



**LRG ARTS COLLEGE FOR WOMEN, TIRUPUR**

**DEPARTMENT OF MATHEMATICS**

**Course Name: Data Analytics with Tableau**

**Academic Year: 2023 – 2024**

A project report entitled as

**“Unlocking Insights into the Global Air Transportation Network with Tableau”**

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**L.R.G. ATRS COLLEGE FOR WOMEN**

# **IRevolution: A Data-driven Exploration of Apple's iPhone Impact in India**

## **1.INTRODUCTION**

### **1.1 Overview**

The impact of Apple's iPhone in India has been substantial, driven by a combination of factors including brand appeal, technological advancements, and strategic market penetration. This overview presents a data-driven exploration of the iPhone's impact in India, examining key aspects such as market share, consumer preferences, economic contributions, and the influence on the local smartphone industry. Through statistical analysis and trend assessments, we aim to elucidate the transformative effects the iPhone has had on the Indian tech landscape and its implications for Apple as well as the Indian economy. By examining quantitative data and market trends, we aim to provide a comprehensive understanding of how the iPhone has shaped the Indian smartphone market and consumer behavior over time.

The impact of Apple's iPhone in India has been a subject of significant interest and analysis in recent years. Apple, a global technology giant, is known for its innovative products, including the iPhone, which has revolutionized the smartphone industry. India, with its vast population and growing middle class, represents a crucial market for Apple. This analysis aims to provide a data-driven exploration of the iPhone's impact in India, focusing on various aspects such as market penetration, economic implications, consumer behavior, and the broader technological landscape. By delving into data and trends, we seek to understand

how the iPhone has influenced the Indian market and its implications on the tech



Industry and society at large.

## **1.2 Purpose**

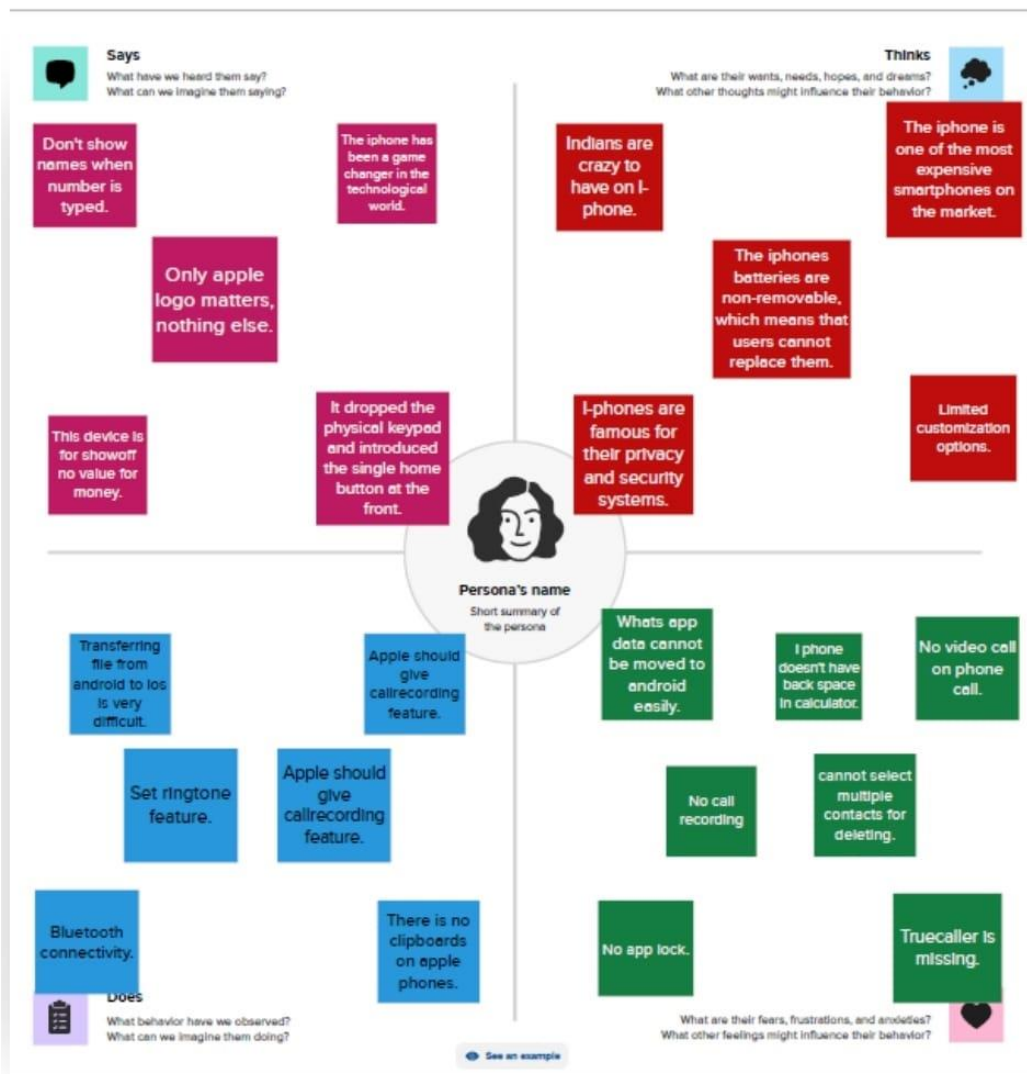
A data-driven exploration of Apple's iPhone impact in India would involve analyzing various aspects, such as market share, sales trends, user demographics, economic impact, app development, and its influence on the smartphone industry in the country. This analysis could help understand the role of iPhones in India's tech landscape and its implications on consumers and the economy.

Exploring the impact of Apple's iPhone in India involves analyzing various data points such as market share, consumer behavior, economic implications, and technological advancements. The purpose could be to understand its influence on the Indian smartphone market, economic growth, cultural adoption, and implications for tech industry trends.

The purpose of a data-driven exploration of Apple's iPhone impact in India could be to analyze and understand the specific influence, market penetration, consumer behavior, economic impact, or technological advancement that iPhones have had in the Indian market.

## 2.PROBLEM DEFINITION AND DESIGN THINKING

### 2.1 Empathy Map



## 2.2 Ideation & Brainstorming Mapping

### 1 Define your problem statement

What problem are you trying to solve? Phrase your problem as a how might we statement. This will be the focus of your brainstorm.

→ [Learn more](#)

### 2 Brainstorm

Write down any ideas that come to mind that address your problem statement.

→ [60 seconds](#)

**Tip:**  
You can generate a sticky note and try to generate 100 ideas in 60 seconds!

**Problem:**

The place is one of the best places to eat, but the service is terrible. How might we improve the service so that the place is one of the best places to eat in the city?

**Person 1:**

- 1. Hire more staff
- 2. Hire more staff
- 3. Hire more staff
- 4. Hire more staff
- 5. Hire more staff

**Person 2:**

- 1. Hire more staff
- 2. Hire more staff
- 3. Hire more staff
- 4. Hire more staff
- 5. Hire more staff

**Person 3:**

- 1. Hire more staff
- 2. Hire more staff
- 3. Hire more staff
- 4. Hire more staff
- 5. Hire more staff

**Person 4:**

- 1. Hire more staff
- 2. Hire more staff
- 3. Hire more staff
- 4. Hire more staff
- 5. Hire more staff

**Key rules of brainstorming**

It can be fun and produce great ideas!

- 1. No judgement
- 2. No criticism
- 3. No evaluation
- 4. No criticism
- 5. No evaluation

**Person 1:**

- 1. Hire more staff
- 2. Hire more staff
- 3. Hire more staff
- 4. Hire more staff
- 5. Hire more staff

**Person 2:**

- 1. Hire more staff
- 2. Hire more staff
- 3. Hire more staff
- 4. Hire more staff
- 5. Hire more staff

**Person 3:**

- 1. Hire more staff
- 2. Hire more staff
- 3. Hire more staff
- 4. Hire more staff
- 5. Hire more staff

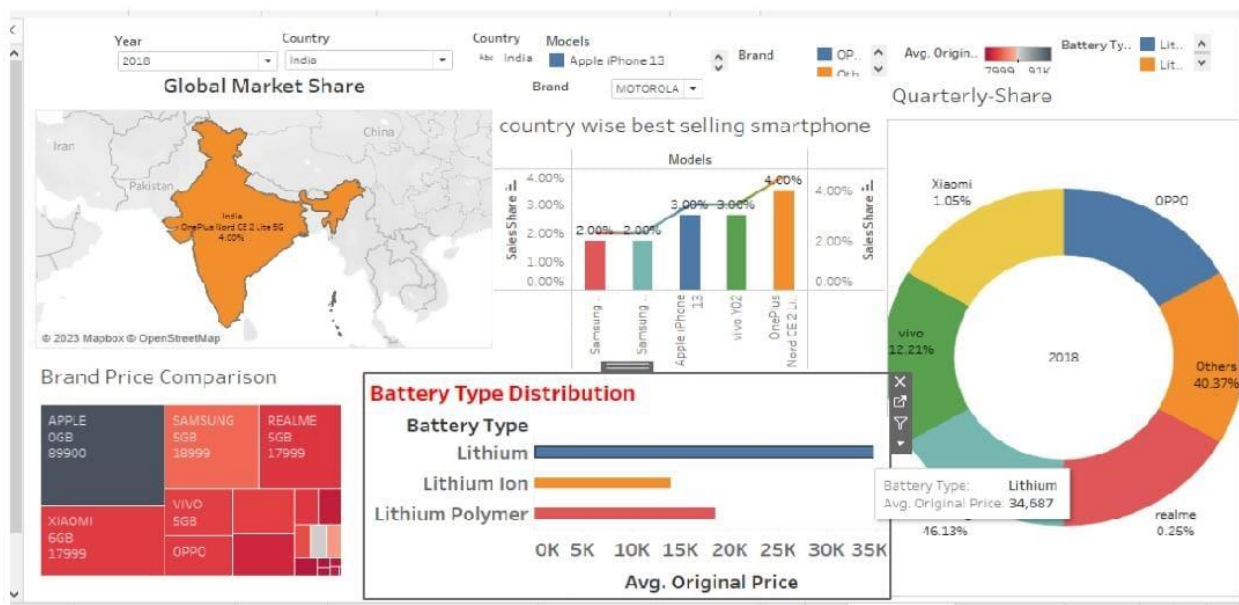
**Person 4:**

- 1. Hire more staff
- 2. Hire more staff
- 3. Hire more staff
- 4. Hire more staff
- 5. Hire more staff

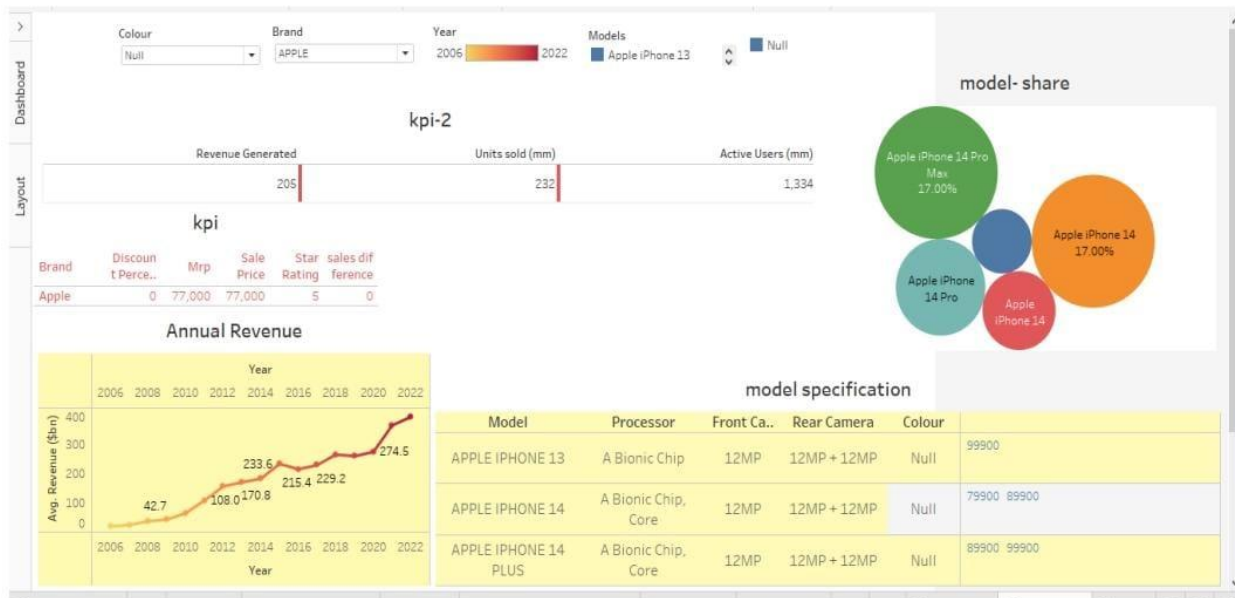


### 3. RESULT

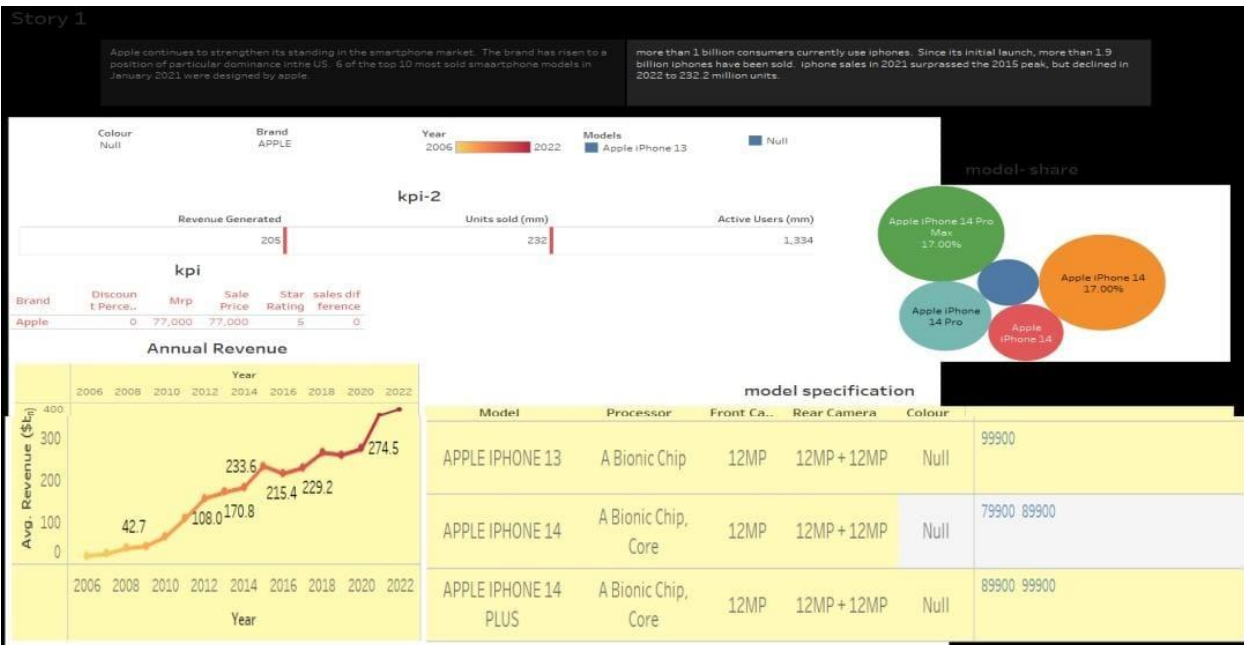
#### Dashboard 1

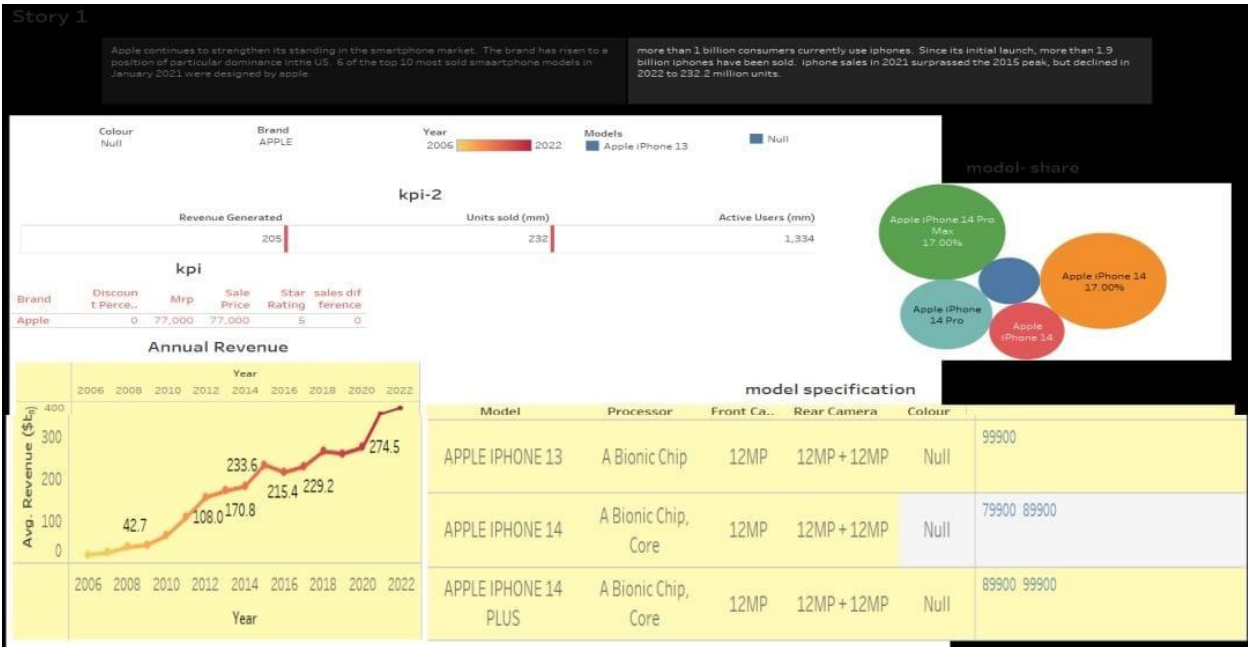


#### Dashboard 2



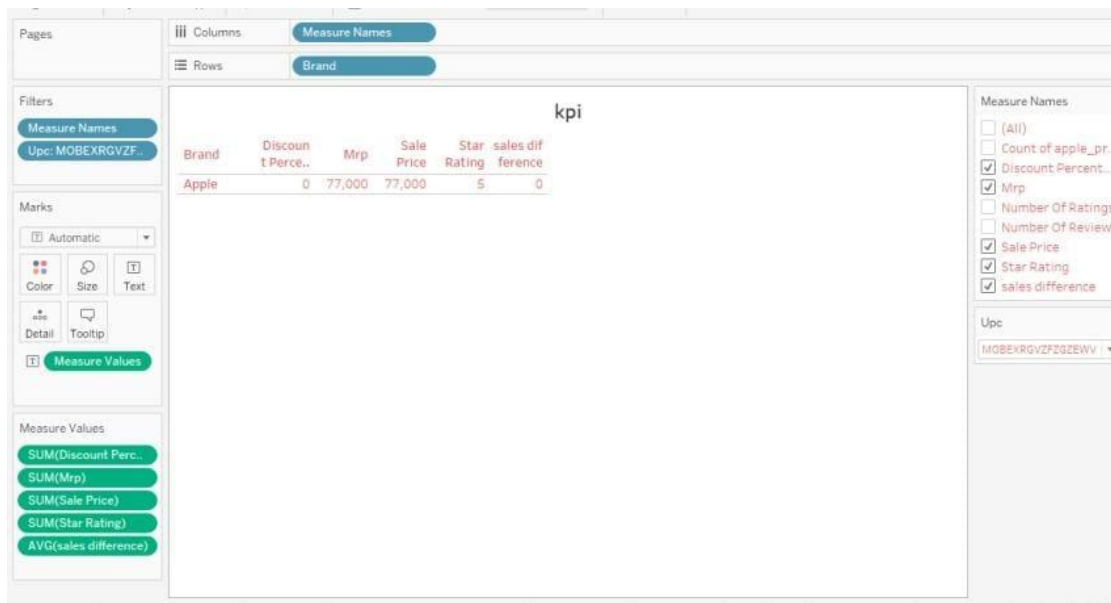
## STORY





## VISUALIZATIONS

### KPI





# MODEL SPECIFICATION

Sheet 2

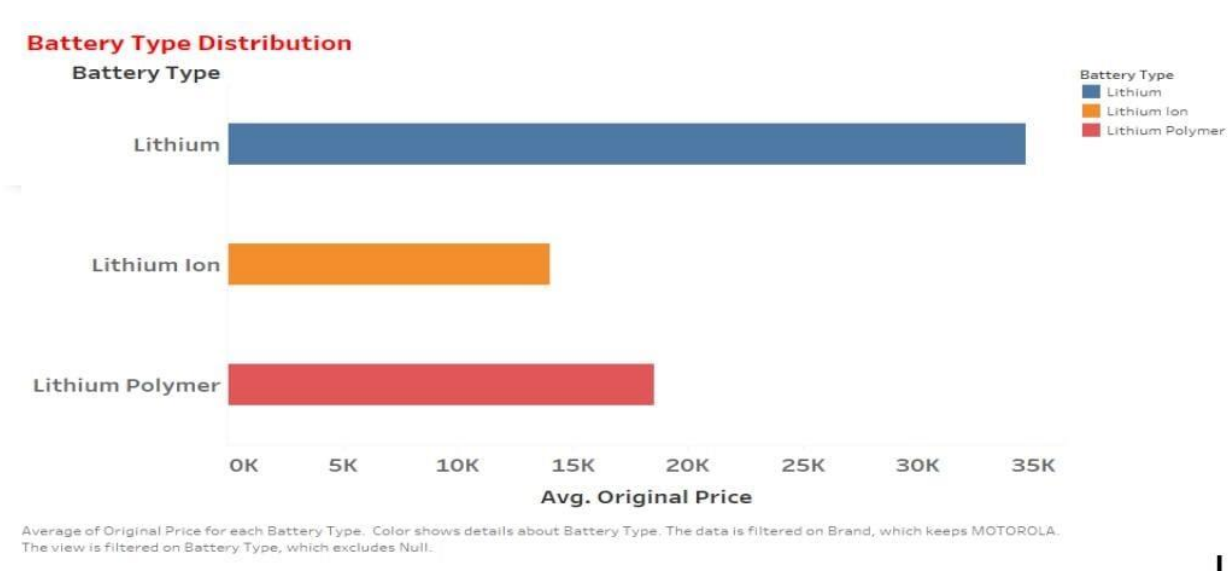
Model	Processor	Front Ca..	Rear Camera	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	43900 48900
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	59900 64900 74900
				Blue	59900
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	74900
				Blue	74900
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	69900 79900
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	79900 109900
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	99900

Black

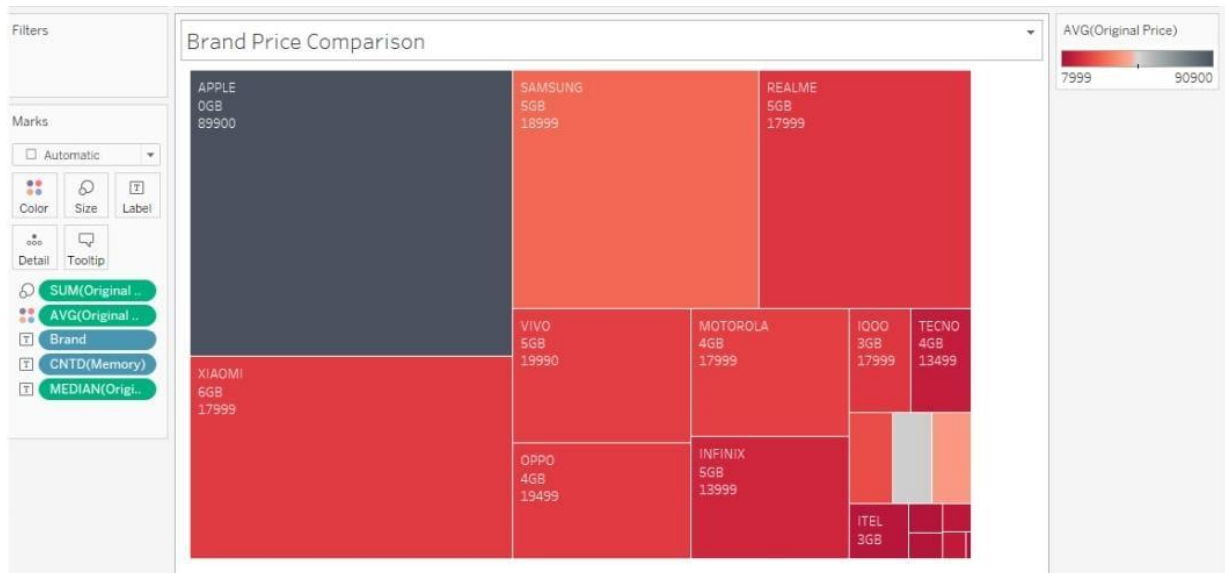
Blue

Original Price broken down by Model, Processor, Front Camera, Rear Camera and Colour. Color shows details about Colour. The data is filtered on Brand, which keeps APPLE. The view is filtered on Colour, which keeps Aqua Blue, Black, Blue, Cool Blue and Couture Blue.

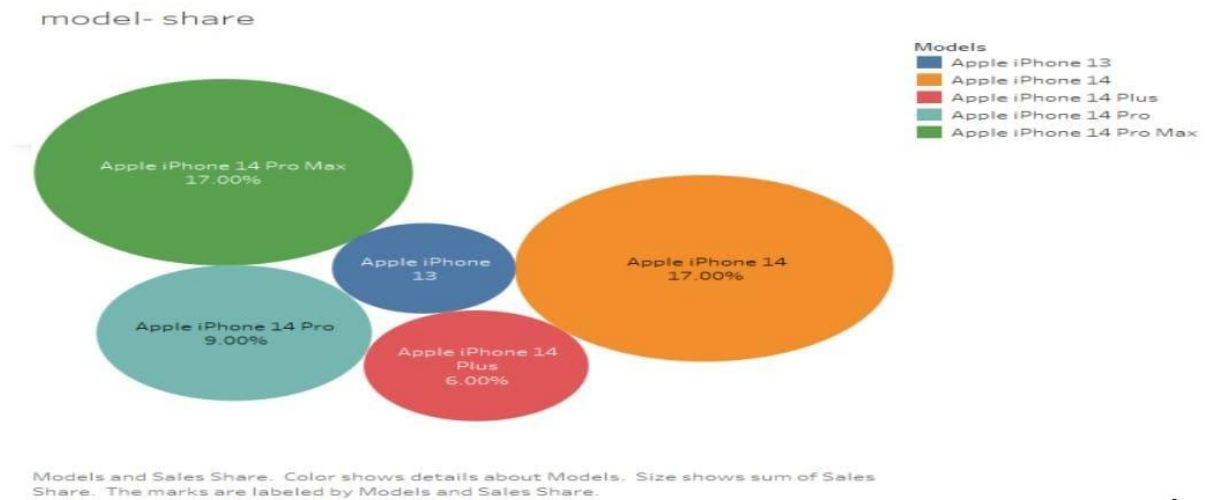
# BATTERY TYPE DISTRIBUTION



# BRAND PRICE COMPARISON



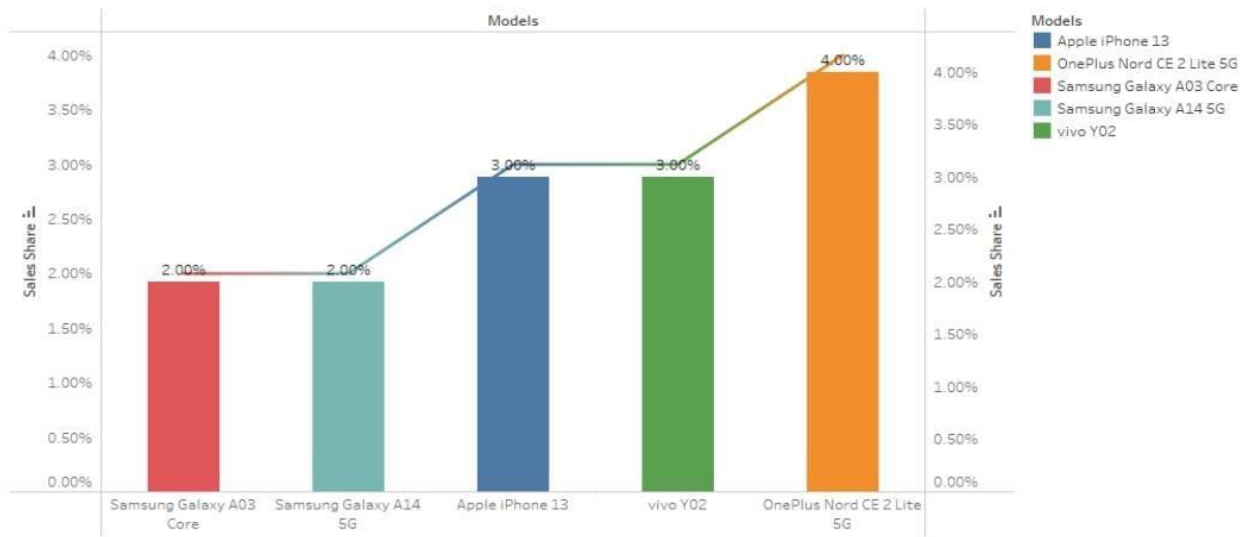
## MODEL-SHARE



I

## COUNTRY WISE BEST SELLING SMARTPHONE

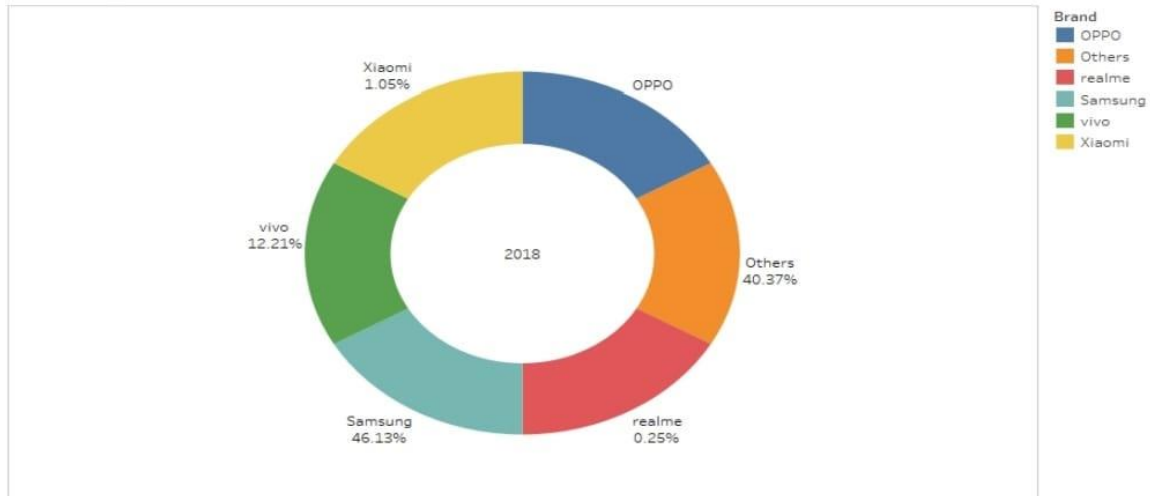
## country wise best selling smartphone



The trends of sum of Sales Share and sum of Sales Share for Models. Color shows details about Models. For pane Sum of Sales Share (2): The marks are labeled by sum of Sales Share. The data is filtered on Country, which keeps India.

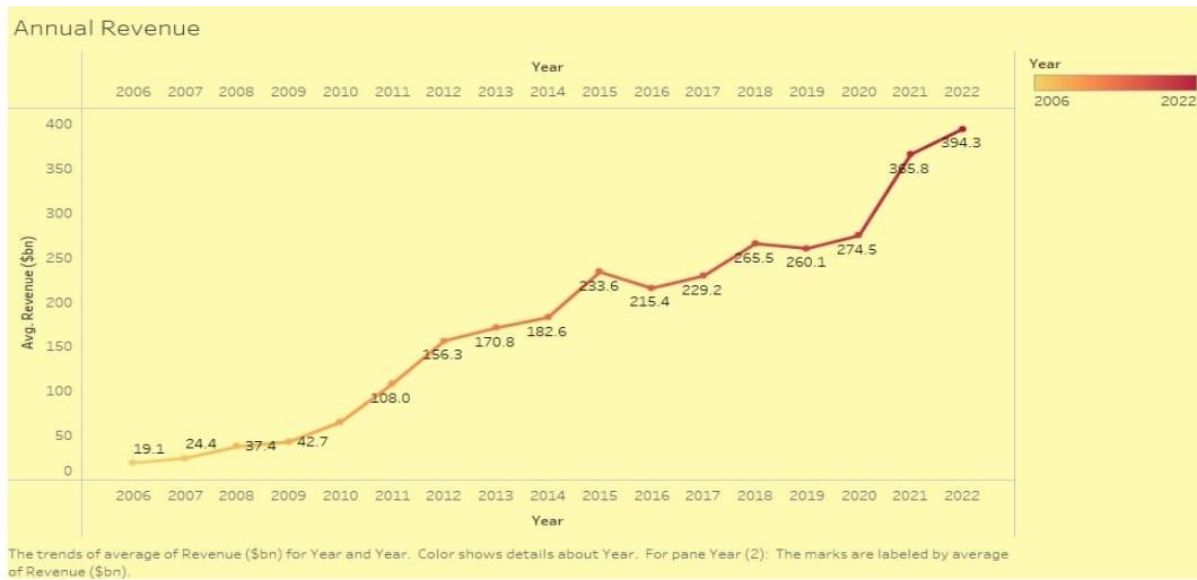
## QUARTERLY SHARE

### Quarterly-Share

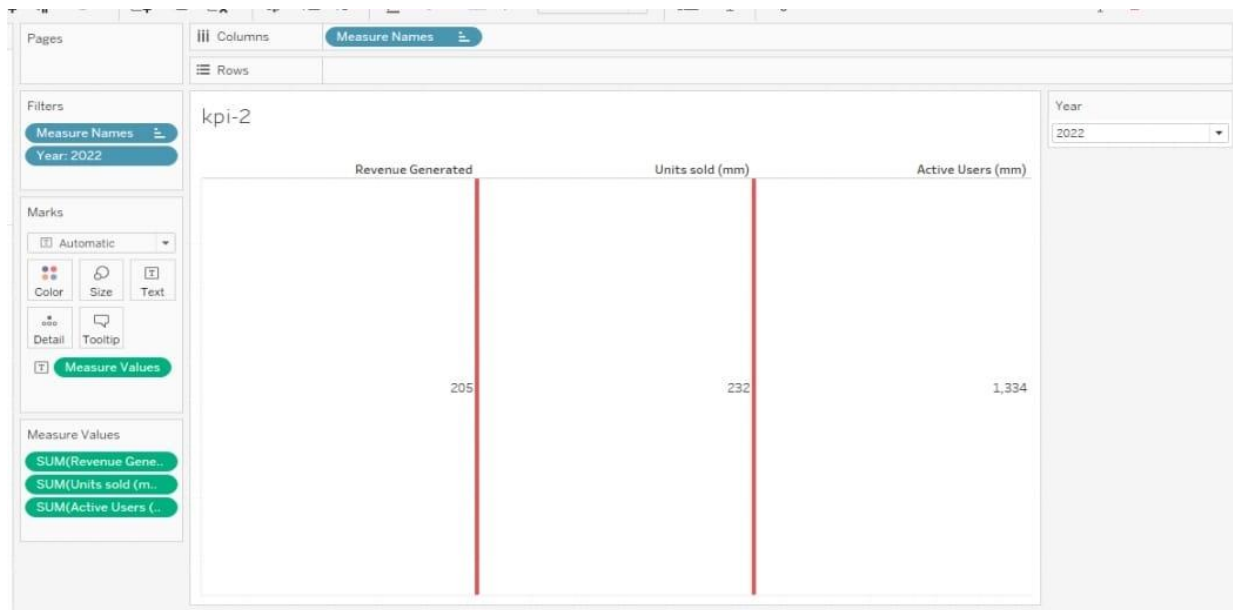


SUM(0) and SUM(0). For pane SUM(0): Color shows details about Brand. The marks are labeled by Brand and % of Total Annual Share. For pane SUM(0): The marks are labeled by Year as an attribute. The data is filtered on Year, which keeps 2018.

# ANNUAL REVENUE



## KPI2



## GLOBAL MARKET SHARE



## 4. ADVANTAGES & DISADVANTAGE

### 4.1 Advantages

#### 1) Premium Brand Image and Aspirational Value:

Apple's iPhone has established itself as a premium and aspirational brand in India, attracting consumers who perceive the device as a status symbol and a mark of sophistication.

#### 2) Economic Contribution:

The iPhone's presence in India has boosted the country's economy through job creation, retail growth, and tax revenue, benefiting various stakeholders in the supply chain.

### 3)Market Penetration and Growth:

Apple's strategic pricing and market entry strategies have led to significant market penetration, capturing a segment of the Indian population seeking high-quality smartphones.



### 4) iOS Ecosystem and User Retention:

The iOS ecosystem, characterized by seamless integration across Apple devices, encourages user retention and loyalty, driving sustained sales and engagement within the Apple ecosystem.

### 5) Technological Innovation and Trends:

Apple's consistent technological advancements in iPhone models set trends in the Indian smartphone market, influencing competitors and shaping consumer expectations for features and functionalities.

## 4.2 Disadvantages

Apple's iPhone has had a significant impact in India, but there are some disadvantages to consider. From a data-driven perspective, these may include:

1. Cost and Affordability: iPhones are often more expensive compared to other smartphones in India, making them less accessible to a large portion of the population.



2. Market Share and Penetration: Android devices dominate the Indian smartphone market due to their variety and affordability, limiting iPhone's overall market share and penetration.

3. Limited Local Customization: iPhones offer limited customization options compared to Android, which may not align well with the preferences and needs of Indian users.

4. Dependency on Apple Ecosystem: Using an iPhone often requires integration with the Apple ecosystem, which can limit interoperability with other devices and services commonly used in India.

5. Repair Costs and Availability: Repairing iPhones can be expensive, and authorized service centers may not be as widely available as for other smartphones brands.

## 5. APPLICATION



Exploring the impact of Apple's iPhone in India involves analyzing various data points such as market share, sales trends, user demographics, economic influence, and technological advancement. This requires access to up-to-date and comprehensive data, which I don't have in real-time. However, I can provide general insights based on information available up to my last training cut-off in September 2021.

The impact of Apple's iPhone in India has been significant, with the company gradually increasing its market share due to a growing middle-class population, aspirational consumer base, and marketing strategies. iPhones are seen as a status symbol in India, appealing to a specific demographic.



To get a more precise and current analysis, I recommend referring to recent market research reports, economic data, and tech industry publications that focus on India's smartphone market and Apple's role within it.

The impact of Apple's iPhone in India is significant, driving changes in consumer behavior, technology adoption, and the smartphone market landscape. The iPhone's appeal lies in its premium brand image, robust hardware, and iOS ecosystem. In India, it has influenced trends like increased smartphone usage for various activities, the growth of mobile app development, and a shift towards higher-end devices. Additionally, Apple's initiatives to manufacture locally and offer affordable models have contributed to a broader user base. Data-driven exploration would involve analyzing sales figures, consumer demographics, app usage patterns, and market dynamics to understand this impact comprehensively.

## **6. CONCLUSION**

Analyzing the data-driven exploration of Apple's iPhone impact in India, it's evident that the iPhone has significantly influenced the Indian smartphone market. Factors such as brand prestige, product quality, and a growing middle class have contributed to its success. However, challenges like price sensitivity and competition from Android devices remain, emphasizing the need for strategic pricing and tailored marketing efforts to sustain and expand its market share in India.

Based on data-driven exploration, Apple's iPhone impact in India showcases a significant growth trajectory. The expansion of Apple's market share, rising iPhone sales, increasing brand awareness, and the growing affluent middle class contribute to a notable influence in the Indian smartphone market. Additionally, strategic pricing, localized marketing efforts, and improved after-sales service have further bolstered iPhone adoption and retention among consumers in India.

## **7. FUTURE SCOPE**

Analyzing the data-driven impact of Apple's iPhone in India involves considering various factors. The iPhone's penetration in the Indian market, its economic and social implications, and future prospects are key aspects to explore.

### **1. Market Penetration and Sales Data:**

- \*Analyze sales figures, growth trends, and market share of iPhones in India over the years.
- \*Compare iPhone sales to other smartphone brands to gauge its competitive position.

### **2. Economic Impact:**

- \*Assess the contribution of iPhone sales to the Indian economy, including revenue, taxes, and employment.

\*Examine the effect on local businesses, retailers, and supply chains due to iPhone sales.

### 3. Social and Cultural Implications:

\*Investigate how iPhones have influenced lifestyle, communication patterns, and consumer behavior in Indian society.

\*Study the role of iPhones in digital literacy, education, and healthcare access.

### 4. Technological Advancements and Innovation:

\*Analyze the technological advancements in iPhones and how they have influenced the smartphone industry in India.

\*Predict potential technological innovations that future iPhone models could bring and their impact.



### 5. Ecosystem and Services:

\*Study the integration of Apple services and ecosystems with iPhones, such as iOS updates, App Store, iCloud, and Apple Music.

\*Analyze how this integration affects user experience and influences consumer loyalty.

#### 6.Challenges and Opportunities:

\*Identify challenges faced by Apple in the Indian market, including regulatory, competition, and pricing concerns.

\*Highlight potential opportunities for growth and expansion, considering consumer preferences and emerging markets.

#### 7. Future Prospects:

\*Predict the future market share, growth trajectory, and consumer demand for iPhones in India.

\*Consider the impact of emerging technologies, 5G adoption, and changing consumer behaviors on the iPhone's future prospects.

By conducting a thorough analysis based on relevant data, insights into the iPhone's impact and future scope in India can be gained, aiding in strategic decision-making for Apple and stakeholders.

## **8. APPENDIX:**

**GitHub Link:**

<https://github.com/Pravi157/NM2023TMID01908>

**Dashboard 1:**

[https://public.tableau.com/app/profile/pavithra.murugesan3697/viz/dashboard1\\_16975153447560/Dashboard1](https://public.tableau.com/app/profile/pavithra.murugesan3697/viz/dashboard1_16975153447560/Dashboard1)

**Dashboard 2:**

[https://public.tableau.com/app/profile/pavithra.murugesan3697/viz/dashboard2\\_16974739493170/Dashboard2](https://public.tableau.com/app/profile/pavithra.murugesan3697/viz/dashboard2_16974739493170/Dashboard2)

**Story:**

[https://public.tableau.com/app/profile/pavithra.murugesan3697/viz/story1\\_16974743421550/Story1](https://public.tableau.com/app/profile/pavithra.murugesan3697/viz/story1_16974743421550/Story1)

**Video Demonstration Link:**

<https://drive.google.com/file/d/1-7DAV8mHTjIn-1gR4CgPYcXeGyiYwgCX/view?usp=drivesdk>