

# IREVOLUTION A DATA DRIVEN EXPLORATION OF APPLE'S IPHONE IMPACT IN INDIA

## Data Connecting

Tableau Public - Book1

FileDataWindowHelp

Connections

apple\_products  
Microsoft Excel

Sheets

Use Data Interpreter

Data Interpreter might be able to clean your Microsoft Excel workbook.

Annual Revenue

apple\_products.csv

Country-wise share

Flipkart\_Smartphone

Market Penetration(iphone)

Model share

Quarterly-share

New Union

New Table Extension

apple\_products.csv (apple\_products)

Filters  
0 | Add

apple\_products.csv

Need more data?

Drag tables here to relate them. [Learn more](#)

apple\_products.csv 11 fields 62 rows

62 rows

Name  
apple\_products.csv

Fields

Type	Field Name	Physical Table	Rem...
Abc	Product Name	apple!products....	Produ...

Abc apple!products.csv	Abc apple!products.csv	Abc apple!products...	# apple!products...
Product Name	Product URL	Brand	Sale Price
APPLE iPhone 8 Plus (Gold, 6...	https://www.flipkart.com/ap...	Apple	49,900
APPLE iPhone 8 Plus (Space ...	https://www.flipkart.com/ap...	Apple	84,900
APPLE iPhone 8 Plus (Silver, ...	https://www.flipkart.com/ap...	Apple	84,900
APPLE iPhone 8 (Silver, 256 ...	https://www.flipkart.com/ap...	Apple	77,000
APPLE iPhone 8 (Gold, 256 G...	https://www.flipkart.com/ap...	Apple	77,000

Data Source

Sheet1

# Number of Visualization

KPI 2

Brand	Discoun..	Mrp	Sale Pri..	Sales di..	Star Rat..
Apple	0	77,000	77,000	77,000	5

Measure Names

☐

(All)

☐

Count of apple...

☒

Discount Perc...

☒

Mrp

☐

Number Of Ra...

☐

Number Of Re...

☒

Sale Price

☒

Sales difference

☒

Star Rating

Upc

MOBEXRGVZFZGZEWV ▾

Model					
Model	Processor	Front Cam..	Rear Camera	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	32,800
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	199,700
				Blue	59,900
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	74,900
				Blue	74,900
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	149,800
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	189,800
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	99,900

Colour

(Multiple values) ▾

Brand

APPLE ▾

Colour

Black

Blue

# KPI

Year

2009

Revenue Generated

Units sold (mm)

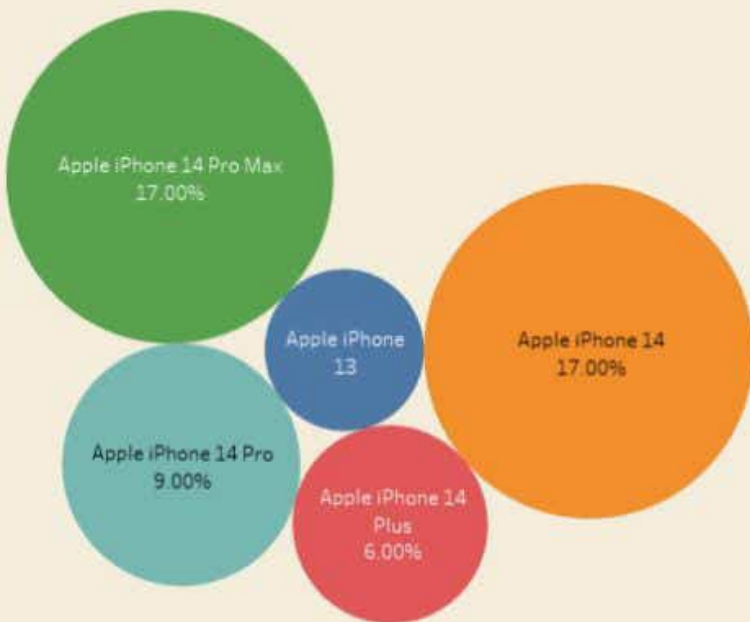
Active Users (mm)

13.00

20.70

25.00

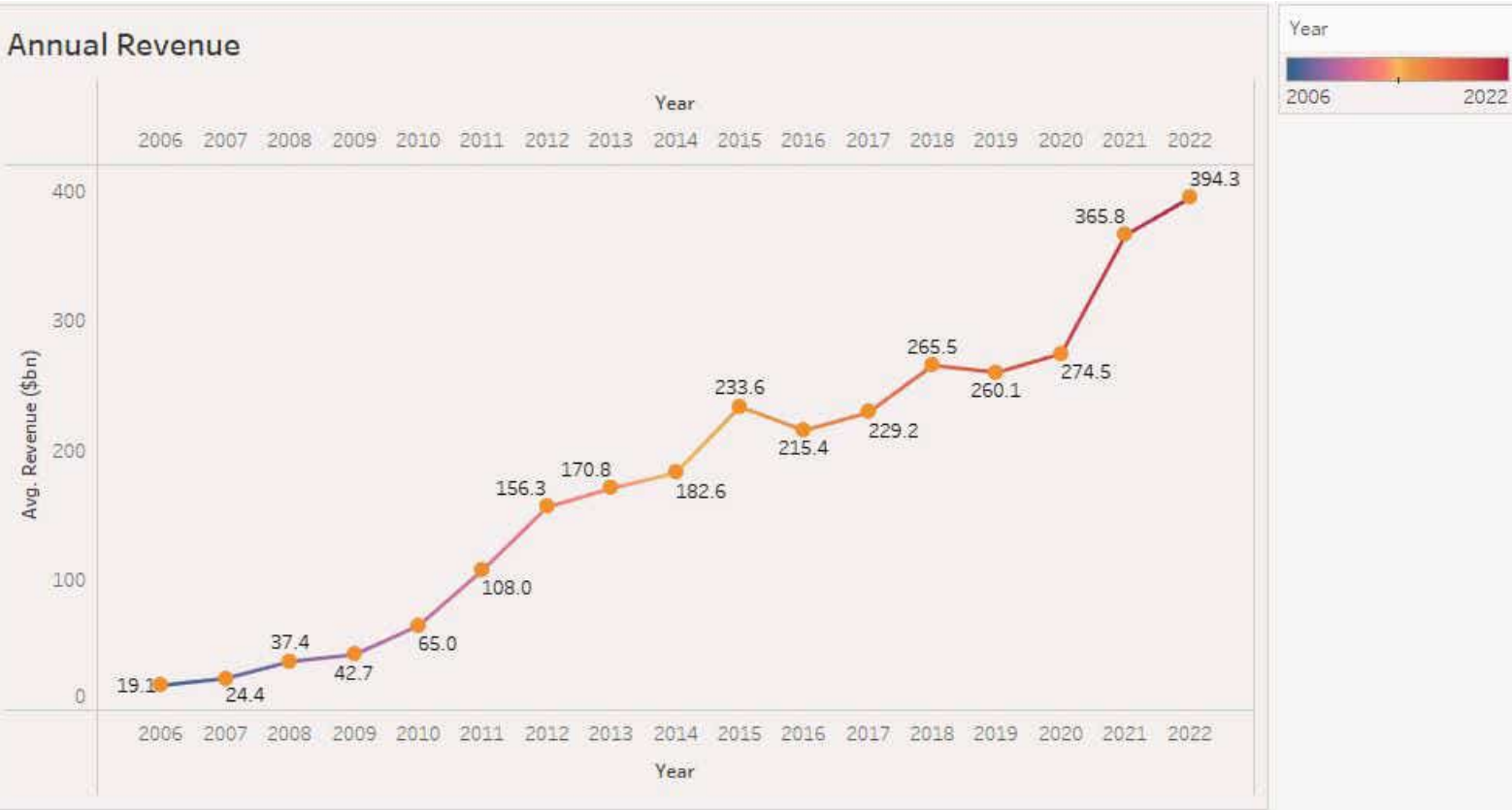
## Model-Share



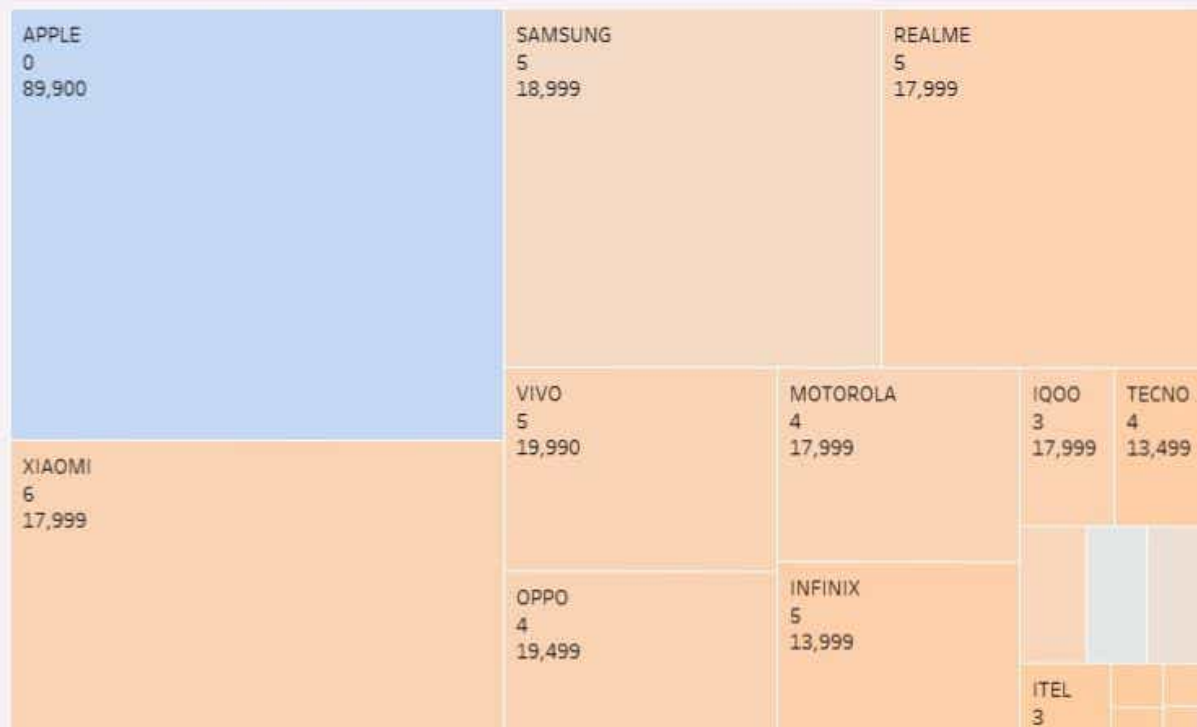
### Models

- Apple iPhone 13
- Apple iPhone 14
- Apple iPhone 14 Plus
- Apple iPhone 14 Pro
- Apple iPhone 14 Pro ..

Annual Revenue



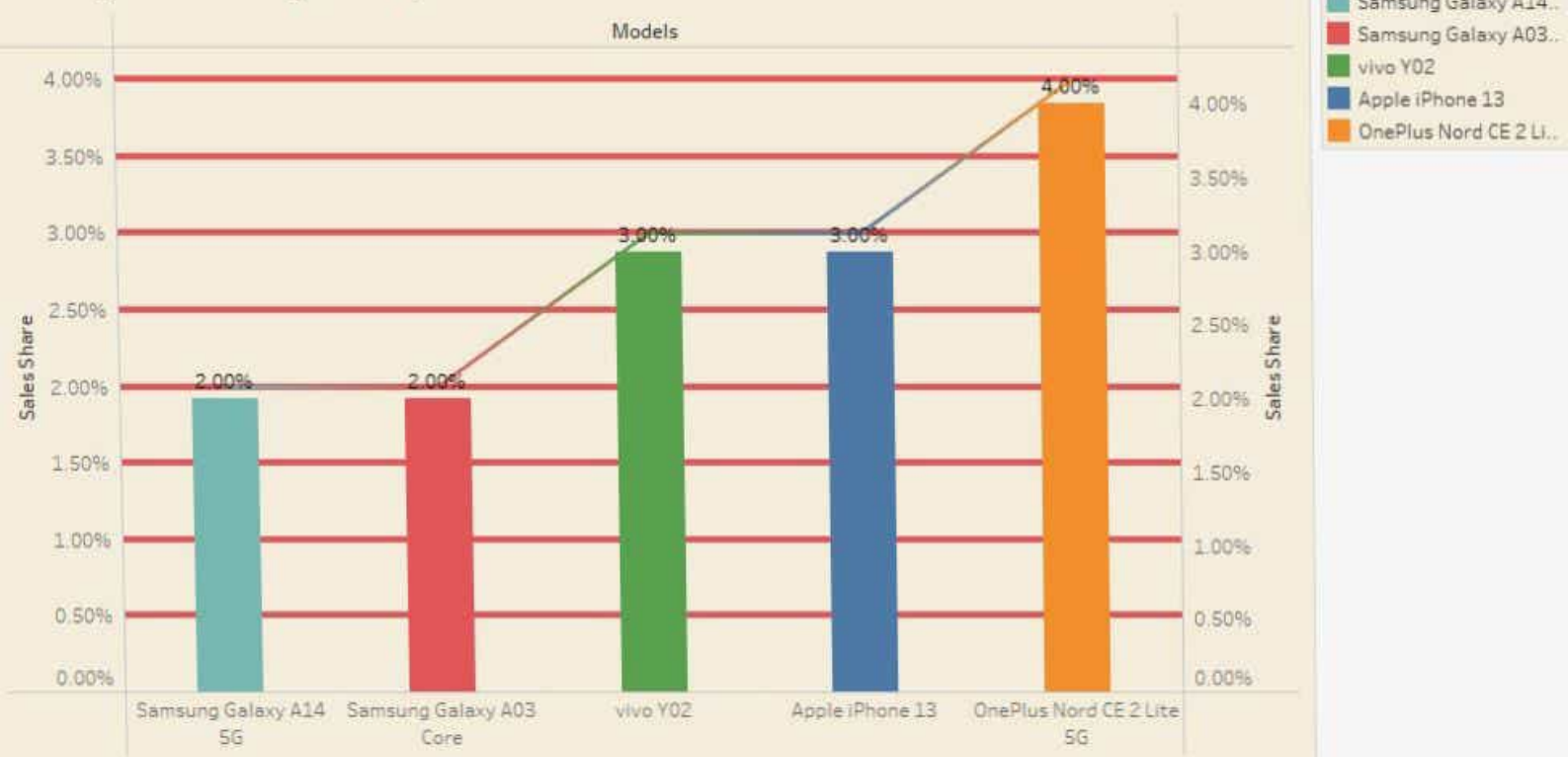
## Brand Price Comparison



AVG(Original Price)

7,999 90,900

## Country Wise Selling Smartphone





Battery Type Distribution

Battery Type

Lithium

Lithium Ion

Lithium Polymer

0K

5K

10K

15K

20K

25K

30K

35K

Avg. Original Price

Brand

MOTOROLA

Battery Type

Lithium

Lithium Ion

Lithium Polymer

## Global Marketing Share



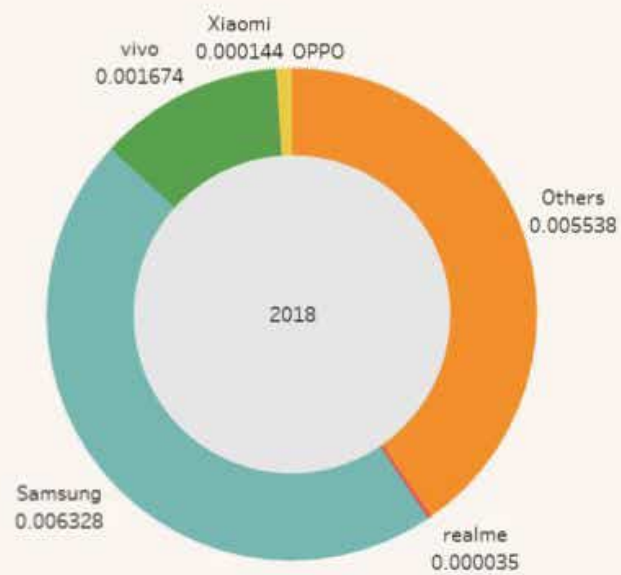
Country

India

Country

India

## Quarterly-Share



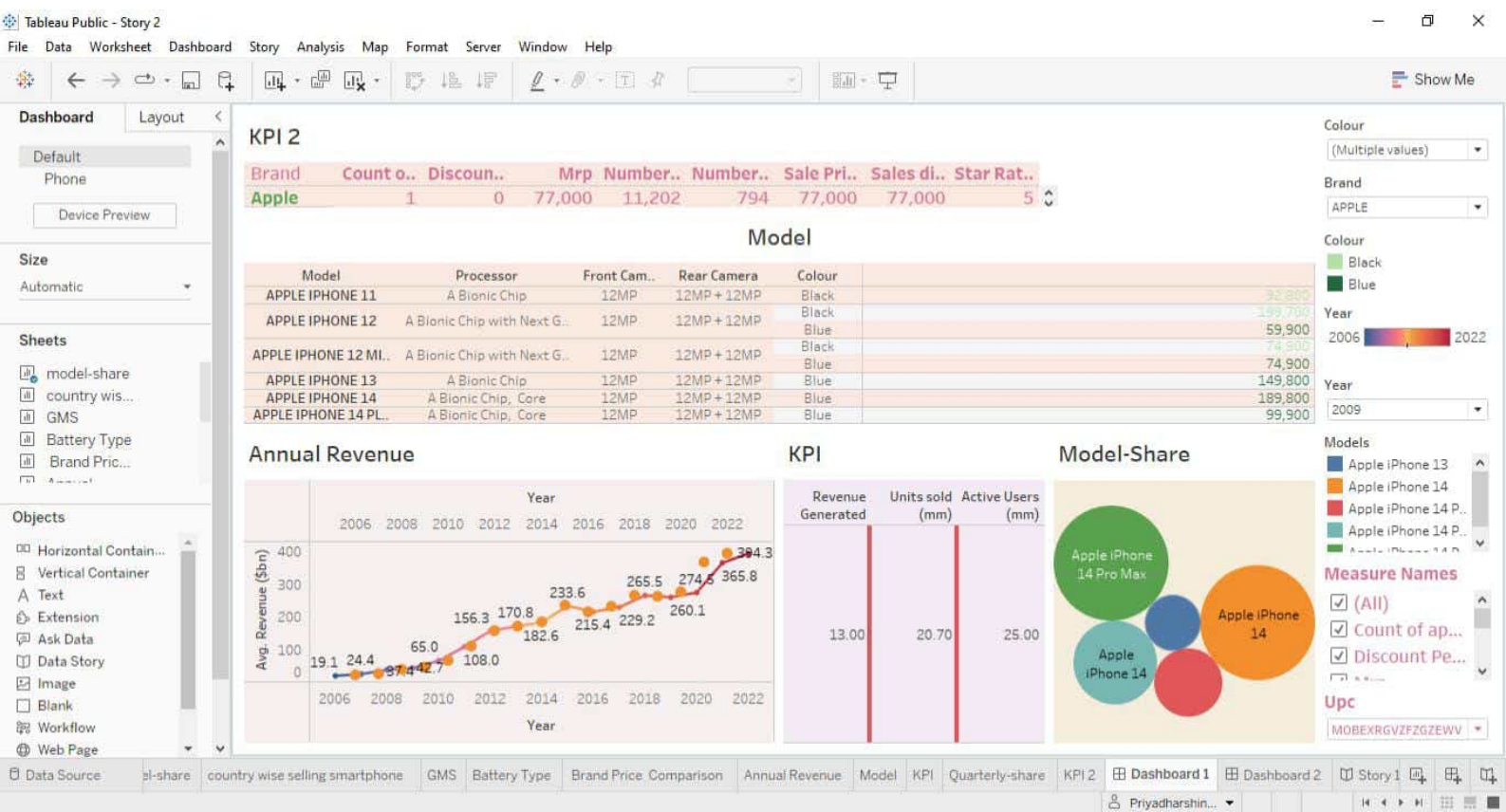
Year

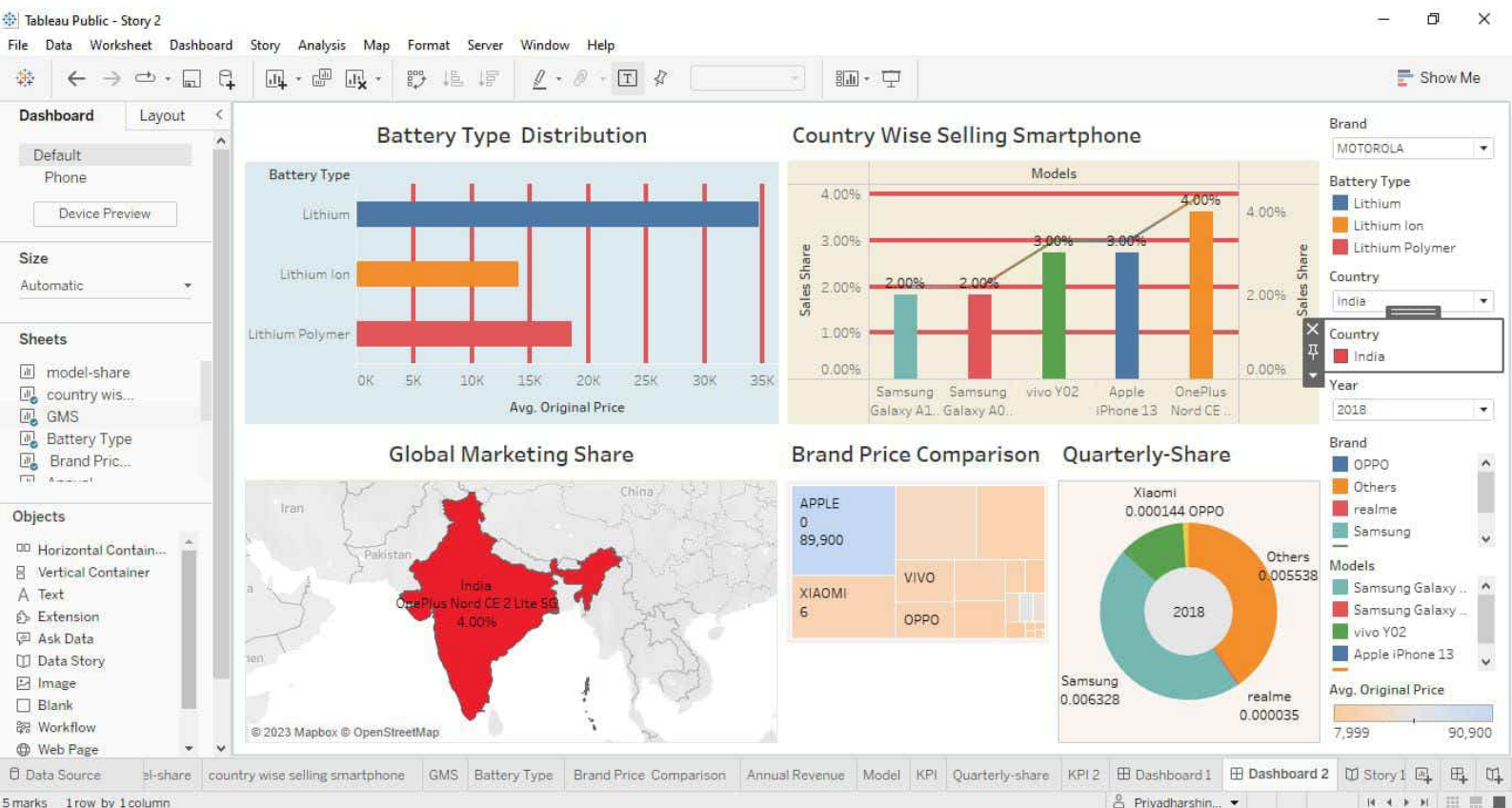
2018

Brand

- OPPO
- Others
- realme
- Samsung
- vivo
- Xiaomi

# Dashboard





# Story

## Story 1

Apple iPhone 14 Pro Max and Apple iPhone 14 Model's sale share are higher than compare to 14 generation's Mini series also previous generation Mini series.

Since 2006 Apple Company doesn't give discounts percentage to their own products include Smart Phones and also they didn't give intention to any offers to their consumers .

In this decade Bionic Chip is the fastest processing mobile Centre Processing Unit in the smart phones world . Apple company capable to give detailed photos and video shoot experience with...

Brand	Count o..	Discoun..	Mrp	Number..	Number..	Sale Pri..	Sales di..	Star Rat..	Measure Names	
Apple	1	0	77,000	11,202	794	77,000	77,000	5	<input checked="" type="checkbox"/> Count of apple..	
									<input checked="" type="checkbox"/> Discount Perce..	
									<input checked="" type="checkbox"/> Mrp	
									<input checked="" type="checkbox"/> Number Of Rati..	
									<input checked="" type="checkbox"/> Number Of Rev..	
									<input checked="" type="checkbox"/> Sale Price	
									<input checked="" type="checkbox"/> Sales difference	
									<input checked="" type="checkbox"/> Star Rating	
									Upc	
									MOBEXRGVZFZGZ..	

Story 1

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Model	Processor	Front Cam...	Rear Camera	Colour		Colour
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				Blue	59,900	Brand APPLE
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Story 1

iPhone sales generated \$294 billion revenue for Apple in 2022, more than Microsoft's total revenue. It sold 232 million iPhone units that year.

More than 1 billion consumers currently use iPhones. Since its initial launch, more than 1.9 billion iPhones have been sold. Now its declined in 2022 to 232 million units.

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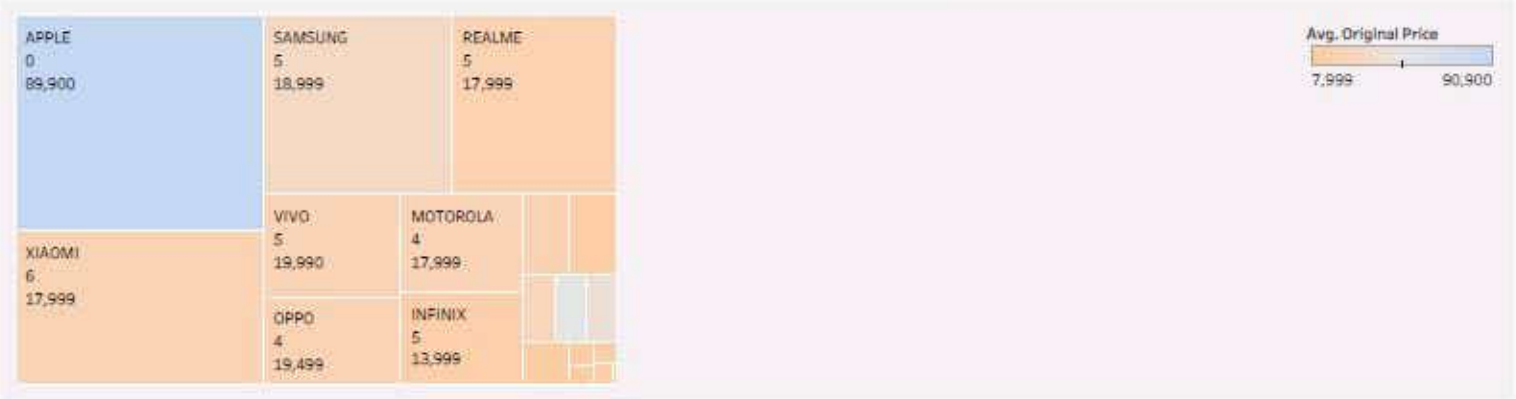
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Story 2

Original Equipment Manufacture continues to lead the India Smartphone marketing reaching its highest market share since Q1 2018. Compared to other major OEM's, declined less during t...

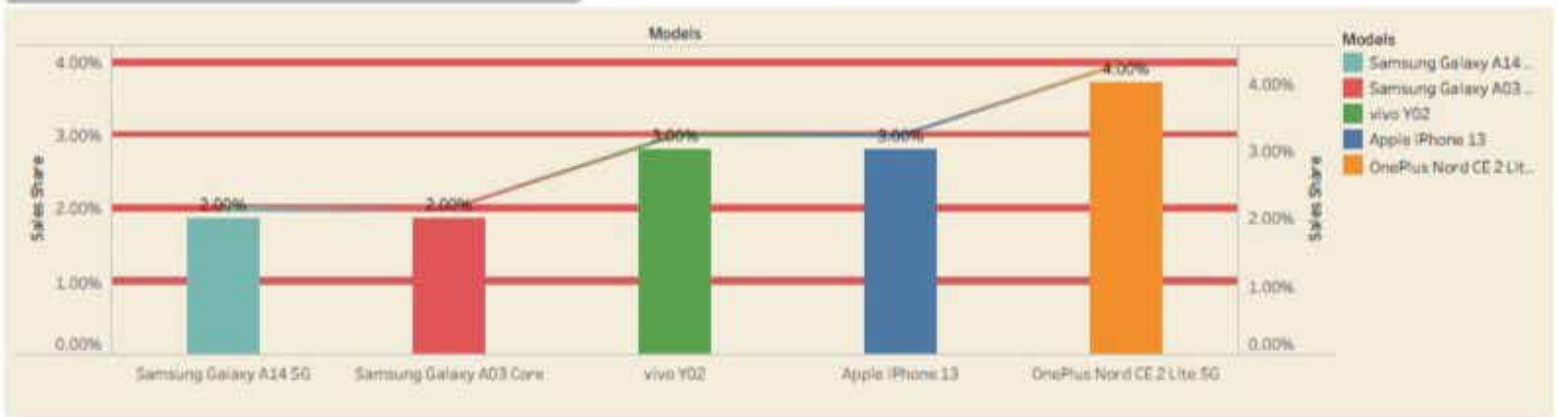
Apple iPhones are always high price in Indian Smart Phone Market. Middle class peoples can't afford it so they want to buy other brands like Xiaomi , Samsung and Realme.



## Story 2

Comparative analysis amongst various other leading brands in the smartphone industry shows that iPhone is yet to make it's impact in India , its 3% market share in the global market is depicted in the line-bar graph.

Although the iPhone isn't far behind in the competition , it is yet to scale up its marketing strategies and policy formulations for Indian audience



Story 2

Although the iPhone isn't far behind in the competition, it is yet to scale-up its market...

Lithium batteries are expensive than Lithium Ion and Lithium Polymer. Compensate this prices Lithium Ion and Lithium Polymer have lot of drawbacks like Over charging and heat issues also chances of explosion.

Original Equipment Manufacture continues to lead the India Smartphone marketing reaching...



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Country  
India  
  
Country  
India

Story 2

Lithium batteries are expensive than Lithium Ion and Lithium Polymer . Compensate this ...

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