

BACHELOR OF SCIENCE IN PHYSICS

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Data Analytics with Tableau

I Revolution – iPhone's
impact in India

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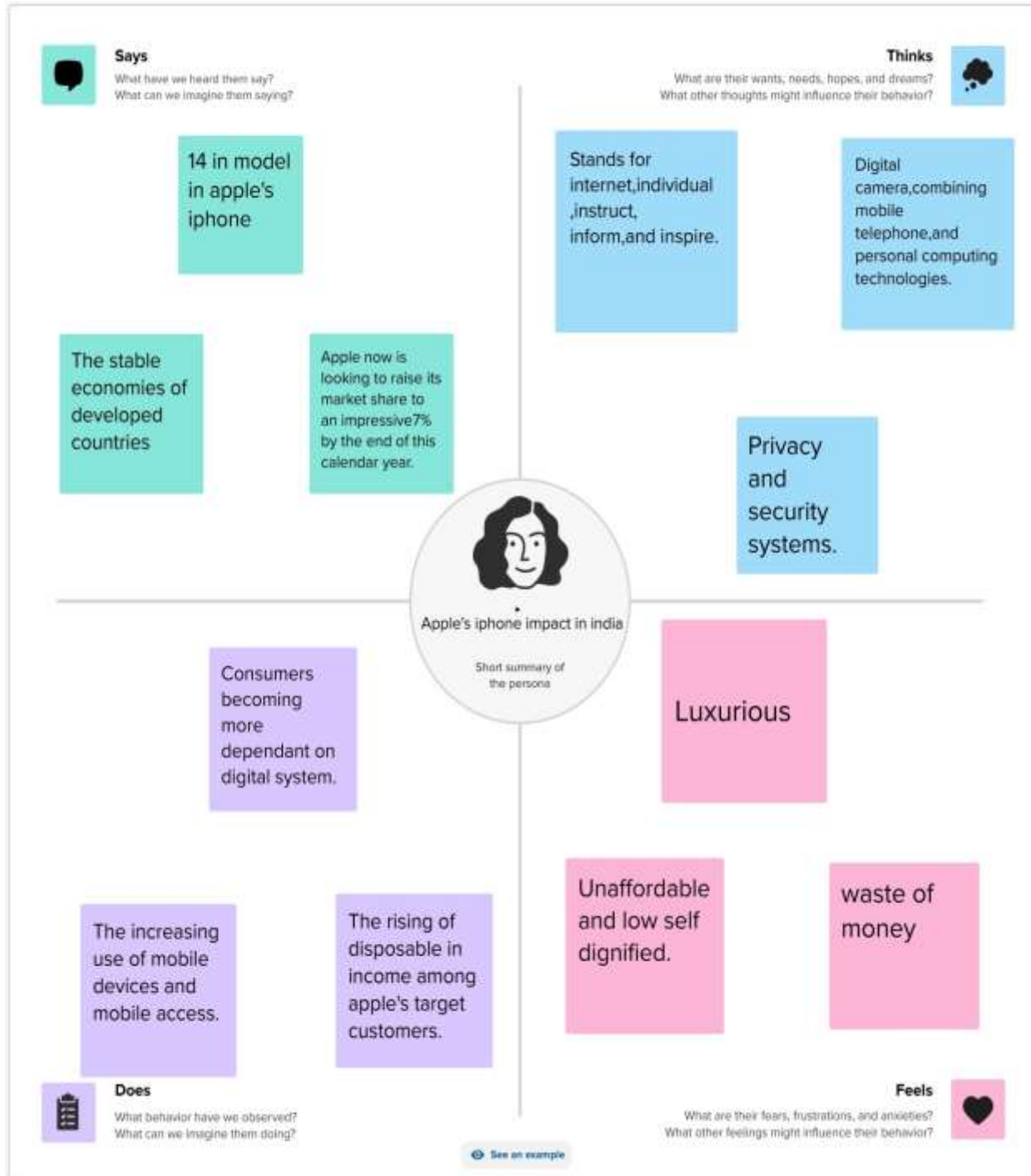
Dr. P. Jagdish

INTRODUCTION OVERVIEW

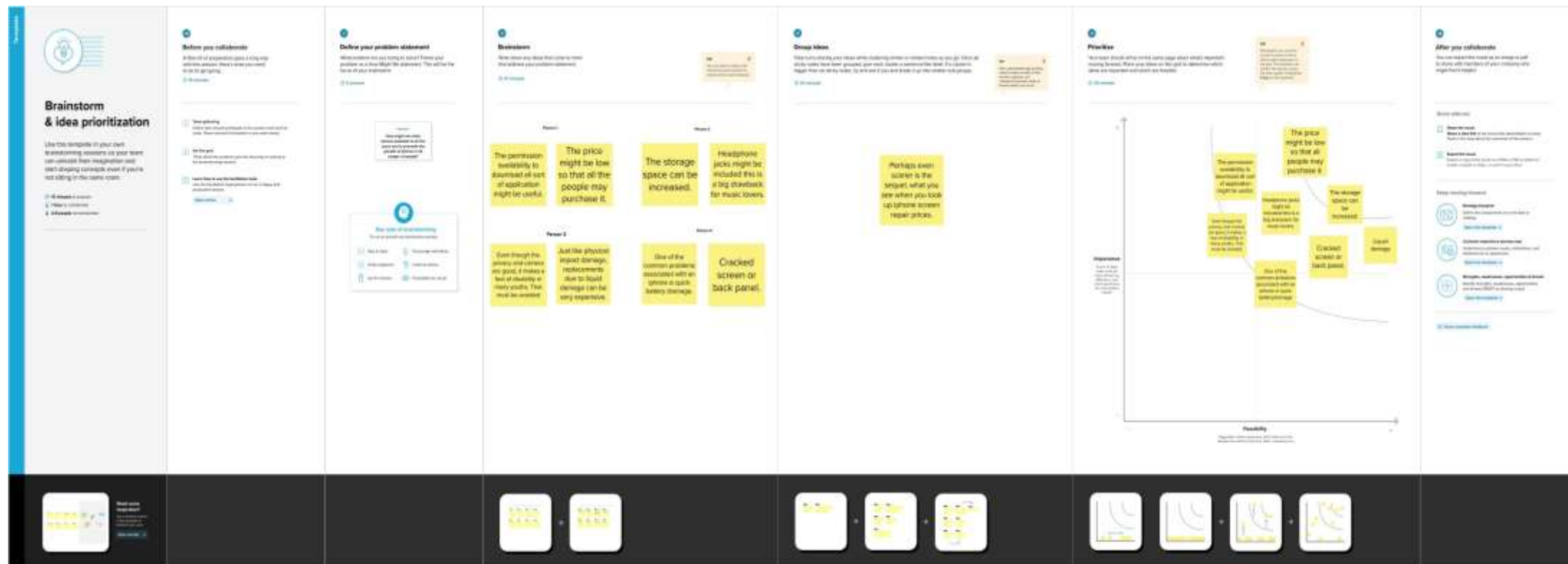
- The objective of this study is to obtain a thorough understanding of how Apple's iPhone would affect the Indian market. In particular, we want to investigate the market penetration of iPhones in India, comprehend consumer preferences and decision-making processes, and assess the social and economic effects of iPhone adoption. We aim to offer insights that can direct strategic decisions for Apple and other stakeholders active in the Indian smartphone industry by leveraging data analytics and visualizations using Tableau.

PURPOSE

- 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 iPhone. 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 analyzing large datasets.



EMPATHY MAP



BRAINSTORMING MAP

RESULTS

Dashboard 1:

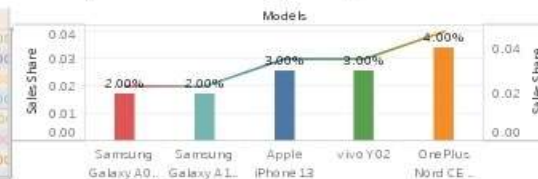
KPI

Brand	Discount Percentage	Mrp	Number Of Reviews	Sale Price
Apple	0	49,900	356	49,900

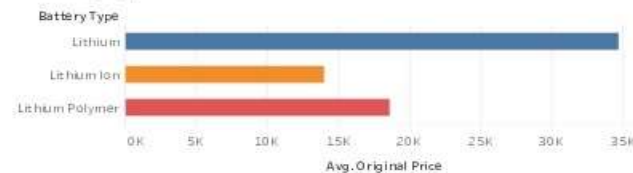
Modal specification

Model	Processor	Front Camera	Rear Camera	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	92,800
				Red	92,800
				White	92,800
				Yellow	42,900
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	199,700
				Blue	59,900
				Green	74,900

Country wise best selling smartphone



Battery type distribution



Annual revenue



Upc

MOBEXRGV7EHHTGUH

Brand

All

Brand

MOTOROLA

Battery Type

Lithium
Lithium Ion
Lithium Polymer

Year
2006 2022

Country

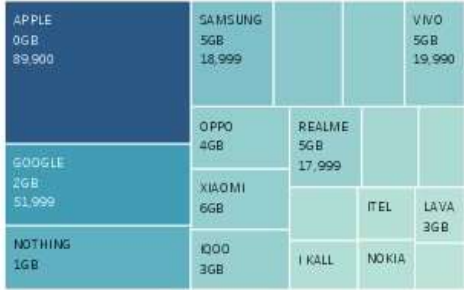
India

Models

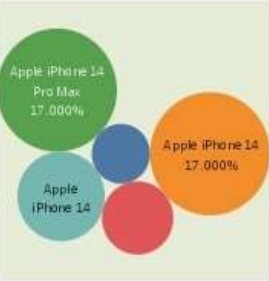
Apple iPhone 13
OnePlus Nord CE 2 Lite 5G
Samsung Galaxy A03 Core
Samsung Galaxy A14 5G
vivo Y02

Dashboard 2:

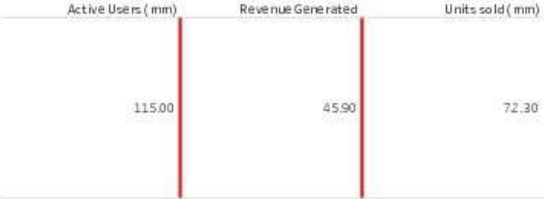
Brand price comparison



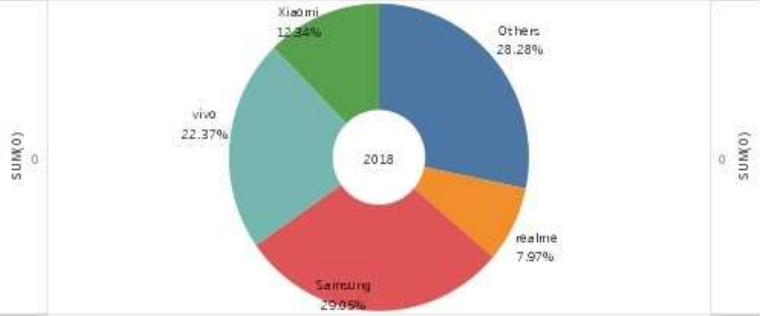
Model share



KPI_2



Quarterly share



Global Marketing Share



- Models
- Apple iPhone 13
 - Apple iPhone 14
 - Apple iPhone 14 Plus
 - Apple iPhone 14 Pro
 - Apple iPhone 14 Pro ...
- Year
- 2018
- Brand
- Others
 - realme
 - Samsung
 - vivo
 - Xiaomi
- Year
- 2011
- Country
- India

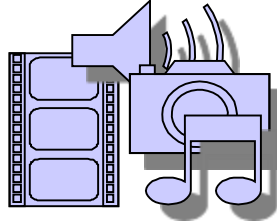
ADVANTAGES



1. User-Friendly Interface- The iPhone has an intuitive user interface that makes it easy to navigate. The touch screen interface is easy to use, and the iPhone's smooth operating system is simple to learn and use.



2. High-Quality Display- The iPhone's Retina display is one of the best in the market. With a density of over 300ppi, pictures and videos appear clear and crisp. This high-quality display is perfect for streaming TV shows, movies, and graphic-intensive games.



3. Advanced Camera- iPhone devices have some of the best cameras in the market. They have been known to produce stunning images and videos of the highest quality. They also come with image stabilization features that help reduce blur and take better pictures in low light.



4. Apps Ecosystem- The App Store is unparalleled in terms of access and ease of use. With millions of apps to choose from, users have access to a plethora of tools, games, and services that cater to their needs.



5. Seamless Integration with other Apple devices- The iPhone has a seamless integration with other Apple devices such as MacBook, iPad, and Apple Watch. It allows users to access and transfer data across multiple devices..

DISADVANTAGES



1. Cost: The iPhone is one of the most expensive smartphones on the market. High-end models can cost over \$1000, which makes it a luxury item for many people.



2. Non-Removable Battery: The iPhone's batteries are non-removable, which means that users cannot replace them.



3. Limited Customization: One of the disadvantages of the iPhone is that it has limited customization options.



4. No Expandable Storage: Another disadvantage of the iPhone is that it has no expandable storage options. Users have to purchase iPhones with larger storage capacities, which can be costly.



5. Fragility: The iPhone is known to be fragile and prone to breaking if dropped. Many users have reported cracking or shattering their screens after accidentally dropping their devices.

CONCLUSION

- The main conclusion that can be drawn is we found to be the most interesting about Apple is how they are very innovative and early adapters. Apple is usually the first company to come out with a new product line before anyone else. This is very risky but it seems to be working to Apple advantage. This shows that taking risks can sometimes make or break you and Apple has great potential and has a lot to improve. Currently, Apple is demonstrating negative aspects of TNCs, contributing to international debt crisis through exploitation of workers.

In a way, Apple is promoting debt crisis in LDCs by accessing their labour and raw materials on the cheapest possible terms. If it is willing to play the role of a beneficial TNC, the global economy can certainly benefit. Furthermore, people in the least developed countries, and the environment, will benefit as well. This requires a change from all stakeholders: the company itself, the consumers, the shareholders, and the workers. It is important for a TNC to progress towards beneficial behaviour because this can determine people's view on progressing towards further globalization, as influenced by neo liberalism.