



iRevolution: A Data-Driven Exploration of Apple's iPhone Impact in India

***Project Based Experimental Learning
Program***



***iRevolution: A Data-Driven Exploration of Apple's
iPhone Impact in India***

BACHELOR OF SCIENCE

IN

MATHEMATICS

BY

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Synopsis:

-  **Introduction**
-  **Problem definition and design thinking**
-  **Result**
-  **Advantages and disadvantages**
-  **Applications**
-  **Conclusion**
-  **Future scope**
-  **Appendix**



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Introduction:

Overview:

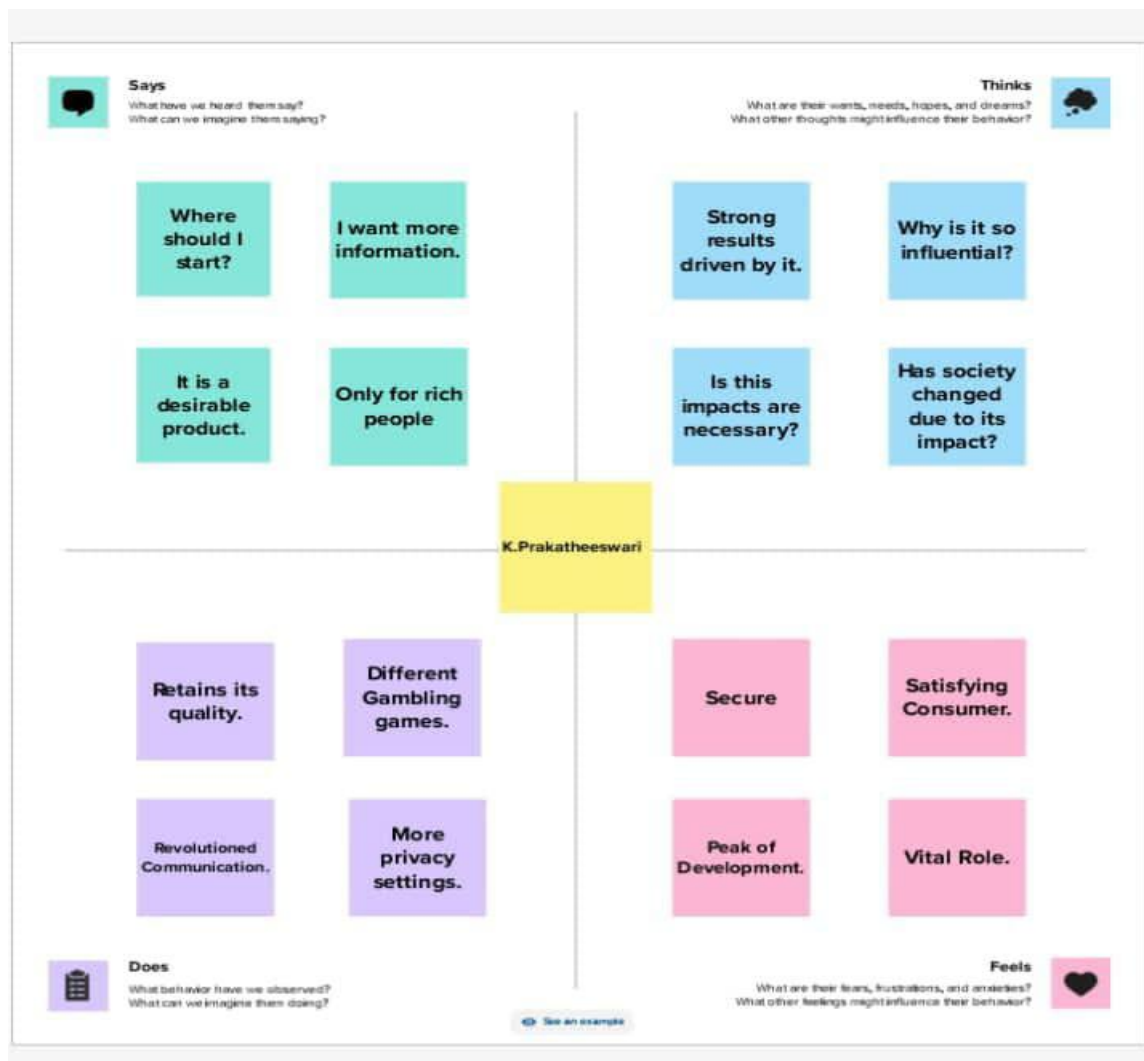
- **Apple Incorporated company is one of the world ad deals majorly in manufacturing and selling of consumer electronics, company, software and other online services.**
- **It is A Global company that originated in California USA.**
- **The founders of the company are the world renowned Steve jobs with Steve Wozniak and Ronald Wayne.**
- **Apple is the second largest phone manufacturing in the world after Samsung.**
- **Apple started with manufacturing and selling personal computer but has now expanded into many sectors.**
- **In fact Apple Inc is the largest IT company in the world.**

Purpose:

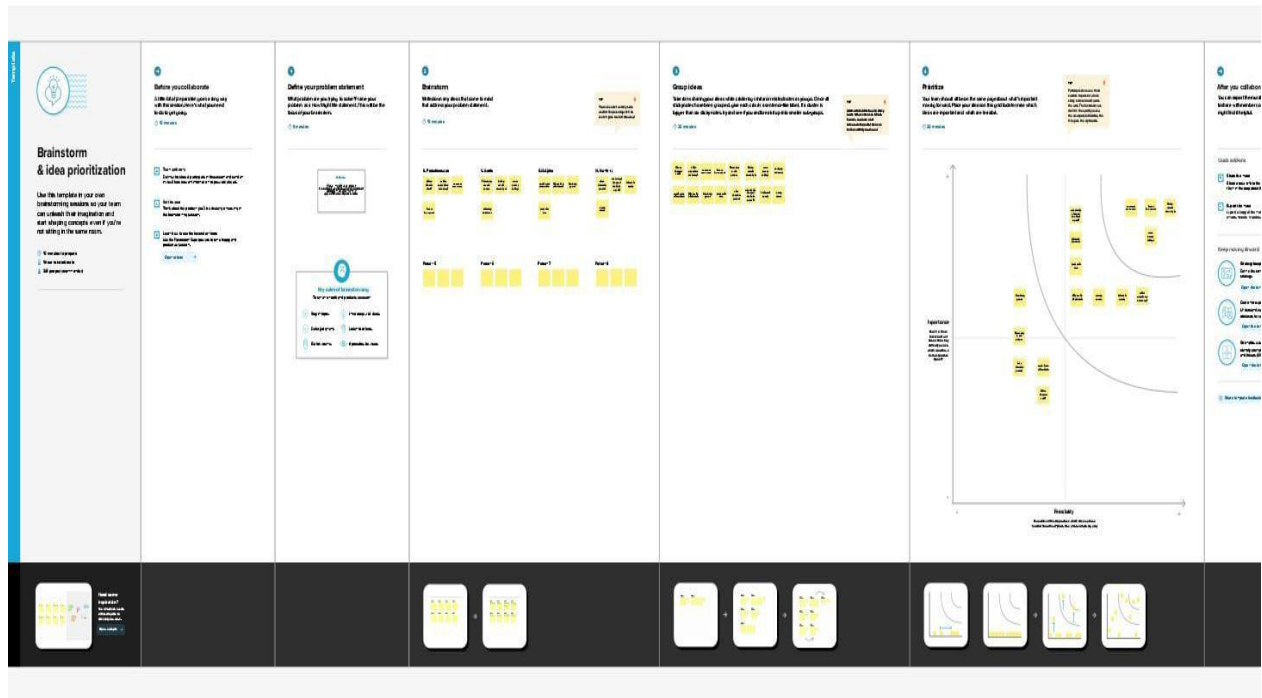
In this project we are trying to analysis the exploration of Apple's iPhone Impact in India.

Problem Definition & Design Thinking:

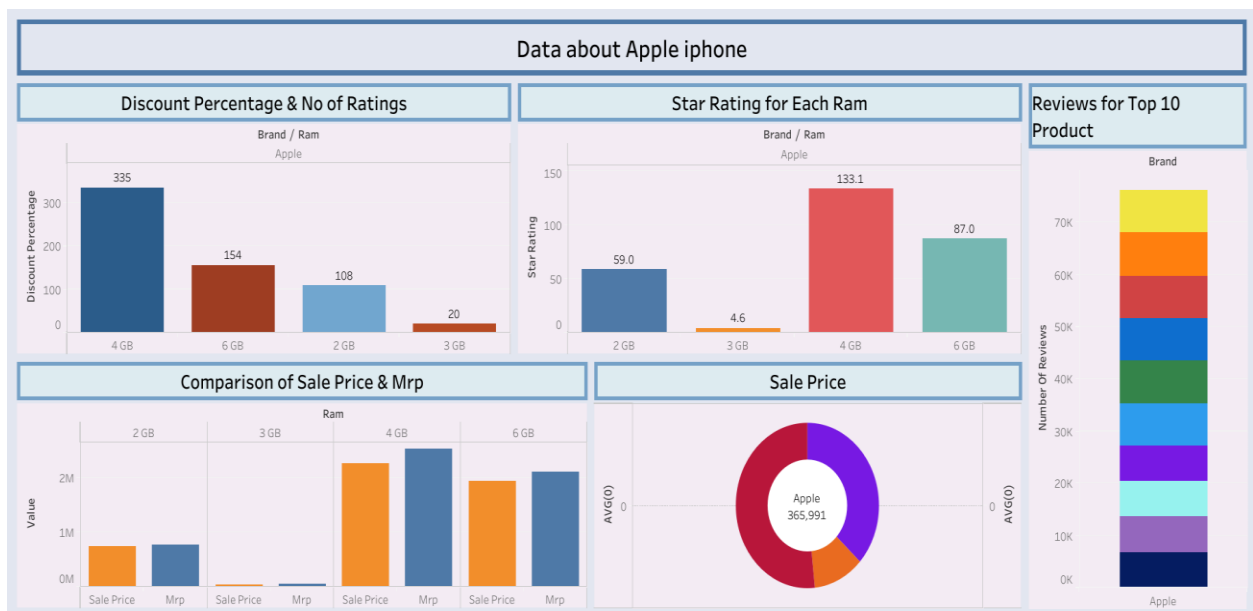
Empathy map:



Ideation & Brainstorming Map:



Result:

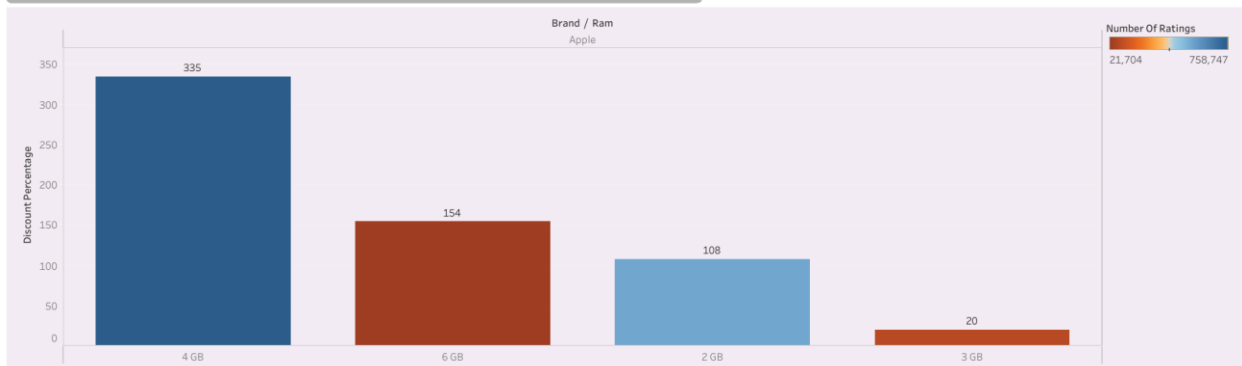


Data about Apple iphone

This visualization explains about Discount Percentage and Number of Ratings. Discount Percentage for 4GB Ram is the Highest of all. In Apple Brand, 4GB Ram has the highest n..

This bar diagram represents the Star Rating for each Ram. Star Rating for 6GB Ram is lower than 4GB Ram. 4GB Ram has the highest Star Rating.

This diagram show the Reviews for Top 10 Product. In Apple Brand, Three Products has the same number of reviews.

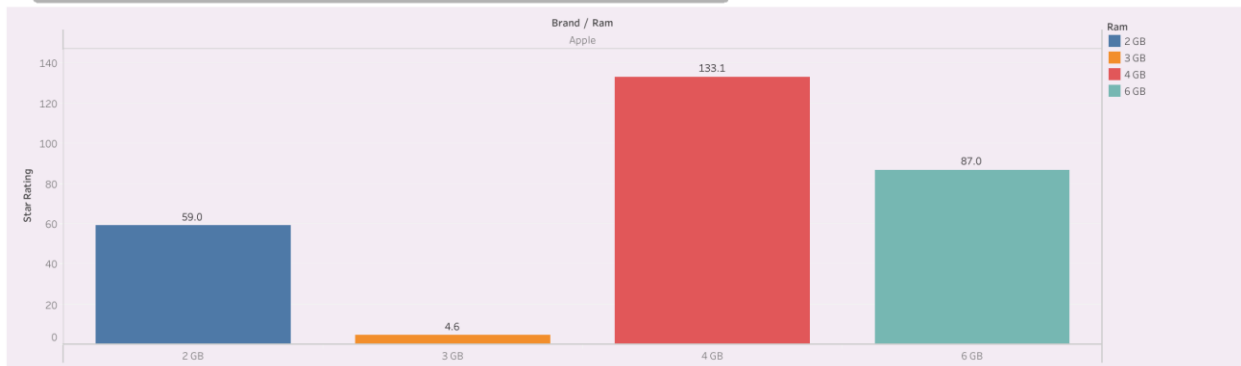


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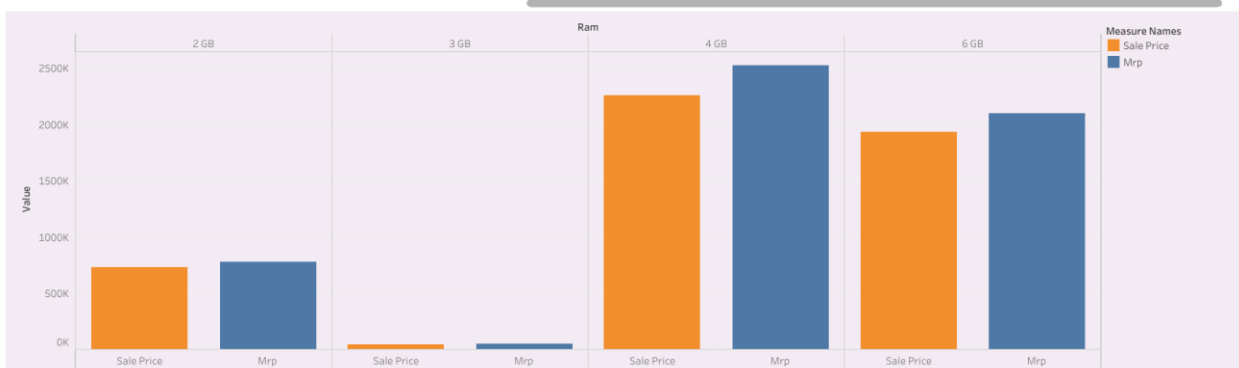


Data about Apple iphone

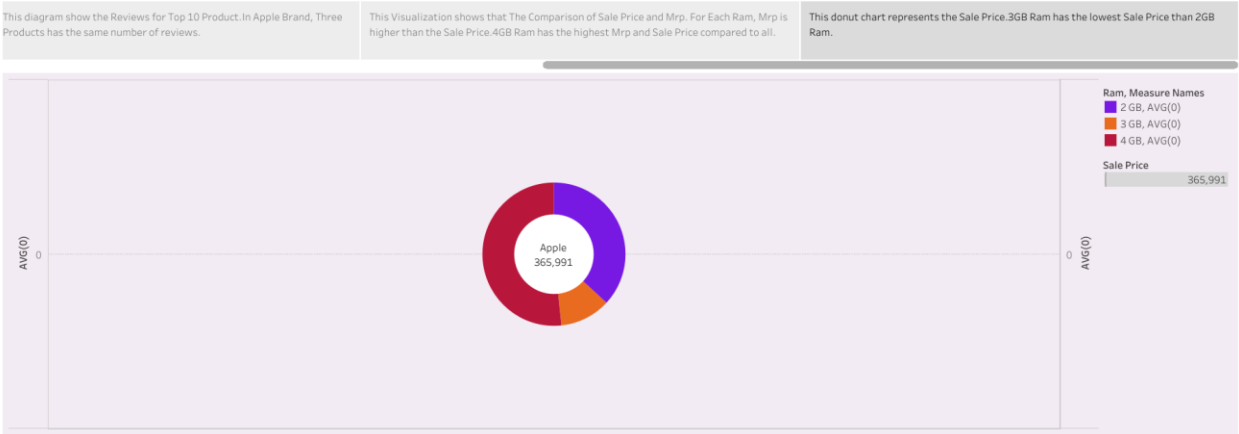
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This Visualization shows that The Comparison of Sale Price and Mrp. For Each Ram, Mrp is higher than the Sale Price. 4GB Ram has the highest Mrp and Sale Price compared to all.

This donut chart represents the Sale Price. 3GB Ram has the lowest Sale Price than 2GB Ram.



Data about Apple iphone



Data about Apple iphone



Advantages & Disadvantages:

Advantages:

- **Job creation:** Apple's presence in India will create job opportunities for local people in various sector such a manufacturing supply chain management, retail and customer service.
- **Economic growth:** Apple's investment in India can boost the country's economy by increasing the production of iPhone and other Apple products, which can lead to increased exports and foreign exchange earnings.
- **Technology transfer:** Apple's presence in India can facilitate the transfer of technology and know-how which ca enhance the country's technology capabilities and innovation potential.
- **Improved infrastructure:** Apple's investment I India can contribute to the development of the country's infrastructure, such as manufacturing facilities, research and development centers and retail stores.

Disadvantages:

- **Dependence on foreign investment:** India may become overly dependent on foreign investment, such as Apple's, which can lead to economic and political vulnerability.
- **Unequal distribution of benefits:** The benefits of Apple's investment may not be evenly distributed among the Indian population with some people benefiting more than others.
- **Increased competition for local companies:** Apple's entry into the Indian market can increase competition for local companies.
- **Environmental concerns:** Apple's products manufacturing processes and supply chain management practices may have negative environment impacts in India, such as air and water pollution and depletion of natural resources.

Applications:

- **Apple Inc. has improved its iPhone on multiple fronts including a slick hardware design, faster processor, better resolution displays and significantly improved camera modules.**
- **Together, all these improvements in the latest iPhone 6 and plus are designed to provide a great experience to the user.**
- **The biggest challenge for the company is to entice consumers to upgrade to new devices. And this is not just an Apple problem; it is an industry issue at large.**
- **Apple has introduced a new sensor in the iPhone's camera module. And, it has already introduced a new biometrics sensor in the previous generation of the device.**

Conclusion:

- **Apple is one of the biggest electronic gadgets Industry in the world. It has posted revenue of 5708 billion.**
- **Established in 1976, Apple has its network around the world. It is the first company to launch Ipad and Iphone.**
- **It is a public oriented company & has computer hardware and software, Electronic industries as well.**
- **Head quarters are at U.S & has highest services all over the globe.**
- **In spite of high strengths company's high prices product faulty battery backups of laptops and mobile phones prove a drawback for company as well as its products.**

Future scope:

- **“Apple has plans to increase production in India to over \$40 billion in the next 4-5 years”.**
- **“It has crossed \$7 billion in the last fiscal,” a government official quoted by the news agency said.**
- **Apple is already manufacturing iPhones in India and has plans to start manufacturing AirPods from next year.**



THANK YOU