

PROJECT REPORT

IREVOLUTION: A DATA-DRIVEN EXPLORATION APPLE'S IPHONE IMPACT IN INDIA

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This project was all about how to use tableau software, which involved the following Steps:

- Empathy map
- Brainstorming map
- Collection and Connection of data set
- Preparation of Visualization sheets
- Dashboard
- Story
- Publishing in Tableau

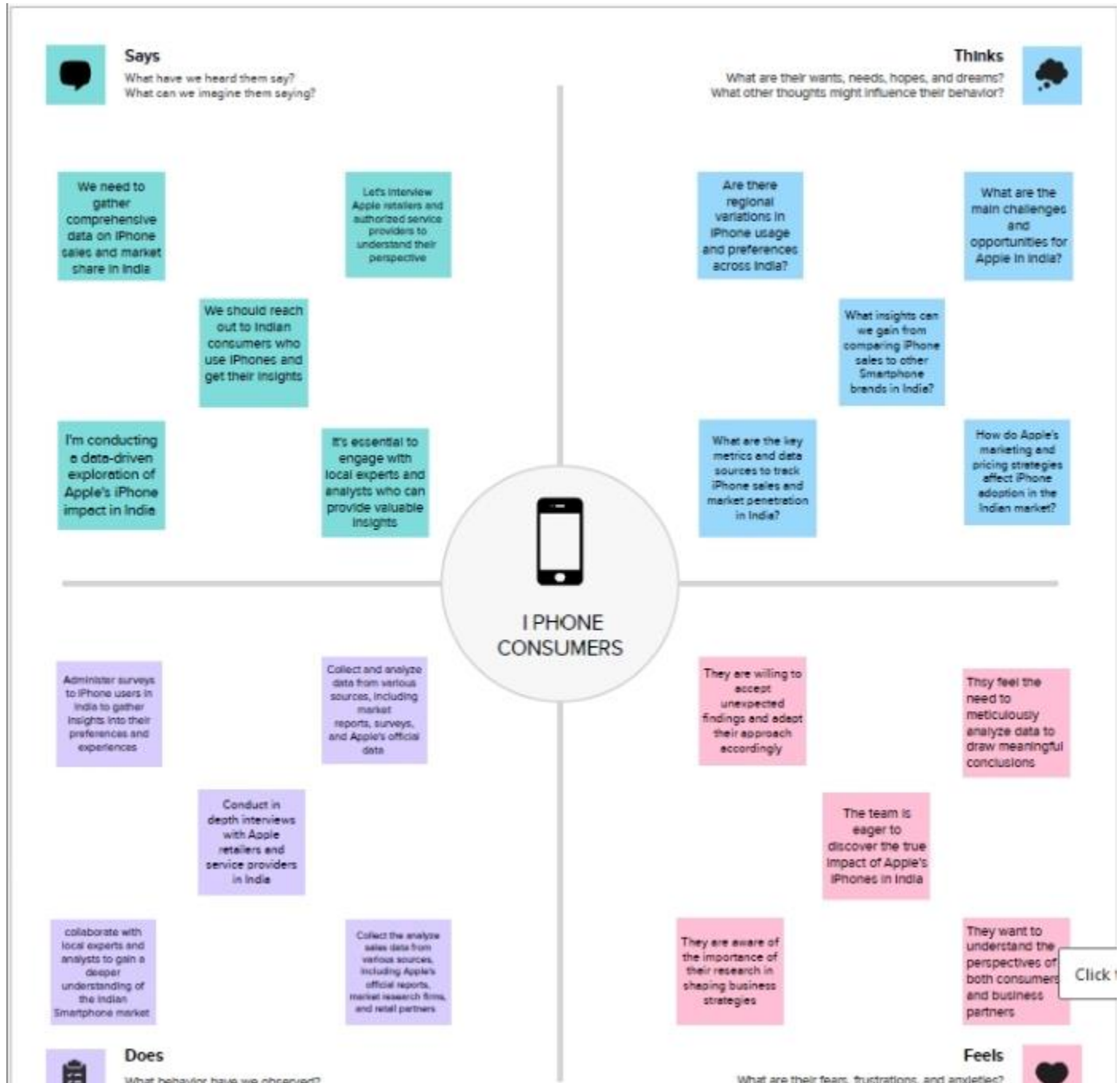
INTRODUCTION:

The world has changed as a consequence of the increasing use of smartphones, which have improved communication, connected people, and revolutionized many different businesses. With its main product, the Iphone, capturing markets around the world, Apple inc. has emerged as a prominent player among the top smartphone makers. India, one of the economies with the greatest economic growth, has seen a tremendous increase in smartphone usage, making it an interesting market to study the effects. Of Apple's phone.

In order to shed light on important factors like market penetration, customer preferences, economic ramifications, and societal changes, this research report will perform a data-driven investigation of the impact of the iPhone in India. This study will offer invaluable insights into the transformative impact of the iPhone on india's technological landscape and the lives of its consumers by using advanced data analytics techniques and analysing large datasets.

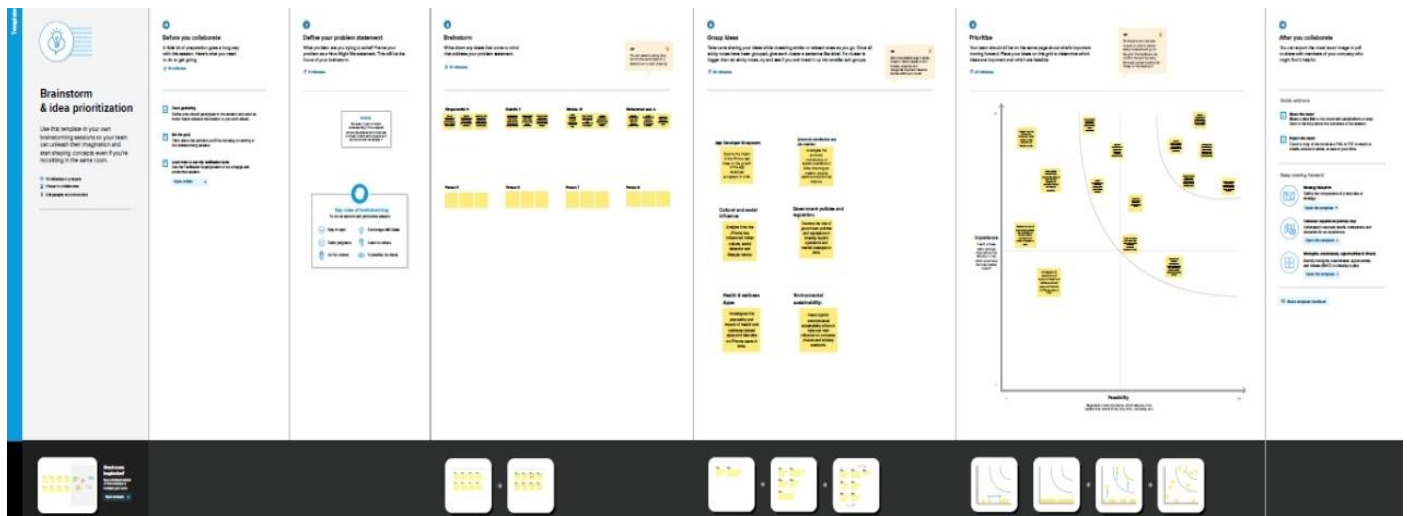
EMAPTHY MAP:

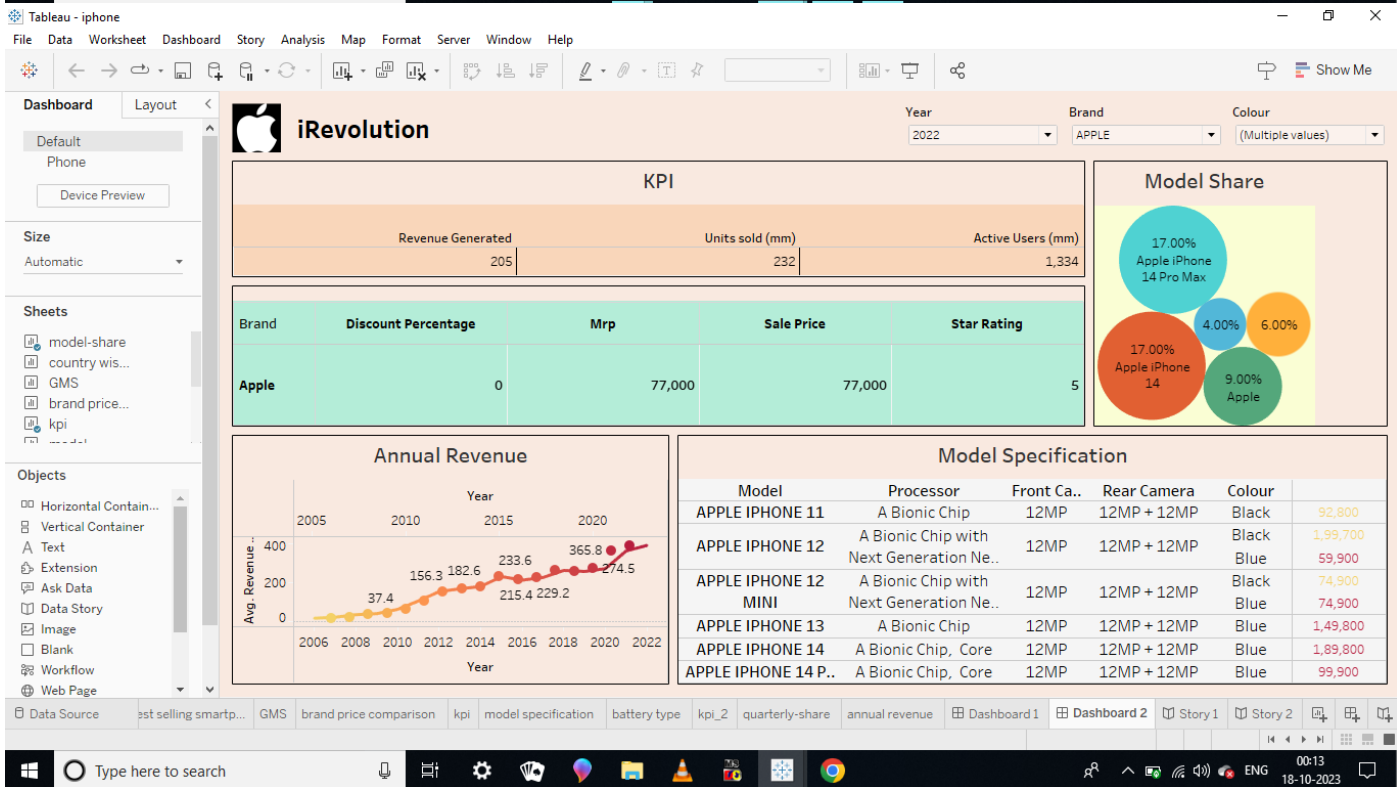
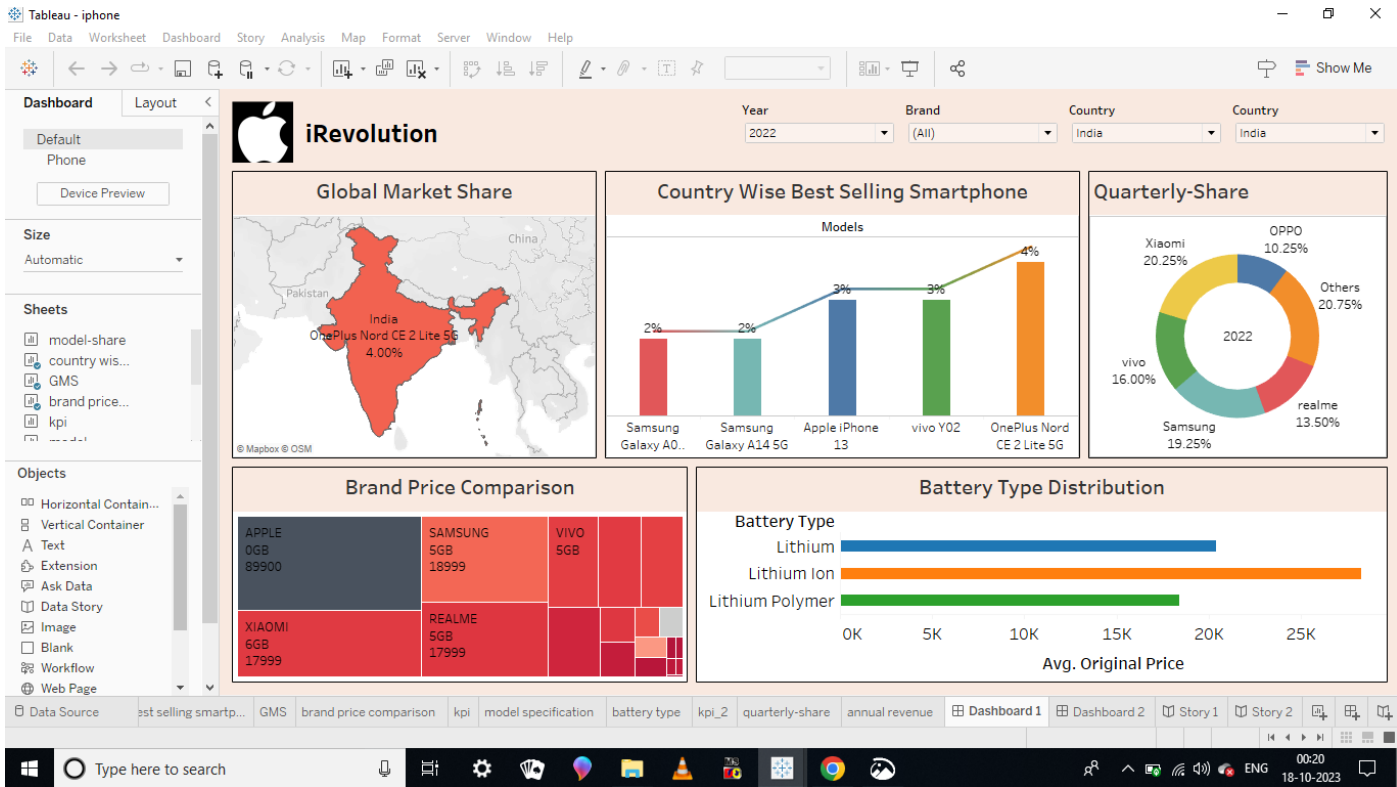
Our team started our project with the creation of empathy map. Firstly we collected the points about iRevolution: A data-driven exploration of Apple's iPhone impact in India. We grouped the points under says, think, does and feels.

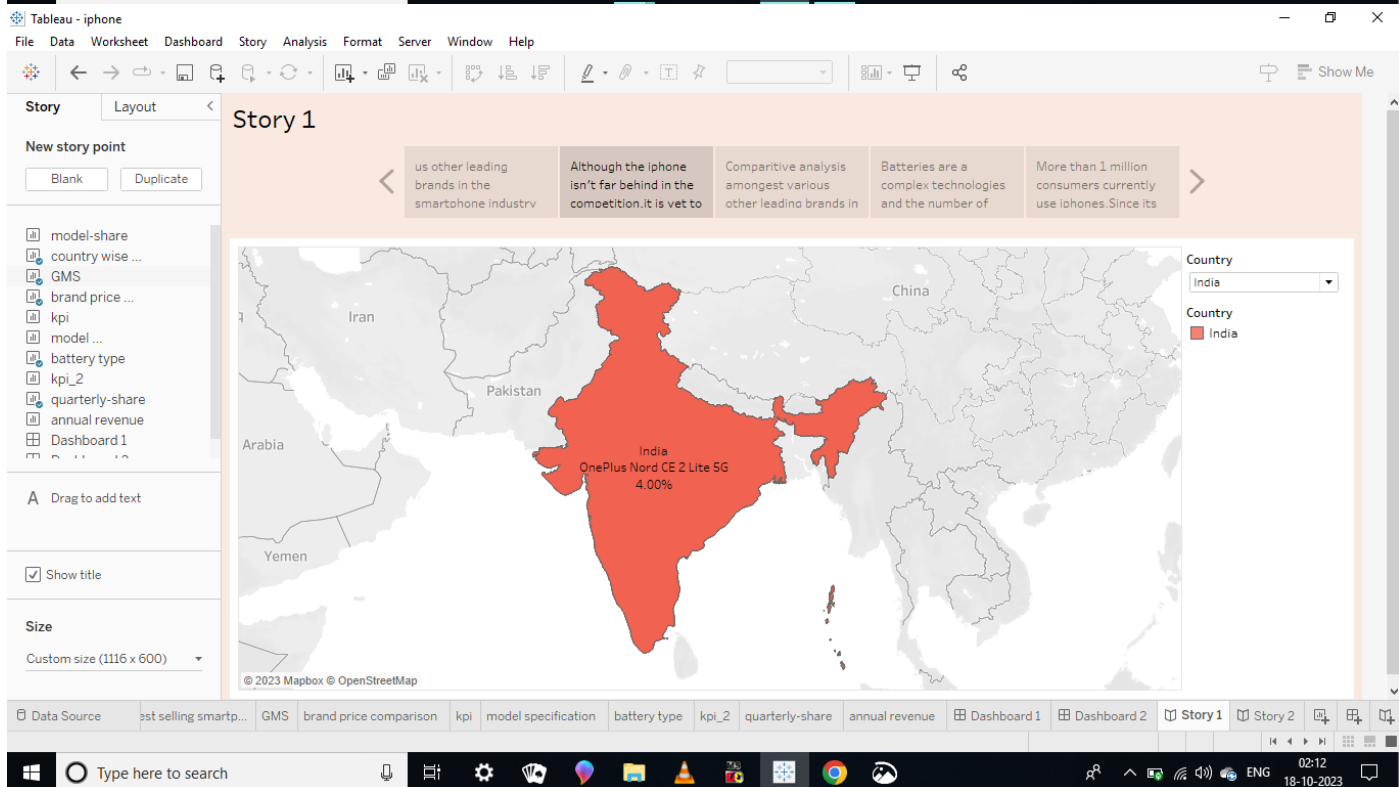
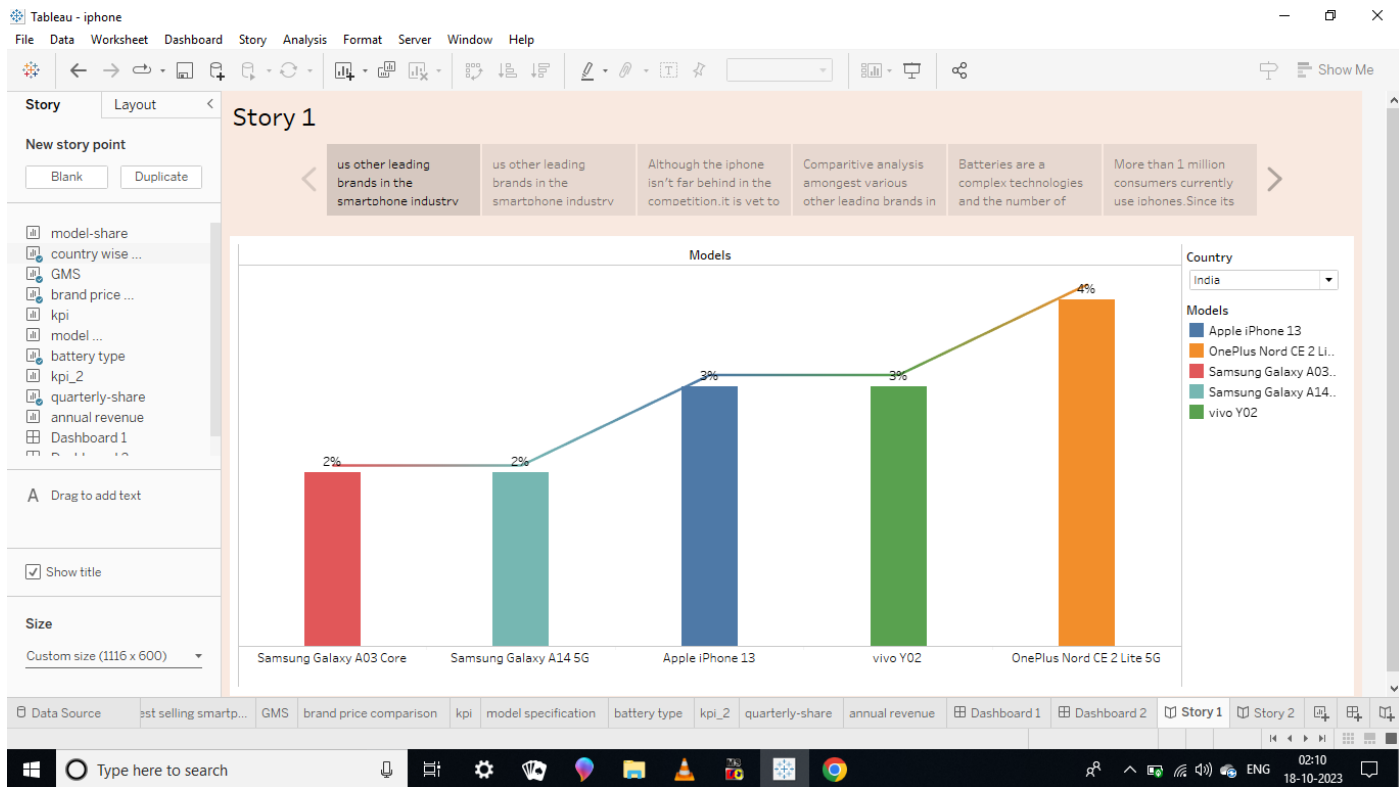


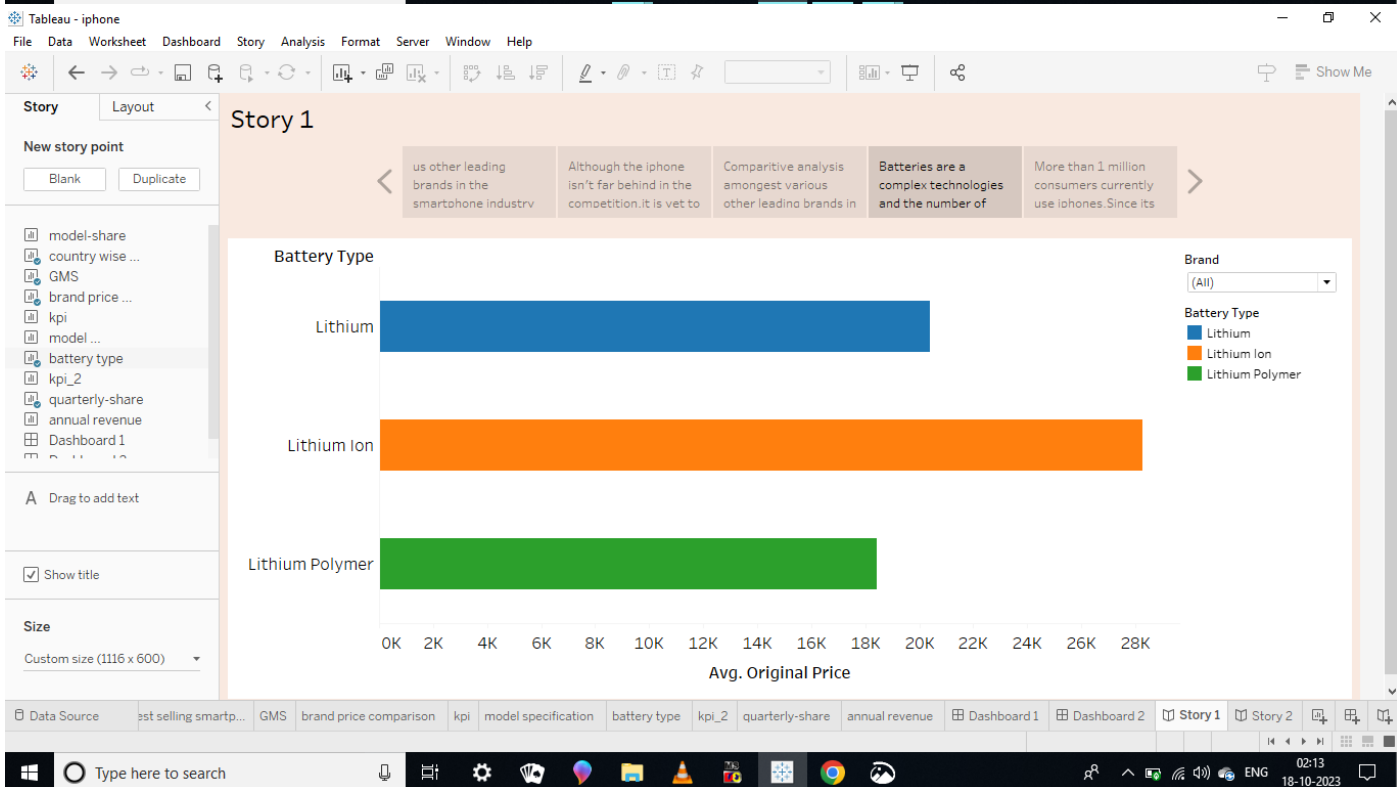
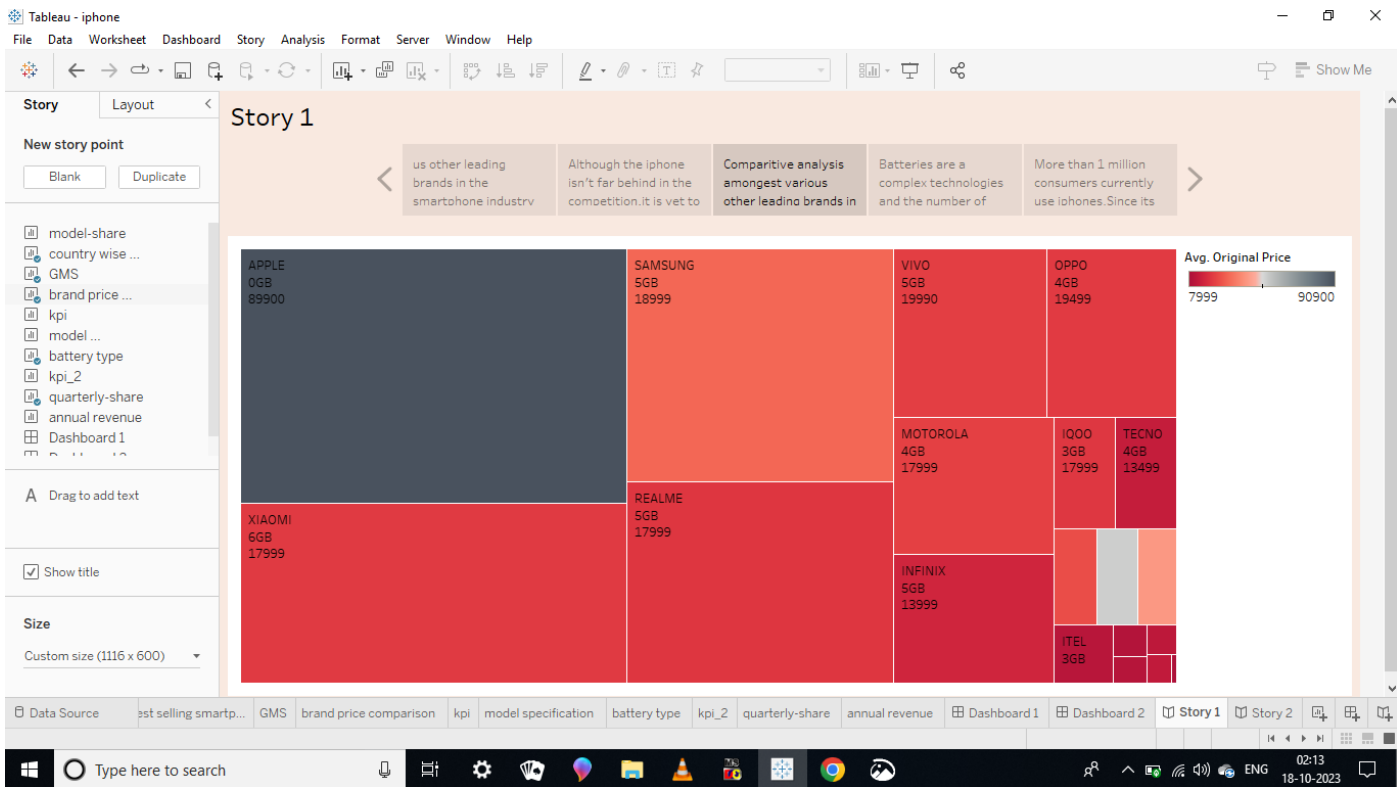
BRAINSTORMING MAP:

In the brainstorming Map. Each contributed 3 points regarding the iRevolution:
A data-driven exploration of Apple's iPhone impact in India.









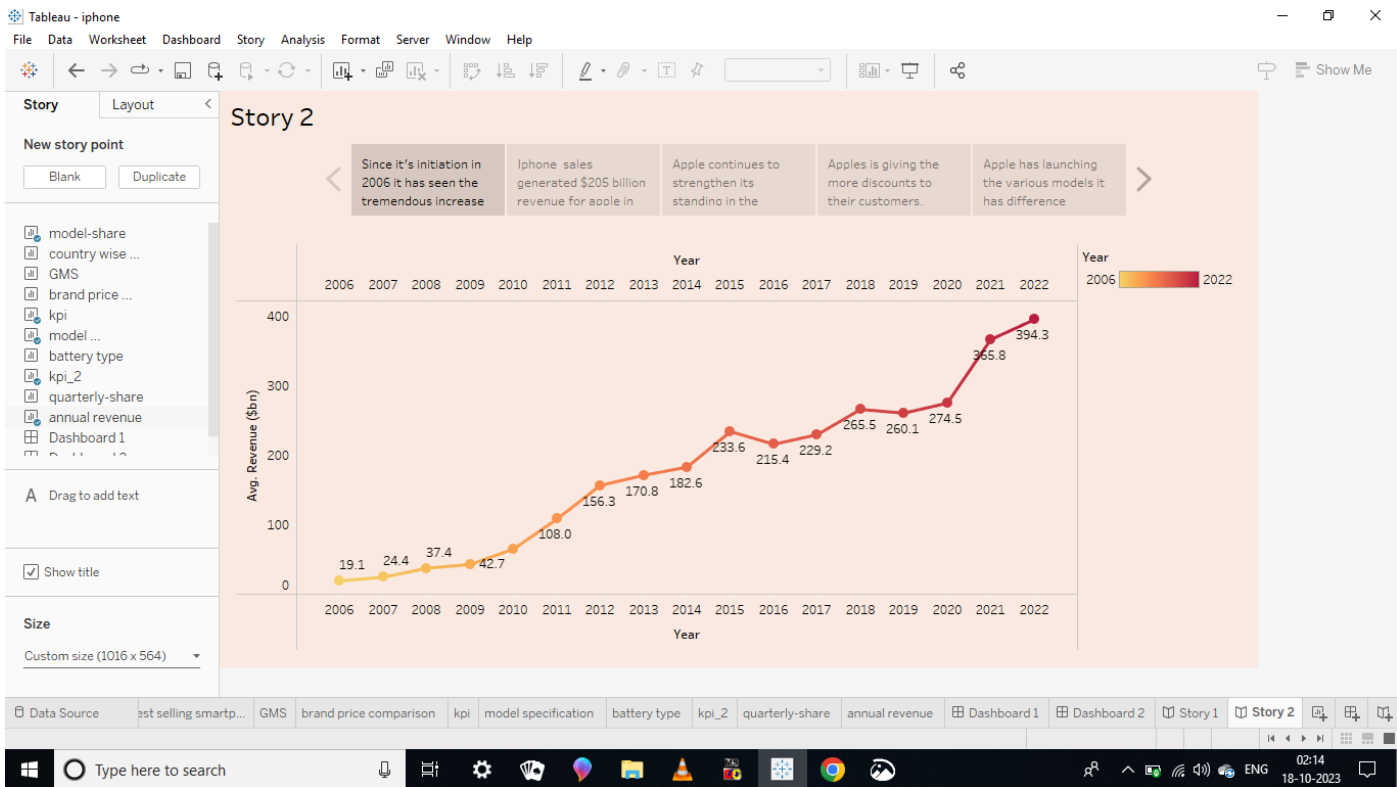


Tableau - iphone

File Data Worksheet Dashboard Story Analysis Format Server Window Help

Story 2

New story point

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model-share
country wise ...
GMS
brand price ...
kpi
model ...
battery type
kpi_2
quarterly-share
annual revenue
Dashboard 1

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Show title

Size
Custom size (1016 x 564)

Since it's initiation in 2006 it has seen the tremendous increase

Iphone sales generated \$205 billion revenue for apple in

Apple continues to strengthen its standing in the

Apples is giving the more discounts to their customers.

Apple has launching the various models it has difference

Model	Processor	Front Ca..	Rear Camera	Colour	Colour	Brand
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	92,800	APPLE
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	1,99,700	APPLE
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	74,900	APPLE
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	1,49,800	APPLE
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	1,89,800	APPLE
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	99,900	APPLE

Colour (Multiple values)

Brand APPLE

Black

Blue

Data Source est selling smartp... GMS brand price comparison kpi model specification battery type kpi_2 quarterly-share annual revenue Dashboard 1 Dashboard 2 Story 1 Story 2

Type here to search

Story Layout

New story point

Blank

Duplicate

model-share
country wise ...
GMS
brand price ...
kpi
model ...
battery type
kpi_2
quarterly-share
annual revenue
Dashboard 1

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☒ Show title

Size

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Story 2

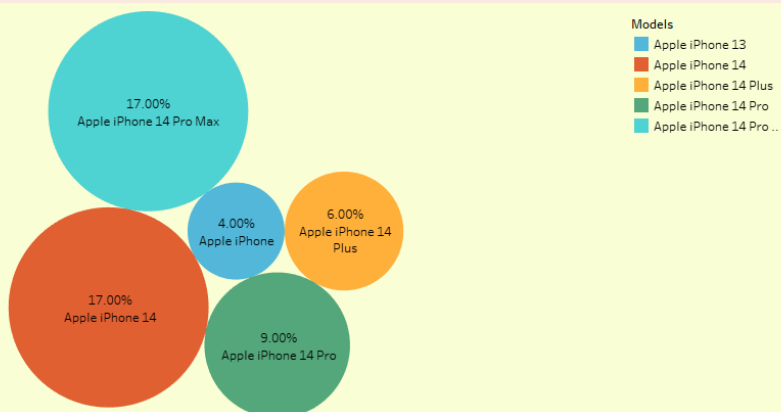
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Data Source est selling smartp... GMS brand price comparison kpi model specification battery type kpi_2 quarterly-share annual revenue Dashboard 1 Dashboard 2 Story 1 Story 2

ADVANTAGES:

Technological empowerment:

Apple's iPhone has contributed to technological empowerment in India, providing access to advanced productivity and connectivity.

JOB CREATION:

The expansion of Apple's operations in India has led to job creation in various sectors, including manufacturing, retail, and software development, thereby boosting the country's economy.

ENHANCED USER EXPERIENCE:

The iPhone's user-friendly interface and robust ecosystem have improved the overall user experience, promoting digital literacy and encouraging the adoption of modern technologies.

ECONOMIC GROWTH:

With the increased demand for iPhones and related services, there has been a positive impact on the Indian economy, stimulating consumer spending and contributing to the growth of the technology market.

INNOVATION ECOSYSTEM:

Apple's presence in India has fostered an environment of innovation and entrepreneurship, encouraging local developers to create innovative applications and software that cater to the diverse needs of Indian consumers.

DISADVANTAGES:

AFFORDABILITY CHALLENGES:

The premium pricing of Apple's products makes them unaffordable for a significant portion of the Indian population, limiting their accessibility and widening the digital divide.

DEPENDENCY ON FOREIGN TECHNOLOGY:

India's heavy reliance on foreign technology, such as Apple's products, could hinder the development of a robust indigenous technology sector, potentially affecting the country's technological self-reliance.

ELECTRONIC WASTE CONCERNS:

The rapid turnover of iPhone models contributes to the generation of electronic waste, posing environmental challenges related to recycling and disposal, which require effective management strategies.

MARKET MONOPOLIZATION:

Apple's dominance in the high-end smartphone market could lead to market monopolization, limiting the diversity of available options for consumers and potentially stifling competition in the Indian smartphone industry.

SERVICE INFRASTRUCTURE CHALLENGES:

Limited service infrastructure for Apple products in certain regions of India can pose challenges for consumers in terms of product maintenance and timely repairs, leading to potential customer dissatisfaction and inconvenience.

APPLICATIONS:

ECONOMIC IMPACT:

Analyze the contribution of iPhone sales to the Indian economy, considering revenue, taxes, and job creation in the manufacturing and retail sectors.

SOCIAL INFLUENCE:

Examine how the iPhone has influenced social behaviour and consumption patterns among different segments of the Indian population, especially the youth.

DIGITAL DIVIDE:

Investigate whether the iPhone has contributed to a digital divide in India, considering access and affordability issues in comparison to other smartphone brands.

TECH ECOSYSTEM:

Evaluate how the iPhone has contributed to the growth of the broader technology ecosystem in India, including app development, tech startups, and innovation.

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COLLECTION AND CONNECTION OF DATA SET:

Regarding our project Title, A dataset is been collection from the Nan Mudhalvan, Smartinternz platform and connected the dataset to the Tablaeu.

PREPARTION OR VISUALIZATION SHEETS:

We ourselves created 5 questions on consumer's point of view and tried to answer these questions through visualization sheets using Bar graphs, donut chat and histogram.

DASHBOARD:

We created a dashboard placing all the visualization sheets in single dashboard.

STORY:

After the completion our dashboard, we have created a story section in which we extracted the observation from the visualization sheets.

PUBLISHING IN TABLEAU:

We have published our dashboard and story in our team leader's Tableau public ID.

CONCULSION:

From this project we learned to analyse a dataset and the usage of Tableau software.