I REVOLUTION: A DATA DRIVEN EXPLORATION OF APPLE IPHONE IMPACT IN INDIA

INTRODUCTION:

1.1. Overview

Apple's market share has also increased significantly. At the end of Q2 2023, Apple registered a 61.1% growth year-on-year, which now gives it around 5.5% share of India's smartphone market. This is also the quarter in which Vivo (16%) overtook Samsung (15.7%) to take the lead of the market share.

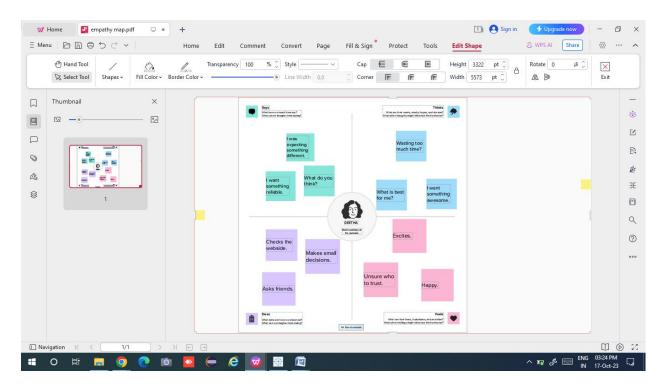
1.2. purpose:

Apple's sales in India hit a new high of about \$6 billion in the fiscal year, up nearly 50% from a year earlier, showcasing the increasing importance of iPhones in a country that emerged to the fastest growing major economy.

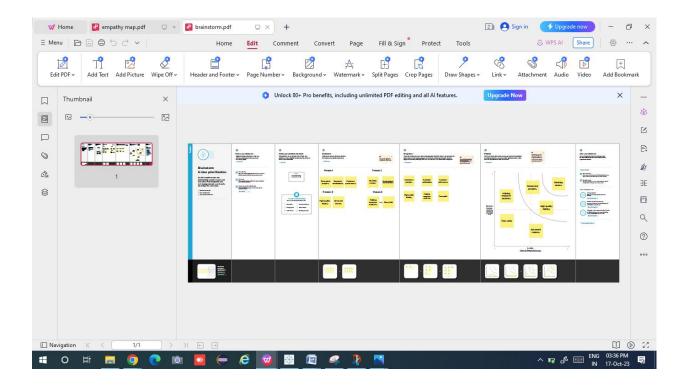
2. PROBLEM DEFINITION AND DESIGN:

THINKING:

2.1. EMPATHY MAP:



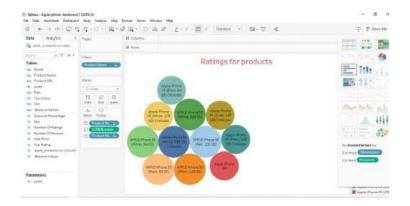
2.2. IDEATION AND BRAIN STROMING MAP:

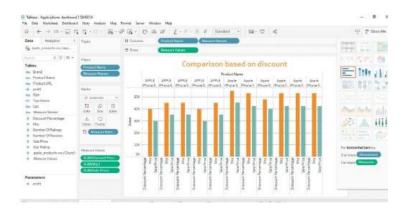


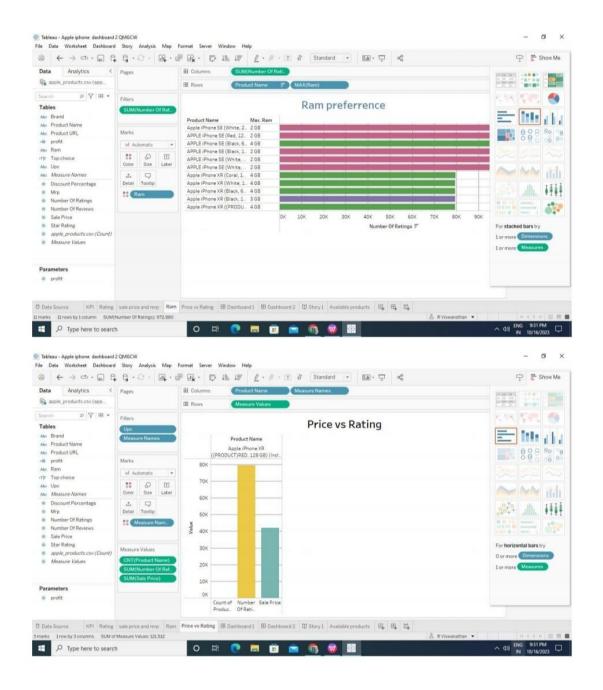
3.RESULT:

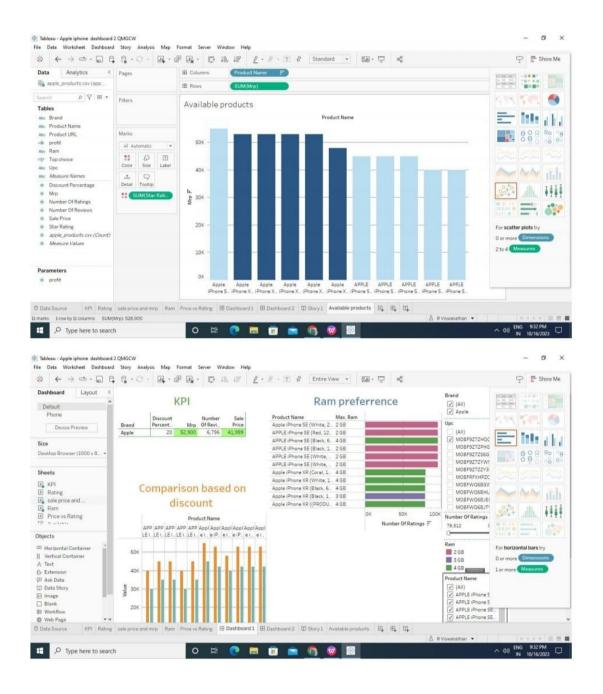
corponehote

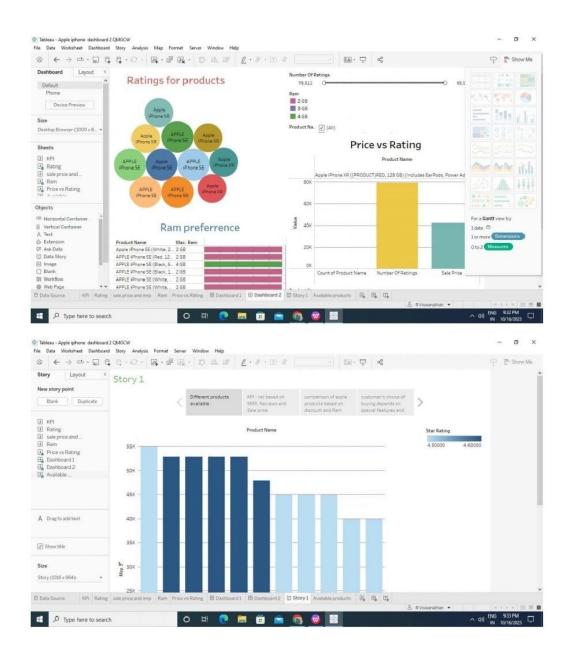












4.ADVANTAGES & DISADVANTAGES:

4.1. ADVANTAGES:

Better Performance.

Easy to Use.

Timely OS Update.

Security and Privacy.

Third-party App Security.

No Bloatware.

Family Sharing.

The Apple Ecosystem.

4.2. DISADVANTAGES:

The following are some drawbacks of iPhones versus Android devices: Price: iPhones are renowned for having high sticker prices. They frequently cost more than many Android phones with comparable or superior hardware specifications. For buyers on a tight budget, this higher price may be a major detriment.

5.APPLICATION:

IPhone manufacturing in India allows Apple to bypass hefty import duties, thereby reducing the cost of the product for the Indian consumer. This move makes the brand more accessible to a broader demographic within the country, where price sensitivity is a key factor in consumer decisions.

6.CONCLUTION:

The substantial demand for iPhones in India, despite their high price, is a testament to their exceptional quality, status symbol reputation, and superlative user experience.

7.FUTURE SCOPE:

As a result, iOS App Development must keep track of these technological changes to provide a seamless experience for users. IoT, Machine Learning, Artificial Intelligence, and Augmented Reality are just a few of the latest technologies on which they can improve their knowledge.