

# **I-REVOLUTION**

## **IMPACT OF APPLE IPHONE ON INDIA**

### **INTRODUCTION:**

- **Overview:**

Analytics helps to gather detailed insights into user experiences, their behavior and the best a ways to improve retention after conversion .

- **Purpose:**

Analytics coverts raw data into actionable insights .

It includes the range of tools ,technologies and processes used to find trends and solve problems by using data .

### **PROBLEM DEFINITION & DESIGN THINKING:**

- **Empathy Map:**



Brand	Discount Percent...	Mrp	Number Of Revi..	Sale Price
Apple	Abc	Abc	Abc	Abc

Caption

The view is broken down by Measure Names vs. Brand. The data is filtered on Upc, which keeps MOBEXRGVVK7PFEJZ.

Upc

MOBEXRGVPK7PFEJZ

KPI Model application Battery type Brand price comparison Model share Country wise best selling smart ... Quarterly-share Annual revenue GMS KPI\_2 Dashboard 1 Dashboard 2

Model Application					
Model	IP	Processor	Front Cam...	Rear Camera	Colour
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP		Null
					1,89,800
					Blue
					99,900
					Midnight
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP		Purple
					2,09,800
					3,09,700
					Starlight
					3,09,700
APPLE IPHONE 14 PRO	A Bionic Chip, Core	12MP	48MP + 12MP + 12MP		Null
					1,69,800
					Blue
					1,69,800
					Midnight
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP		Purple
					1,69,800
					Starlight
					1,69,800
					2,69,800
APPLE IPHONE 14 PRO MAX	A Bionic Chip, Core	12MP	48MP + 12MP + 12MP		Gold
					1,29,900
					Space Black
					4,29,700
					Null
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP		Blue
					99,900
					Midnight
					29,900
					Pink
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP		Starlight
					1,69,800
					Starlight
					1,49,800
					Deep Purple
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP		Gold
					1,39,900
					Silver
					1,39,900
					Space Black
APPLE IPHONE 13 PRO	A Bionic Chip	12MP	12MP + 12MP + 12MP		Black
					1,99,700
					Blue
					59,900
					Green
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP		Purple
					74,900
					59,900
					Red
					1,34,800
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP		Black
					92,800
					Red
					92,800
					White
APPLE IPHONE 12 PRO	A Bionic Chip	12MP	12MP + 12MP + 12MP		Yellow
					43,900
					Black
					74,900

Model	Processor	Front Camera	Rear Camera	Colour	
APPLE IPHONE 14 PLUS	A Bionic Chip, Core 12MP	12MP + 12MP		Null	1,89,800
				Blue	99,900
				Midnight	2,09,800
				Purple	3,09,700
				Starlight	3,09,700
APPLE IPHONE 14	A Bionic Chip, Core 12MP	12MP + 12MP		Null	1,69,800
				Blue	1,69,800
				Midnight	1,69,800
				Purple	1,69,800
				Starlight	1,69,800
APPLE IPHONE 14 PRO	A Bionic Chip, Core 12MP	48MP + 12MP + 12MP + 12MP		Deep Purple	2,69,800
				Gold	1,29,900
				Space Black	4,29,700
APPLE IPHONE 13	A Bionic Chip 12MP	12MP + 12MP		Null	99,900
				Blue	1,49,800
				Midnight	99,900
				Pink	1,69,800
				Starlight	1,49,800
APPLE IPHONE 14 PRO MAX	A Bionic Chip, Core 12MP	48MP + 12MP + 12MP + 12MP		Deep Purple	1,39,900
				Gold	1,39,900
				Silver	1,39,900
				Space Black	1,39,900
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	1,99,700
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				Green	74,900
				Purple	59,900
				Red	1,34,800
APPLE IPHONE 11	A Bionic Chip 12MP	12MP + 12MP		Black	92,800
				Red	92,800
				White	92,800
				Yellow	43,900
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	74,900
				Blue	74,900
				Red	74,900
APPLE IPHONE 13 PRO	A Bionic Chip 12MP	12MP + 12MP + 12MP		Silver	1,49,900

Colour

(All)	
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Brand

APPLE

Colour

■ Null

☐ Black  
☐ Blue

■ Deep Purple

■ Gold

- Green
- Midnight

 Pink

- Purple
- Red

Red  
 Silver

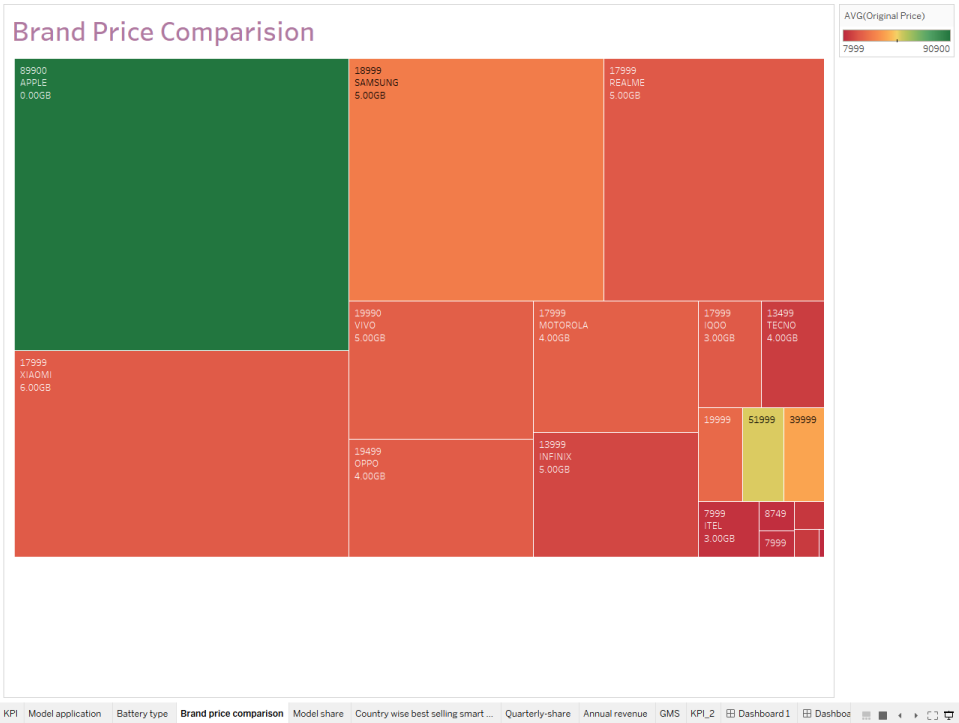
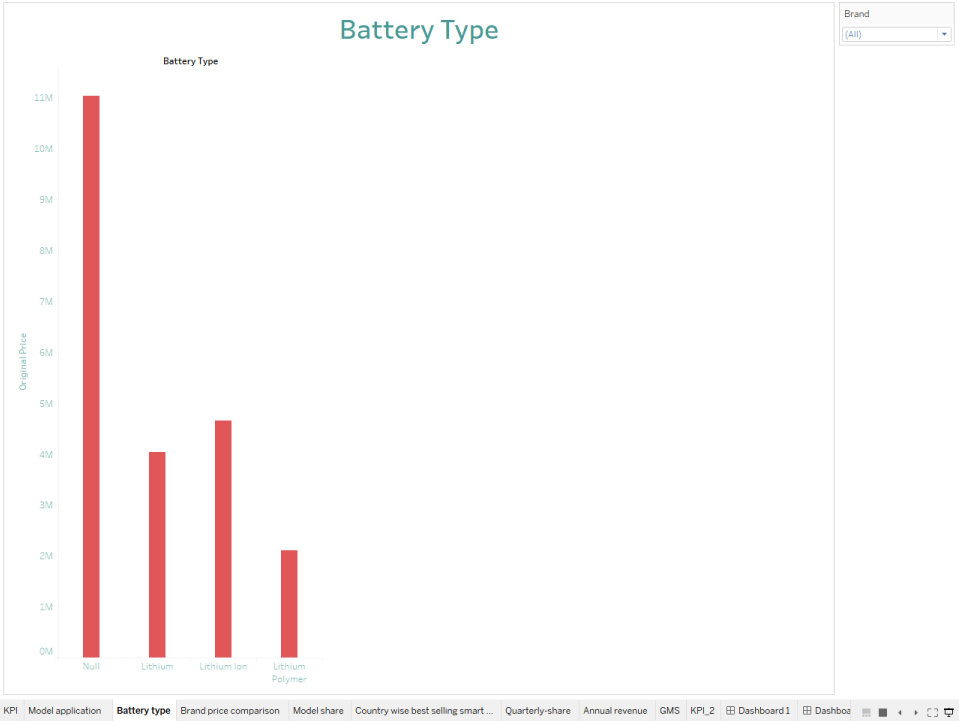
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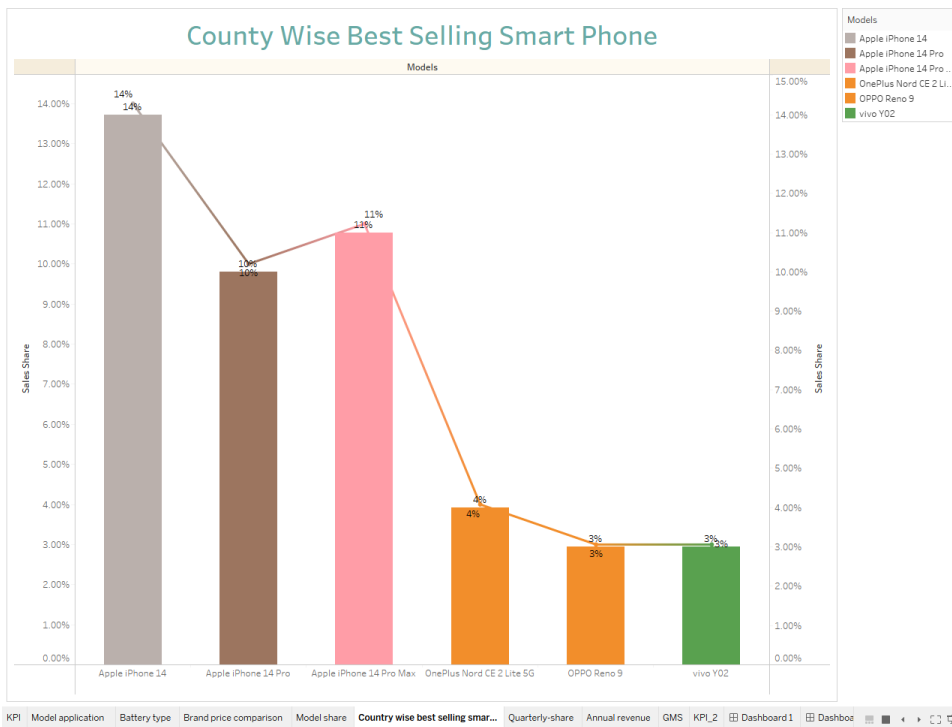
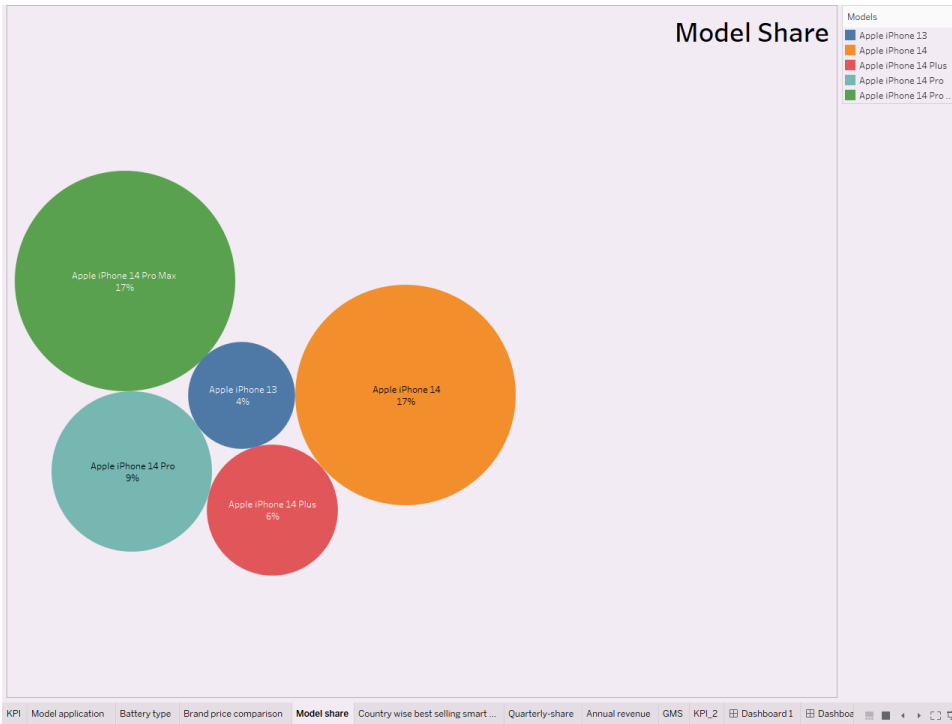
- Star
- With

White  
 Yellow

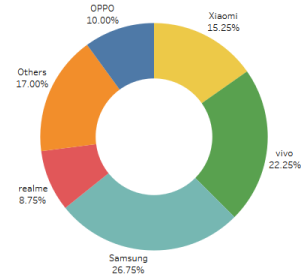
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## Quarterly-Share

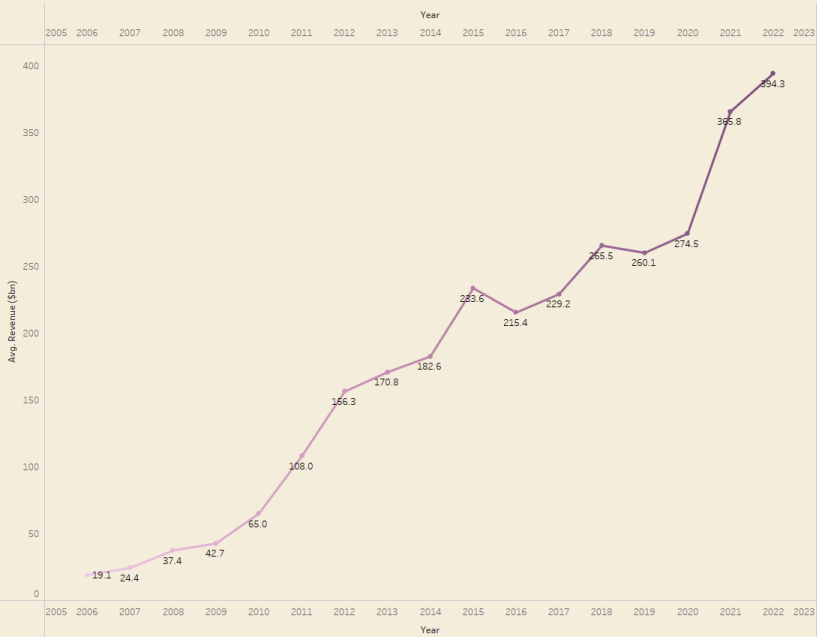


Year  
2019

Brand  
Xiaomi  
vivo  
Samsung  
realme  
Others  
OPPO

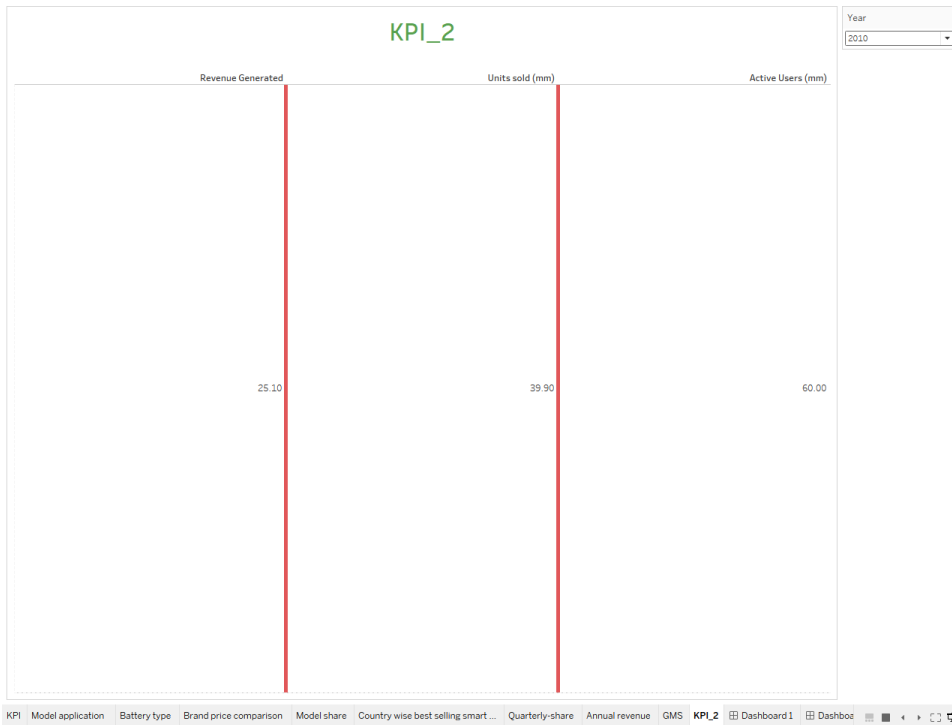
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## Annual Revenue



Year  
2006 2022

KPI Model application Battery type Brand price comparison Model share Country wise best selling smart ... Annual revenue GMS KPI\_2 Dashboard1 Dashboard



## **ADVANTAGES:**

- ✓ It helps businesses optimize their performance .
- ✓ Implementing it into the business model means companies can help reduce costs by identifying more efficient ways of doing business and by storing large amount of data .

## **DISADVANTAGES:**

- ✗ It may breach privacy of the customers as their information such as purchases , online transaction , subscription are visible to their parent companies .
- ✗ The companies may exchange these useful customer database for their mutual benefits .

## **APPLICATIONS:**

Analytics can be applied in business in various way . It can be used to analyze customer behavior , optimize marketing campaigns , improve supply chain management , enhance product development , predict demand , identify fraud , optimize pricing strategies , and improve overall business performance .

## **CONCLUSION:**

Analytics is the science of analyzing raw datasets in order to derive a conclusion regarding the information they hold. It enables us to discover patterns in the raw data and draw valuable information from them.



## **FUTURE SCOPE:**

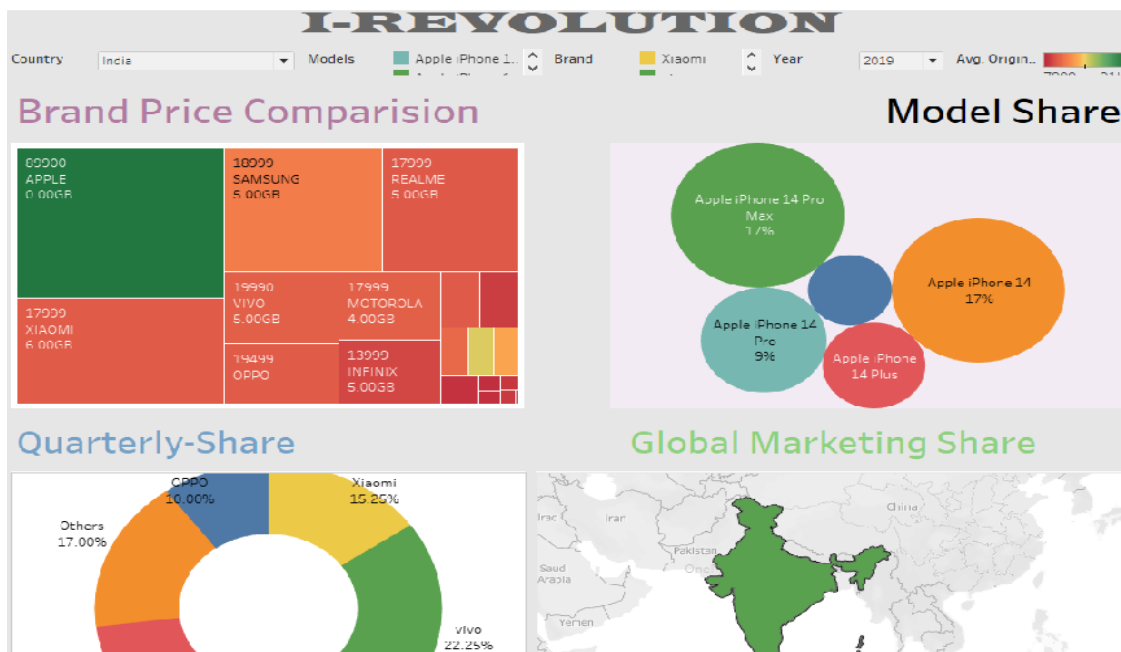
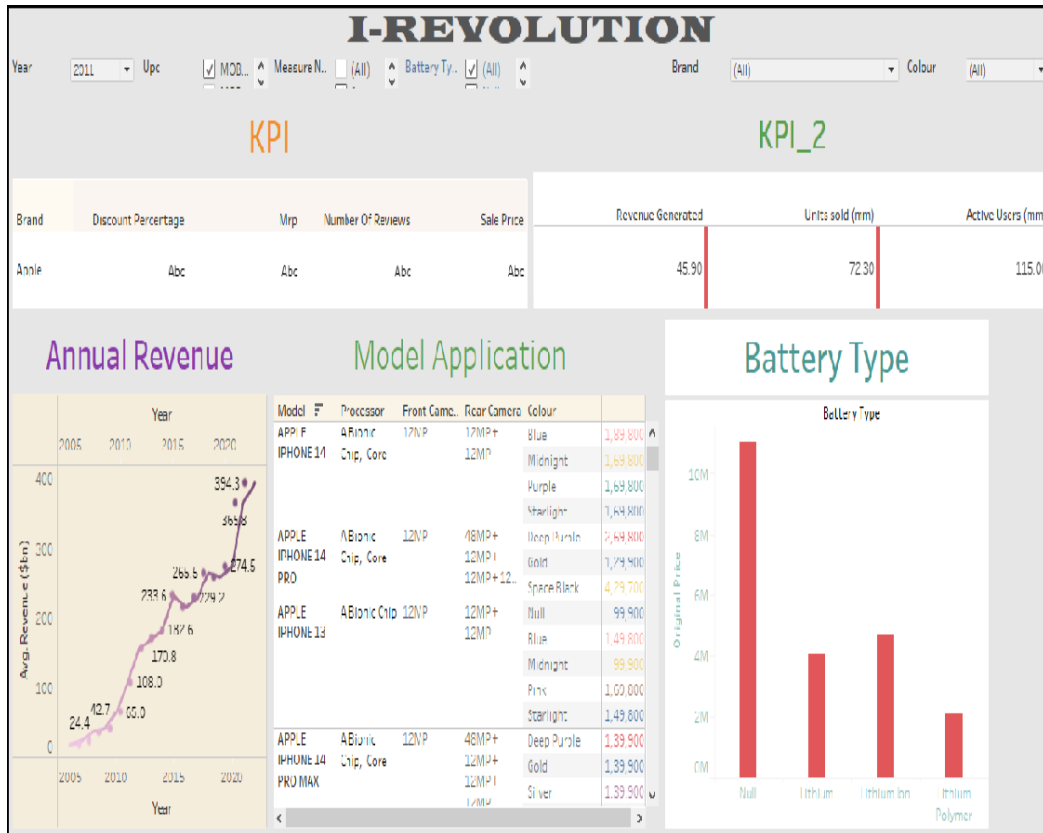
## **FUTURE SCOPE:**

Analytics tools will increasingly rely on AI algorithms to analyze vast datasets swiftly and derive actionable insights .

The world is witnessing a surge in demand for data analytics services.

Analytics bootcamp is a huge industry and is predicted to keep growing. It is expected to touch US\$11.87 billion by 2026 as it keeps growing at a steady pace.

## **APPENDIX:**



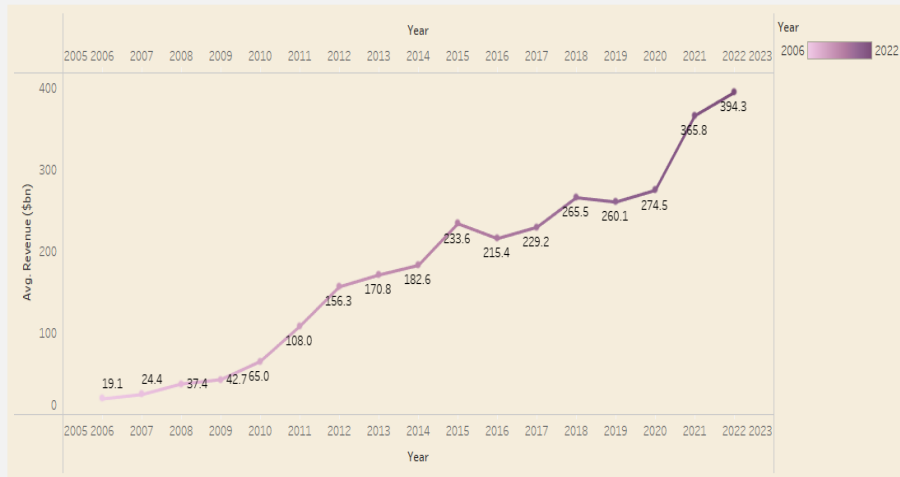
## Story 1

Since it's initiation in 2006 it has sent he tremendous increase in sale and revenue generation over the years, though a slight bump in being observed 2016 but ever since it has increased to \$394.3bn in 2022.

Apple continues to strengthen its standing in the smartphones market. The brand has risen to a position of particular dominance in the US. 6 of the top most sold smart phone models in January 2021 were desinged by apple.

More than 1 billion consumers currently use iPhones, since its initial launch, more than 1.9 billion iPhones have been sold. iPhones sales in 2021 surpassed the 2015 peak, but declined in 2022 to 232.2 million units.

iphone sale  
Apple in 20  
It sold 232



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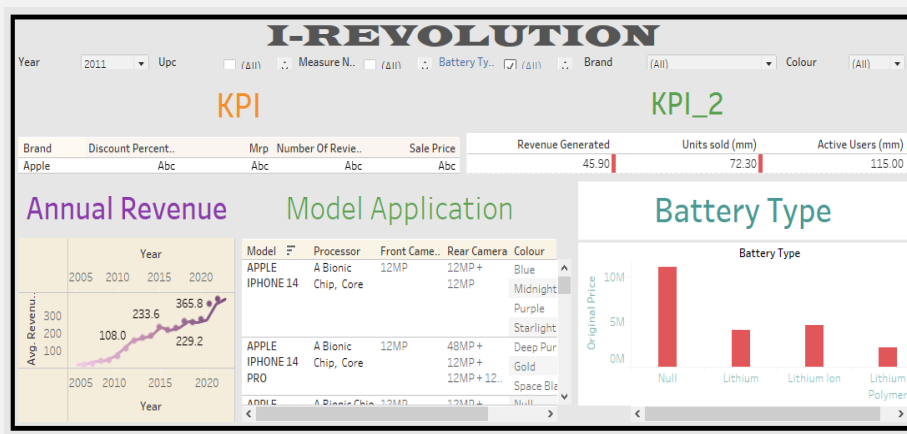
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compa brand i is yet t share i graph



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

comparative analysis amongst various other leading brand in yhe smartphone industry shows that iPhone is yet to make it's impact in India . Its 3% market share in the global market is depicted in the line-bar graph

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