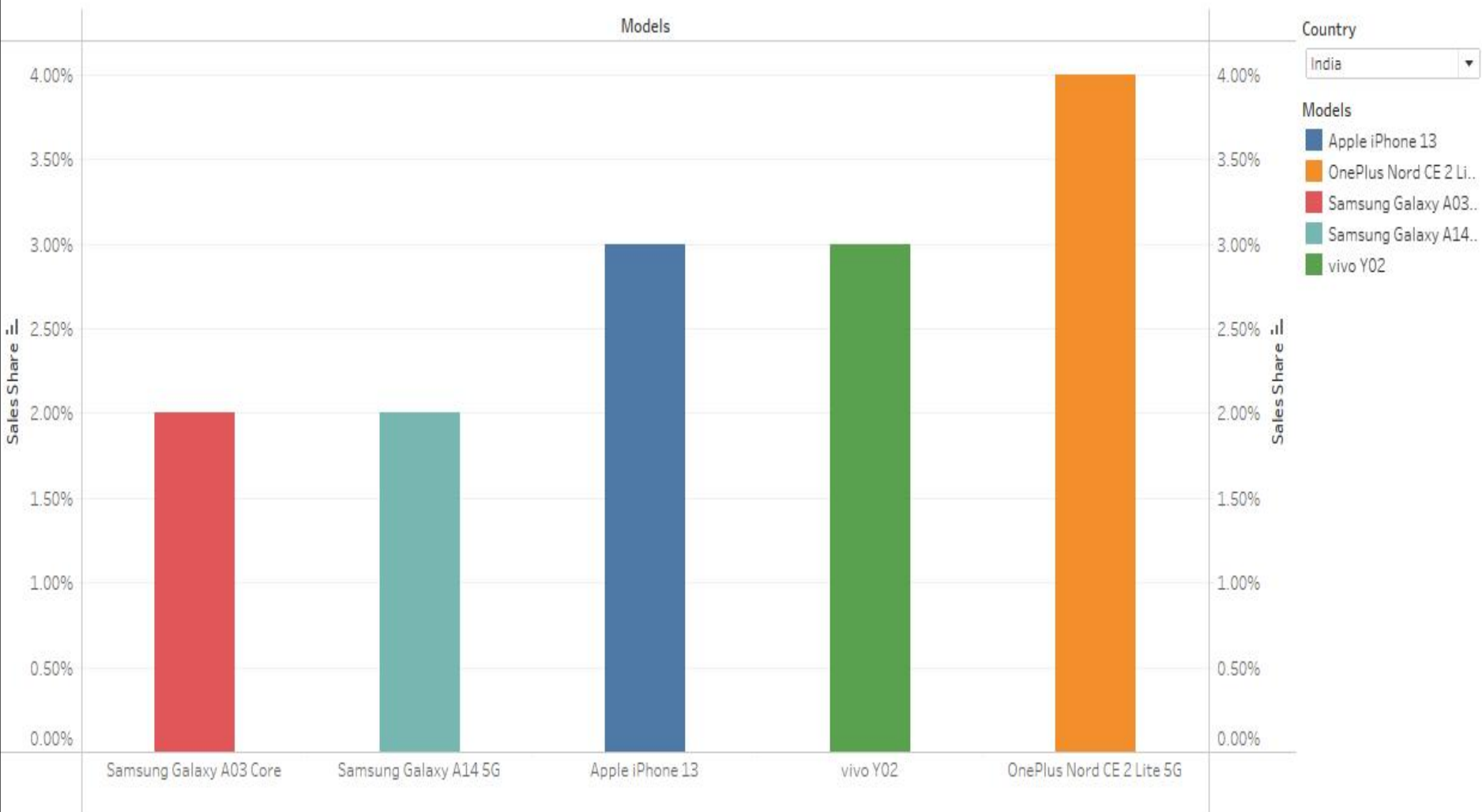
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More than 1 billion consumers currently use it. In its initial launch, more than 1.9 billion iPhones have been sold. iPhone sales in 2021 surpassed the 2015 peak.

GLOBAL MARKET SHARE

Country

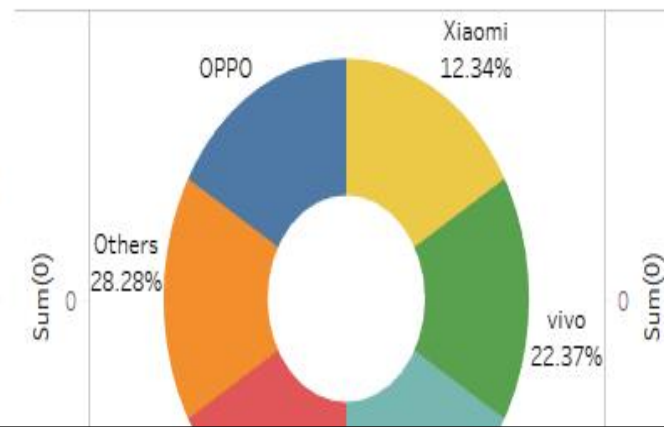
India



COUNTRY WISE BEST SELLING SMARTPHONE

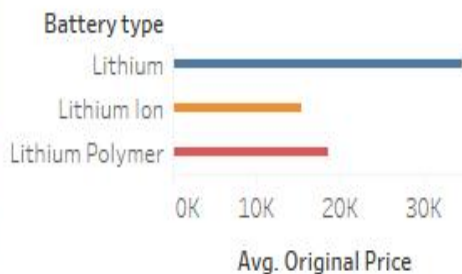
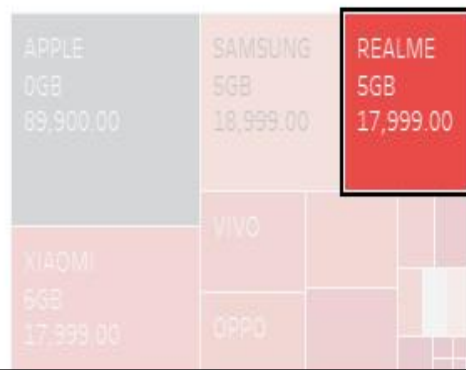


QUARTERLY SHARE



BRAND PRICE COMPARISON

BATTERY TYPE DISTRIBUTION



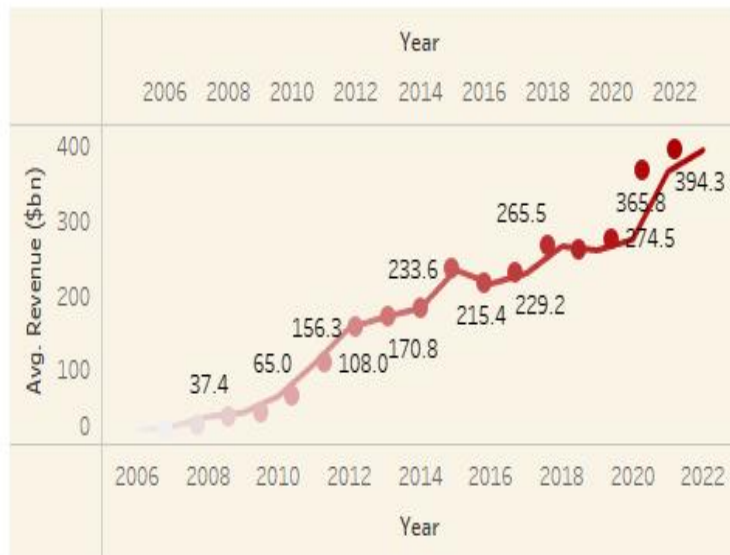
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Since its initiation in 2006 it has seen the tremendous increase in sales and revenue generation over the years though a slight bump is being observed in 2016 but ever since it has

ANNUAL REVENUE



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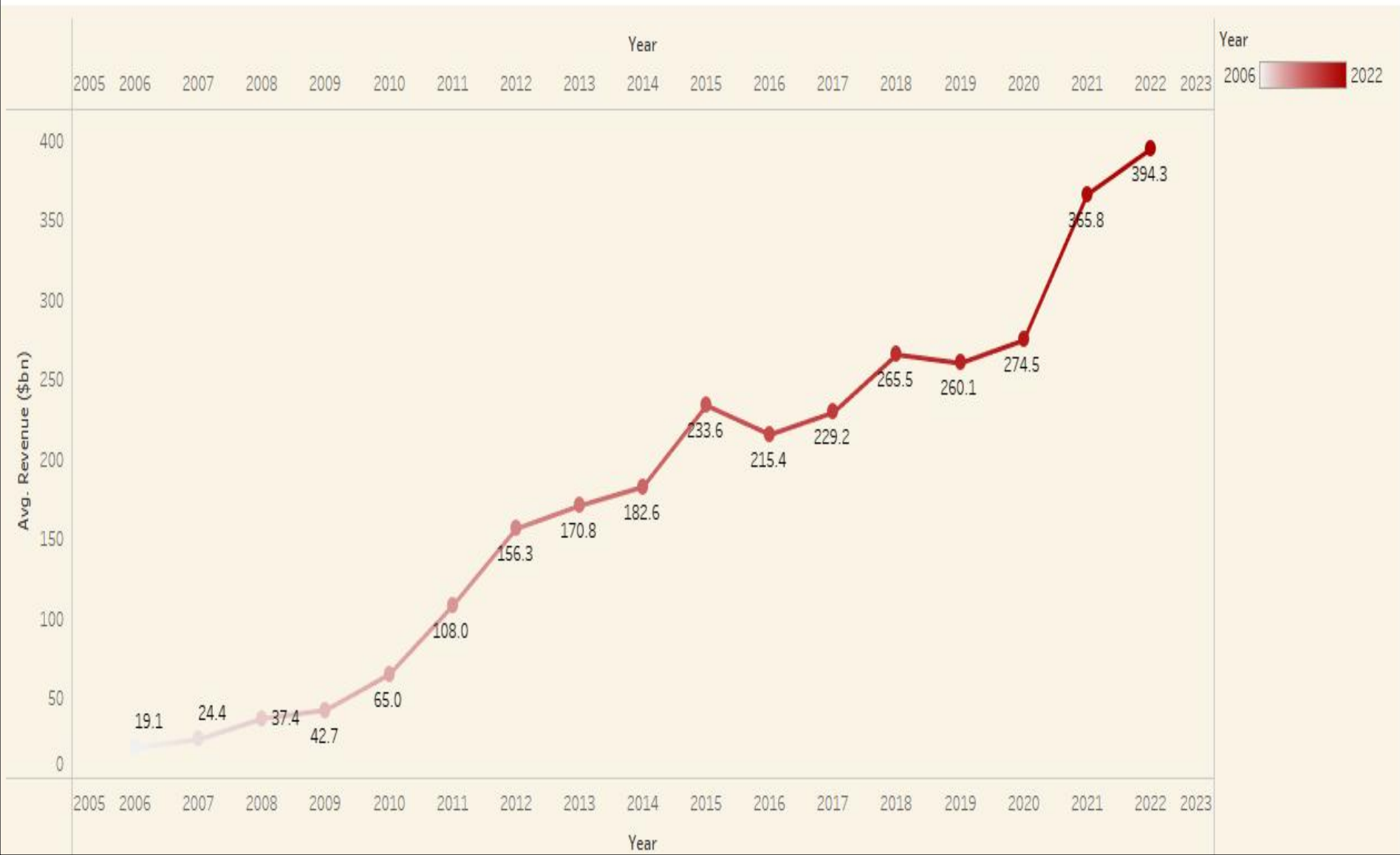
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4.ADVANTAGES & DISADVANTAGES

ADVANTAGES:

- User -Friendly Interface.
- High-Quality Display.
- Advanced Camera.
- Apps Ecosystem.
- Seamless Integration with other Apple devices.

DISADVANTAGES:

- Non-Removable Battery.
- Limited customization.
- No Expandable Storage.

5. APPLICATIONS:

- A software application that runs under iOS which is the operating system that powers Apples mobile devices.
- Apple provides tools and resources for creating iOS apps and accessories for this devices.

6. CONCLUSION:

- I Complete my course video.
- Then, I build my empathy map and brainstorming map according to my topic.I uploaded this files in github.
- I attended the every week class.
- Then I found my data set through the NAAN MUDHALVAN login.
- By using link, I downloaded it.
- I downloaded the app the “tableau” then I tried it to activate for 14 days.

- I connected it in the given data.
- The data source uploaded in the tableau. I build my 10 types of activities.
- Then collect the activities in the dashboard 1,2.
- Then prepared the story the collection of data and published in the google chrome.
- I took my screen recording with my voice.
- That video also explained about the project that I do.
- Finally, I uploaded all the data, activities, dashboard, stories etc.in github.

7. FUTURE SCOPE:

- It given very good scope in future.