

# **I-REVOLUTION**

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

### **INTRODUCTION:**

- **Overview:**

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

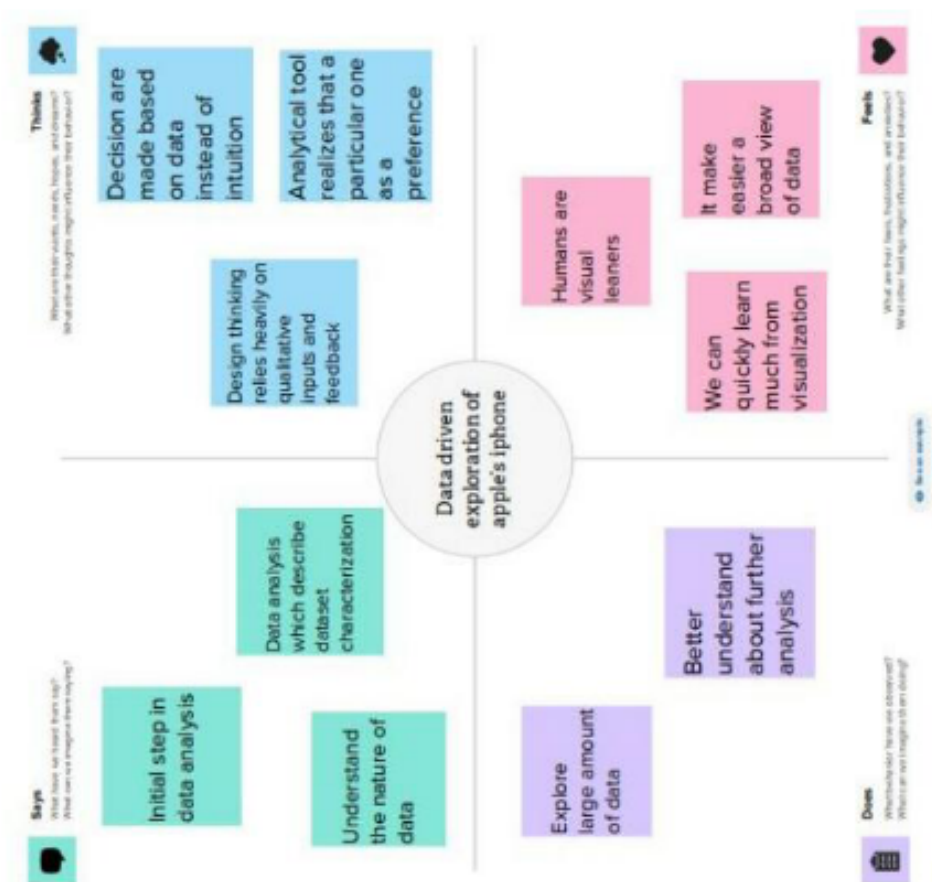
- **Purpose:**

Analytics converts 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:**

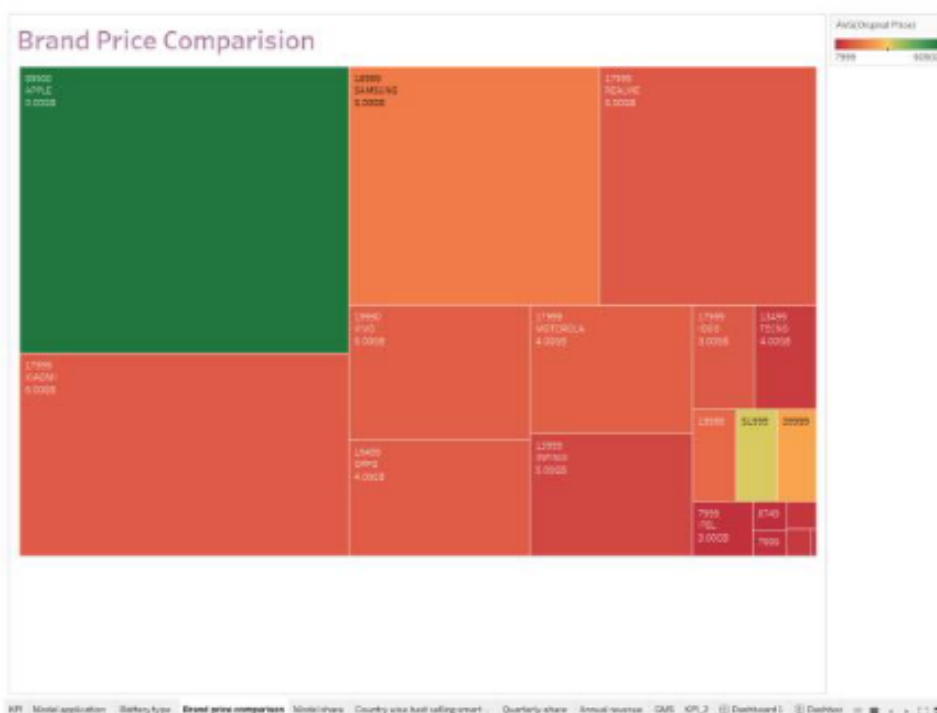
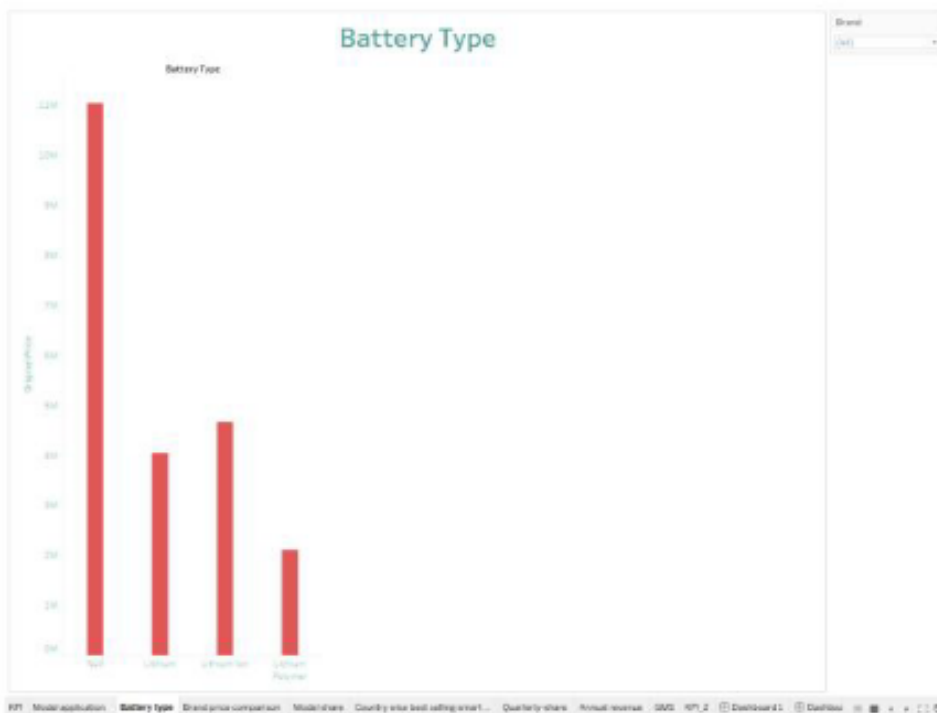


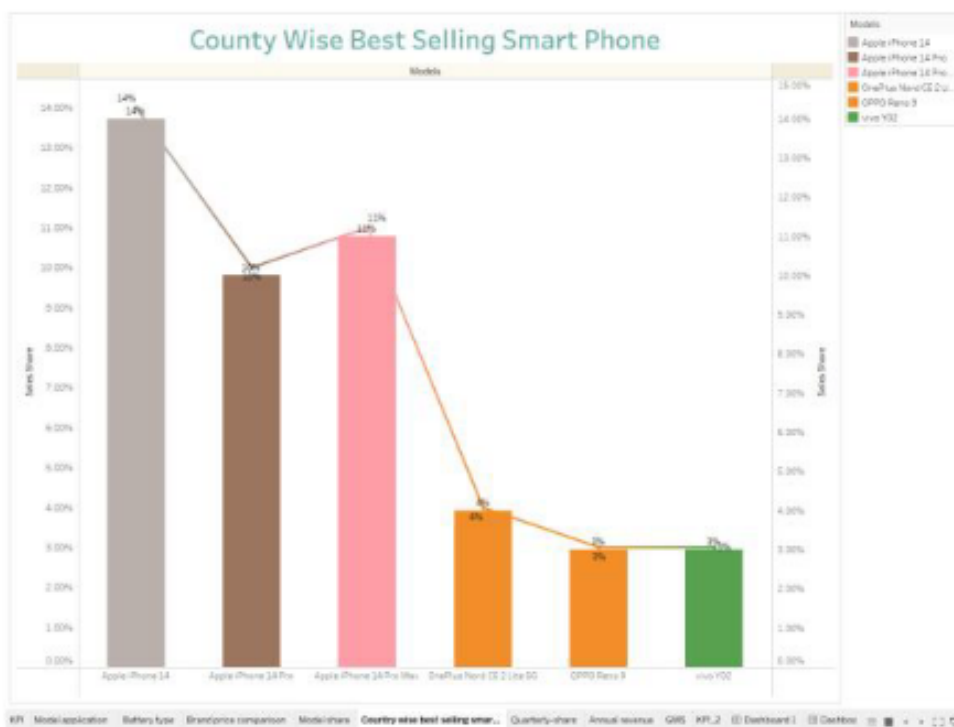
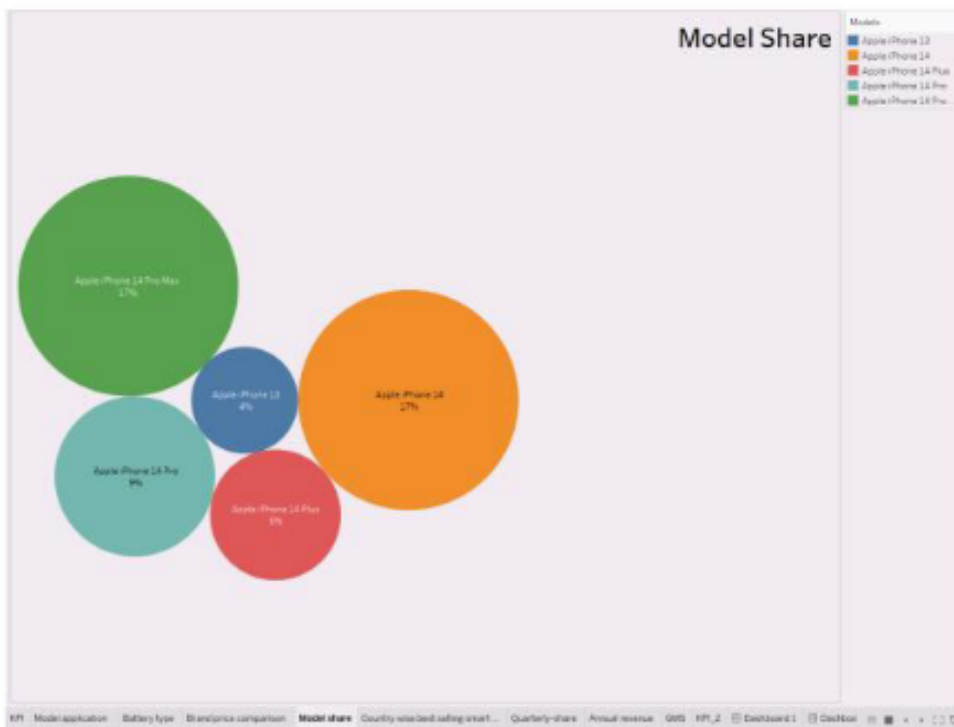
## ● Brainstroming Map:



RESULT:







## Quarterly-Share

Year

2022

Brand

Xiaomi

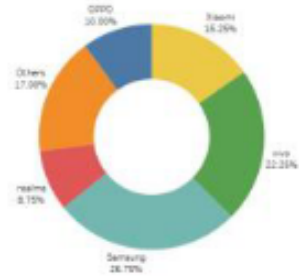
Apple

Samsung

Realme

Others

OPPO



XPI Model application Battery type Brand price comparison Model share Country wise best selling smart... Quarterly share Annual revenue QMS XPI\_2 Dashboard 1 Dashboard

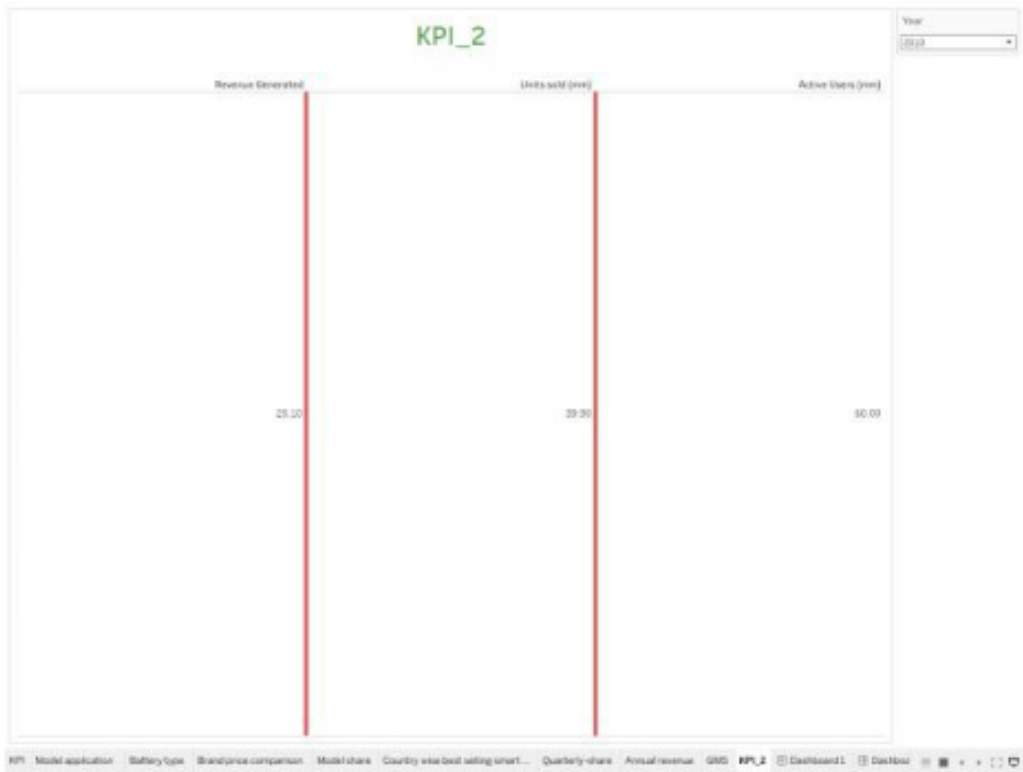
## Annual Revenue

Year

2022



XPI Model application Battery type Brand price comparison Model share Country wise best selling smart... Quarterly share Annual revenue QMS XPI\_2 Dashboard 1 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.