A DATA DRIVEN EXPLORATION OF APPLE'S IPHONE IMPACTS IN INDIA

PROJECT DESIGN PHASE- PART 1

Proposed Solution:

- Apple Computer Company was founded by Steve Jobs and Steve Woziniak in 1976 after they had dropped out of school. They were working in a family garage in California where they decided to come up with a computer circuit board which they called Apple 1. They made more than two hundred units within a few months after starting.

- In order to boost their new business, they decided to incorporate a new partner who was more experienced for them to attract venture capital. The aim of these two entrepreneurs was to introduce into the market a computer that was easy to use and they came up with Apple II in 1978. There endeavors led to a complete revolution in the PC industry raising the sales to 1$ billion in less than three years.

Solution Architecture: