

iRevolution:A Data-Driven Exploration of Apple's iphone Impact In India

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INTRODUCTION

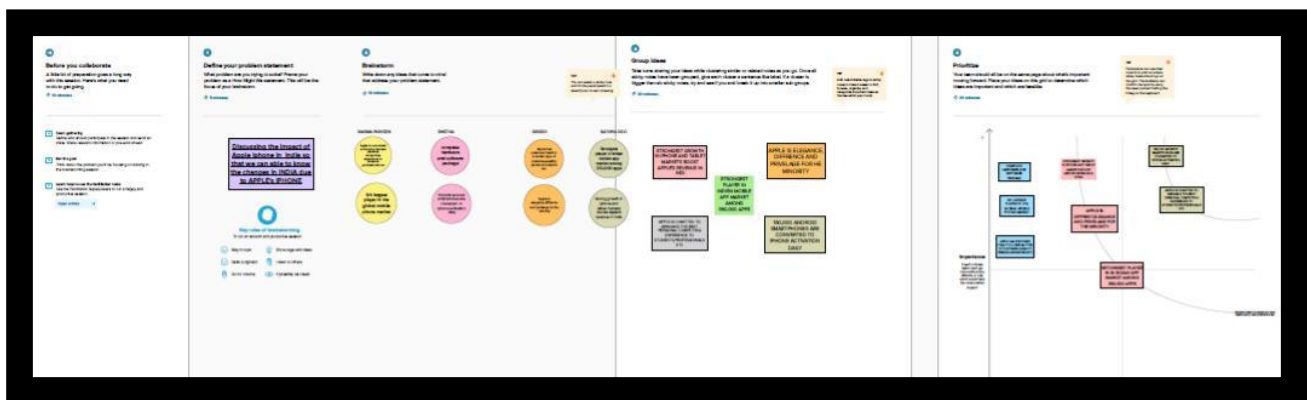
The world has changed as a consequence of the increasing use of smartphones, which have Improved communication, connected people, and revolutionized many different businesses. With Its main product, the iPhone, capturing markets around the world, Apple Inc. Has Emerged as a prominent player among the 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

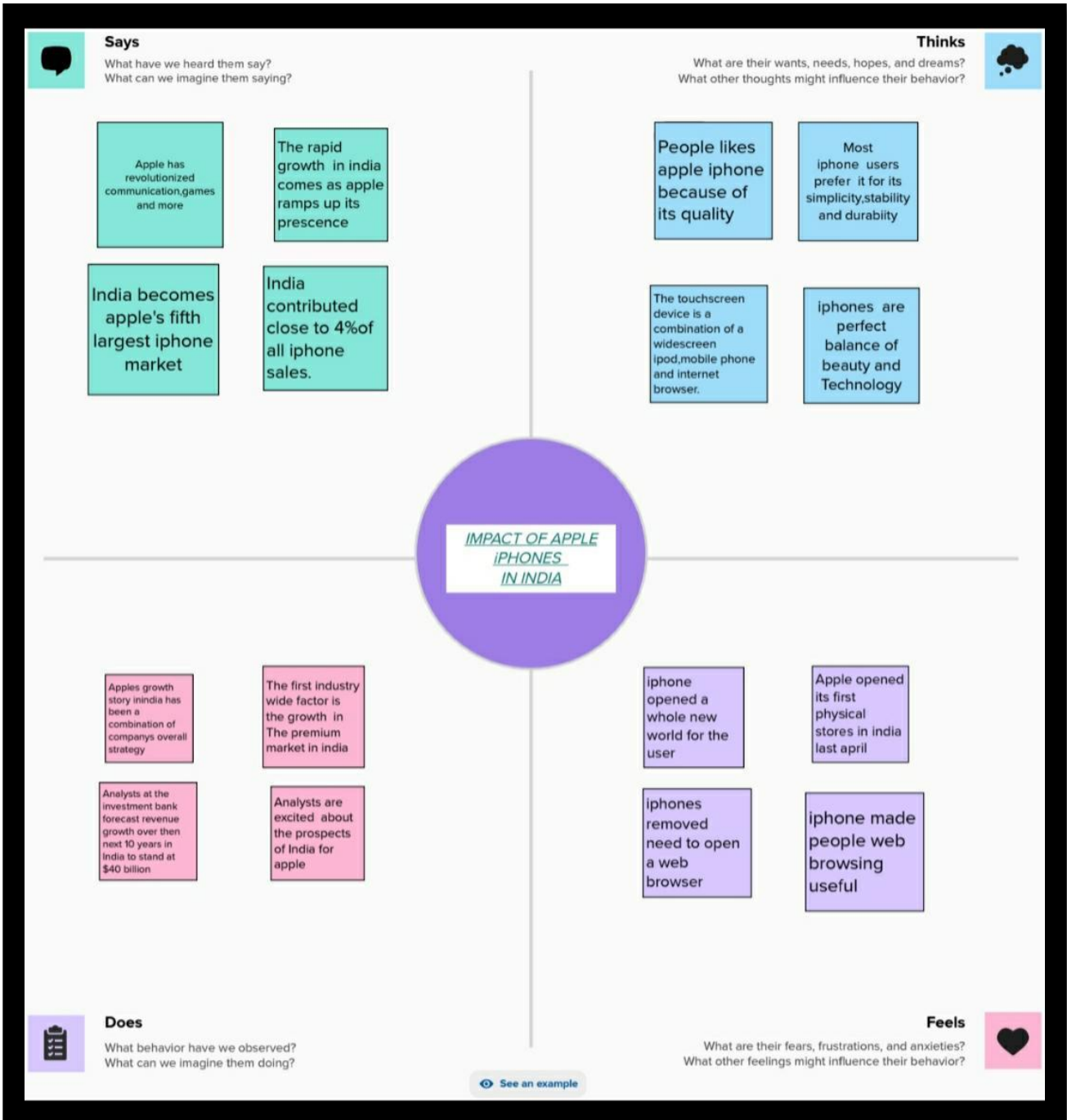
perform a datadriven investigation of the impact of the iPhone in India. This study will offer invaluable Insights into the transformative impact of the iPhone on India's technological landscape And the lives of its consumers by using advanced data analytics techniques and analyzing Large datasets.Apple 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 inOrder to develop a thorough knowledge of the effects of the iPhone.

Problem Understanding

Empathy And Brainstorm Map

We used Empathy and Brianstorm Map and specified the Business problem and the Impact of Apple iPhone in India.





Data visualization

We used Ten different methods to Visualize the data.

1.KPI

**In this we Tabulated the following details
Brand,MRP,Number of ratings and Star rating.**

| KPI | | | | |
|-------|--------|---------------------|---------------|----------------|
| Brand | Mrp | Number Of Rati.. | Sale Price | Star Rating |
| Apple | 77,000 | 11,202 | 77,000 | 5 |

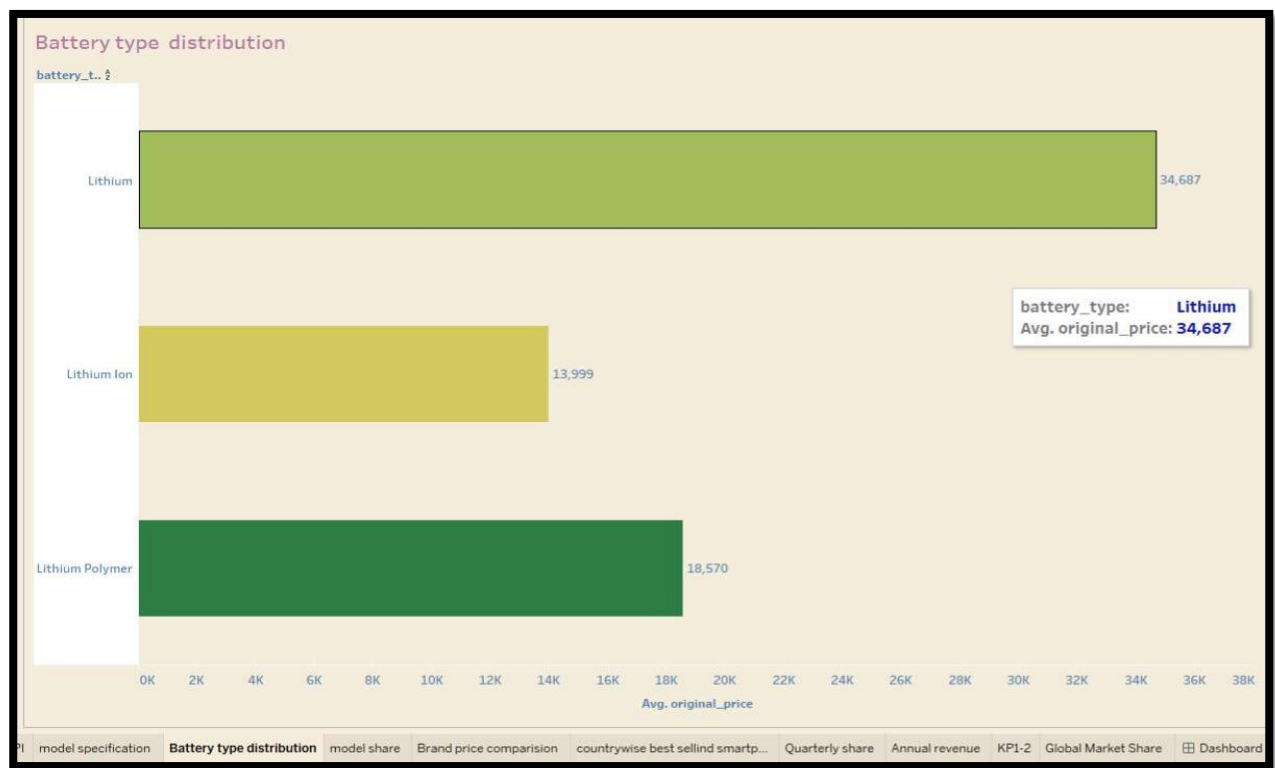
2.Model Specification

We Tabulated the various models of iPhones with its details like Processor,Front camera,Rear Camera,Price and Colour.

| Title | Model specification | | | | | |
|----------------------|--|--------------|-------------|--------|----------|--|
| model | Processor | Front Cam... | Rear Camera | Colour | | |
| APPLE IPHONE 11 | A Bionic Chip | 12MP | 12MP + 12MP | Black | 92,800 | |
| APPLE IPHONE 12 | A Bionic Chip with Next Generation Neural Engine | 12MP | 12MP + 12MP | Black | 1,99,700 | |
| | | | | Blue | 59,900 | |
| APPLE IPHONE 12 MINI | A Bionic Chip with Next Generation Neural Engine | 12MP | 12MP + 12MP | Blue | 74,900 | |
| | | | | Black | 74,900 | |
| APPLE IPHONE 13 | A Bionic Chip | 12MP | 12MP + 12MP | Blue | 1,49,800 | |
| APPLE IPHONE 14 | A Bionic Chip, Core | 12MP | 12MP + 12MP | Blue | 1,89,800 | |
| APPLE IPHONE 14 PLUS | A Bionic Chip, Core | 12MP | 12MP + 12MP | Blue | 99,900 | |

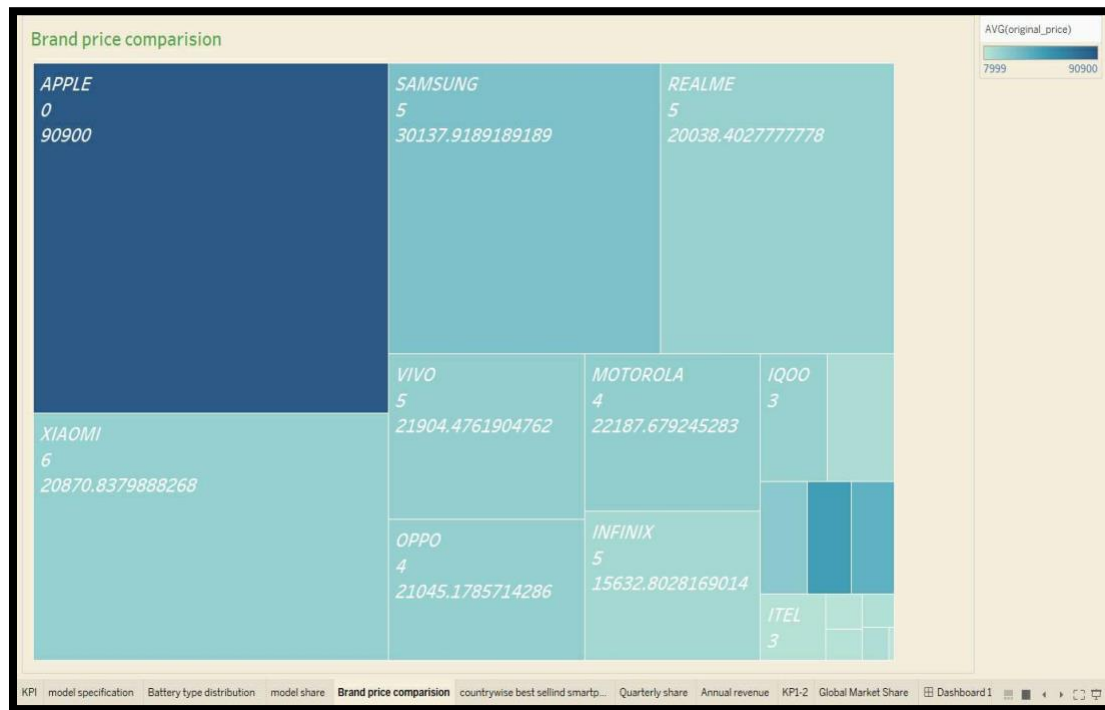
PI
model specification
Battery type distribution
model share
Brand price comparision
countrywise best sellind smartp...
Quarterly share
Annual revenue

3.Battery Type Distribution: In this type we used Bar Chart to explain the Battery type distribution



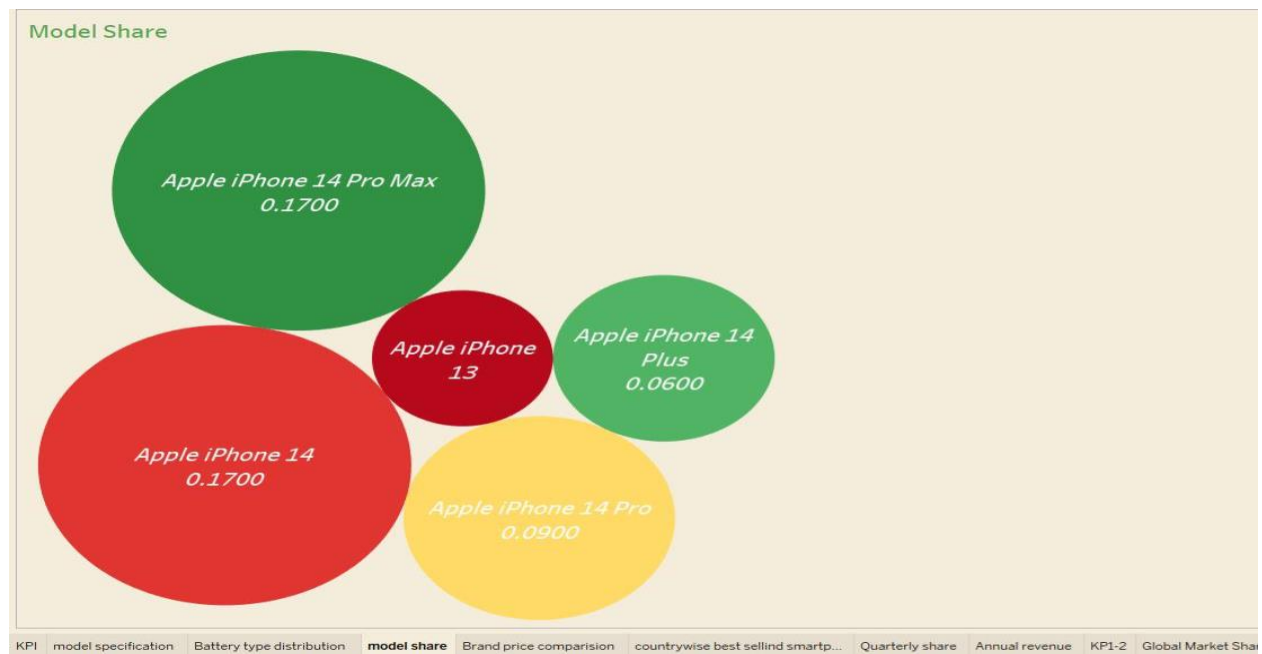
4.Brand-Price Comparison

We used Treemap to show Various Brands of Mobile phones for Comparison

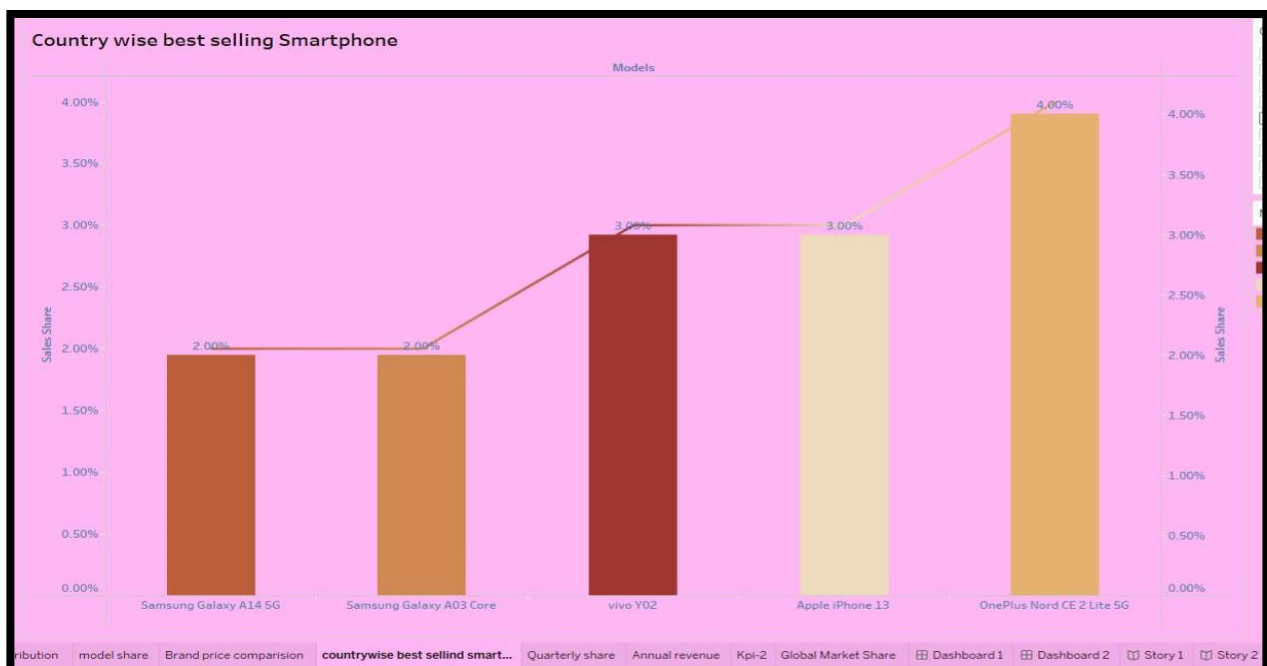


5.Model-Wise share

To visualise the Model wise share of iPhone we used Bubble chart here.



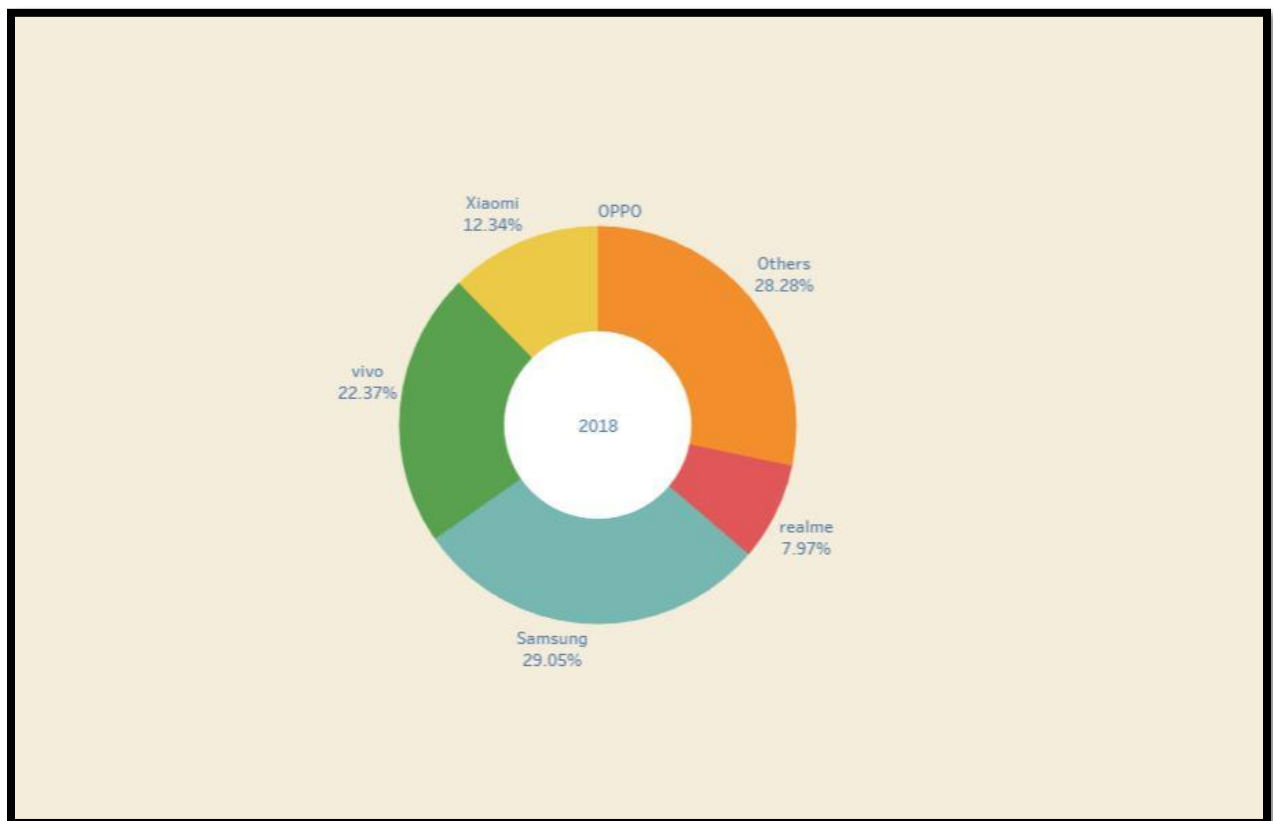
6. Country-wise Best selling Smartphone



Here Lined Bar-Chart is Helped us to see the county wise best selling smartphone data.

7.Quaterly Share: Donut Chart is used by us to visualise the Quarterly Share

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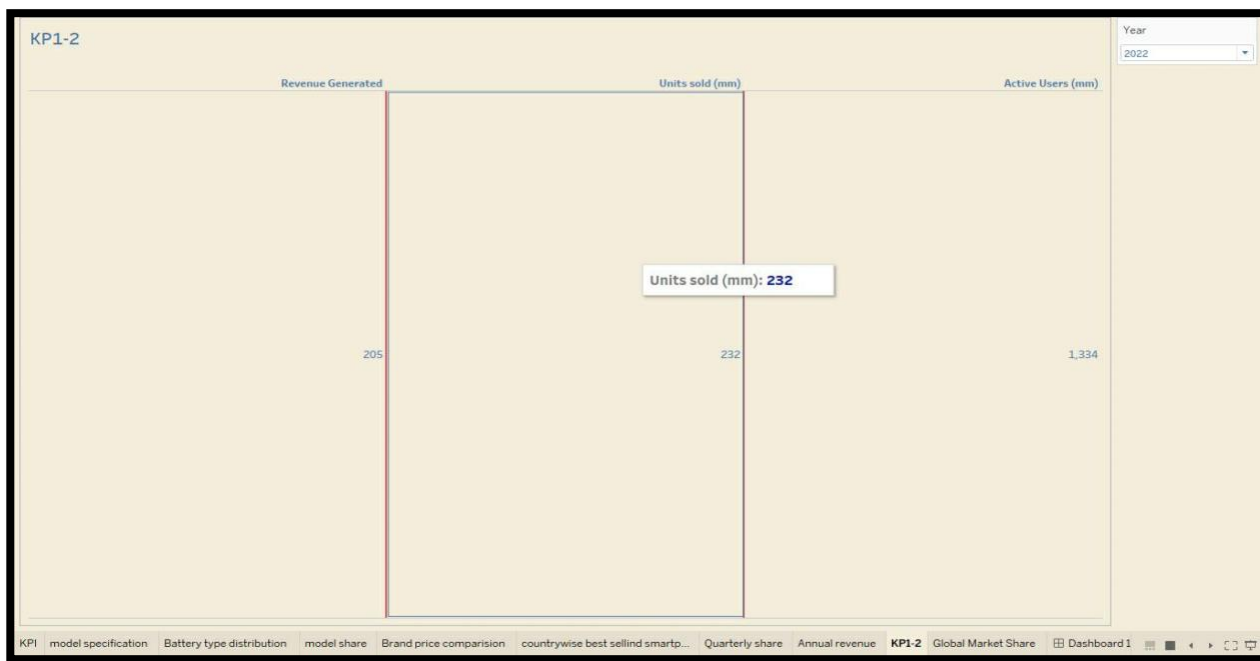


8. Annual Revenue Year-wise

We used Line Chart to Visualise the Year wise Annual Revenue of Apple iPhone in India.



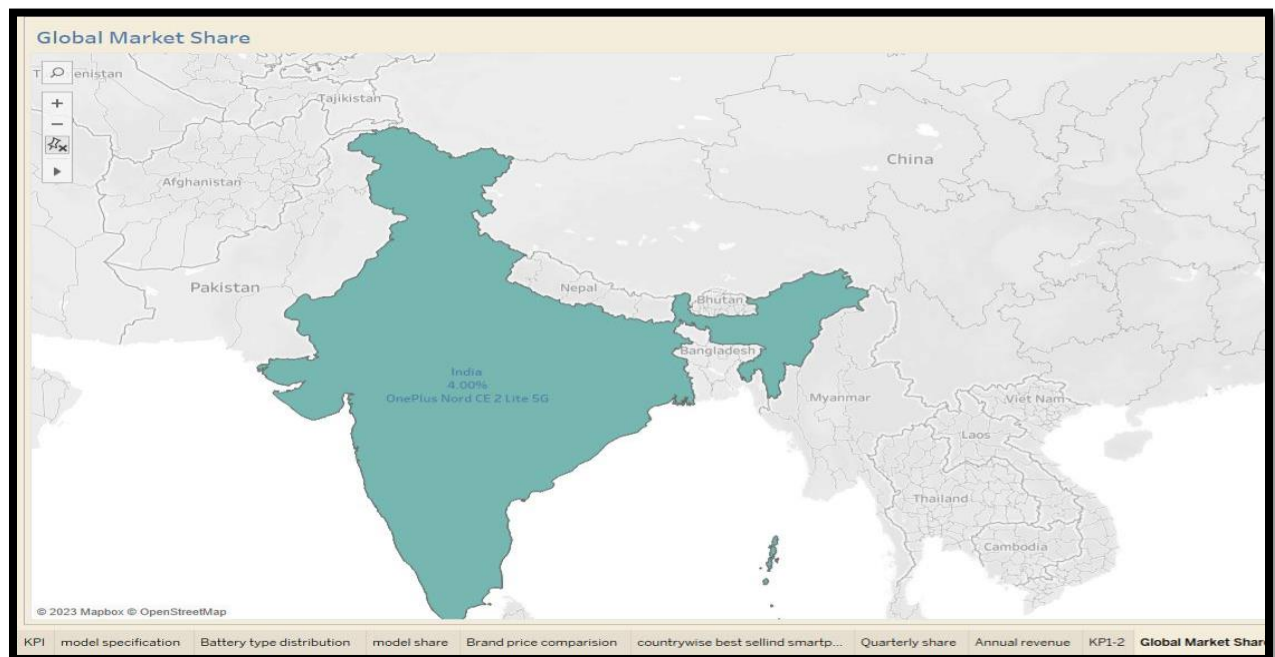
9. Yearly KPI



Using Text table we visualised the Yearly KPI of Apple iPhone

10. Global Market Share

Here we used a World map to visualise the Global market share of Apple iPhone.



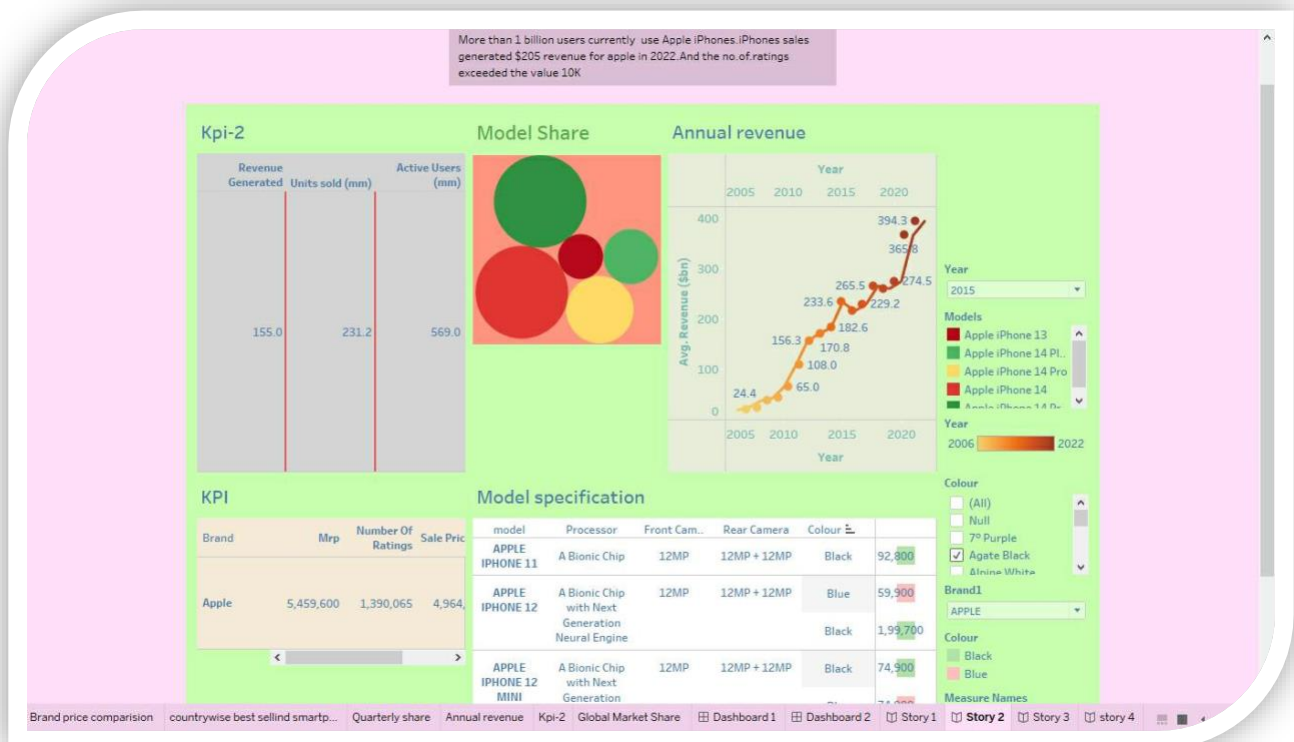
Dashboard

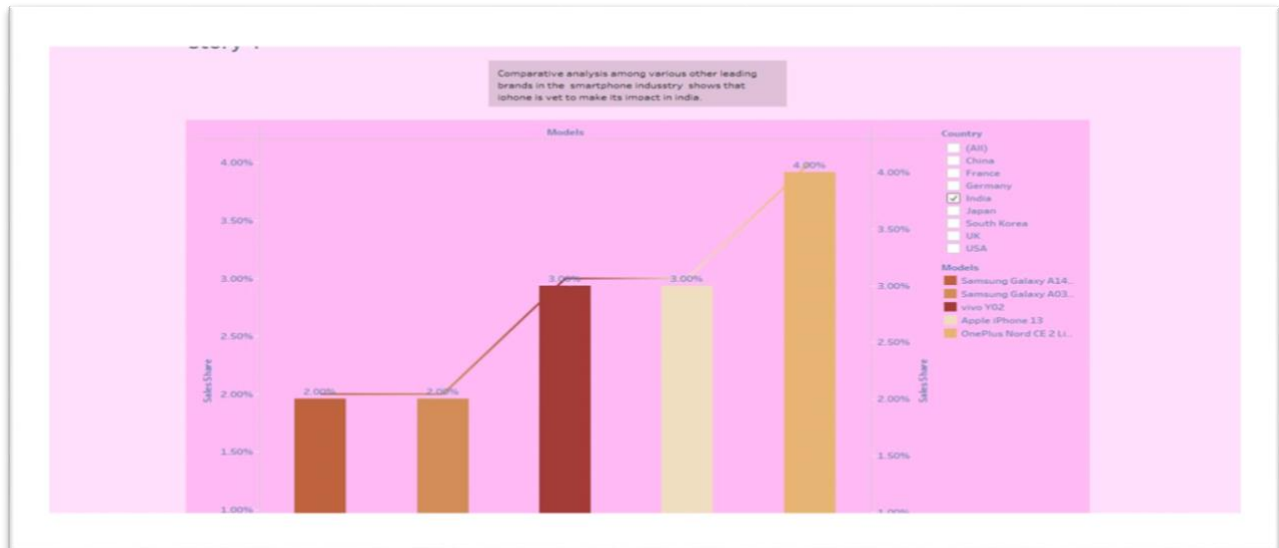
Dashboards are often used to provide real-time monitoring And analysis of data.



Story

A storyboard is a visual representation of the data analysis process and it breaks down the analysis into a series of steps or scenes.





Conclusion

We used this Tableau Application and explored the various datas of Apple iPhones and visualised the data in many forms.