

IRREVOLUTION: A DATA DRIVEN EXPLORATION OF APPLES IPHONES IMPACT IN INDIA

[Analysis with Tableau]

Project submitted to Bharathiyar university for naan mudhalvan scheme For the award of the degree of

B.sc. PHYSICS

Submitted by

III B.Sc.Physics Students

PRABHA .A (team leader)

KARTHICK.A

PRAVEEN KUMAR .P

SANTHOSH .A

Under the Guidance of

Dr.R sathyalakshmi, (assistant profesor)



DEPARTMENT OF PHYSICS
CHIKKAIAH NAICKER COLLEGE
(Affiliated to Bharathiyar University)
ERODE-638004

1.INTRODUCTION:

Overview:

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.

Apple has a special chance to increase its market share and develop a significant presence in India thanks to the country's large population and rising smartphone adoption. Each new iPhone model unveiling generates excitement and anticipation among Indian buyers. By utilizing the plethora of information

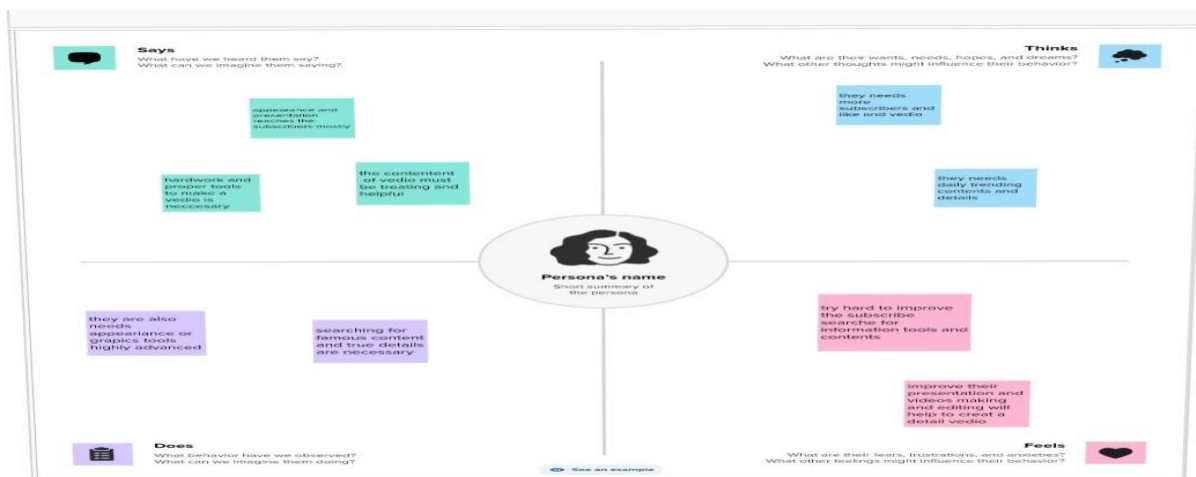
Already accessible, this research aims to go beyond conjecture and anecdotal evidence in order to develop a thorough knowledge of the effects of the iPhone.

PURPOSE:

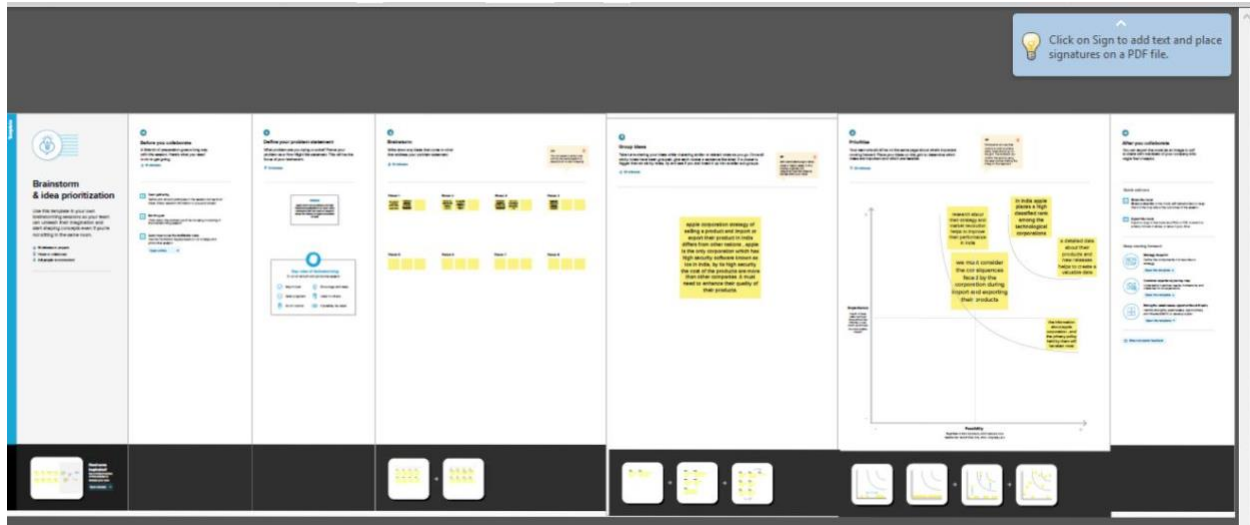
This analysis helps us to see insights and meaningful data that we might not otherwise detected from iphones impact in india.

2.PROBLEM DEFINITION & DESIGN THINKING :

1.EMPATHY MAP:



IDEATHON & BRAINSTORMING MAP :



DATA SET :

[click to download](#)

TABLEAU PUBLIC PROFILE LINK:

[click here](#)

DASHBOARD :



STORY:



DISADVANTAGES :

Drawbacks of interactive data visualizations

Interactive data visualizations come with some drawbacks, such as requiring more time, effort, and skills to design, develop, and maintain than static charts, and potentially increasing the complexity and cost of the data analysis process.

Tableau Prep Limitations

Scalability: Tableau Prep may not be the best choice for large-scale data integration projects, as it is designed primarily for small to medium-sized data preparation tasks. **Limited output options:** Tableau Prep does not natively support exporting data directly to all data sources.

CONCLUSION :

Analysing data gathered from the data source using tableau gives

A clear idea about how the data works.visualised data are easily explains the impact of iphone in india .it gives a clear problem understanding