



PERIYAR UNIVERSITY

SRI KAILASH WOMEN'S COLLEGE

THALAIVASAL

DEPARTMENT OF MATHEMATICS

III – BSc Mathematics (2023-2024)

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PROJECT TITLE : A DATA – DRIVEN EXPLORATION OF APPLE'S I PHONE IMPACT IN INDIA



Says

What have we heard them say?
What can we imagine them saying?

We can imagine various statements and perspectives related to apple's iphone impact in india.

It seems like you're looking for quotes or statements related to Apple's iPhone and its impact in India.

1. Apple executives
2. Indian consumers
3. Industry experts
4. Government officials
5. Tech enthusiasts



Persona's name

A Data-Driven
exploration of
apple's iphone
impact in india

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Wants: Increased market share, Strong regulatory support, Hopes: Expand their product offerings, Dreams: Shape the tech landscape.

The behavior of various stakeholders in the context of apple's iphone impact in india can be influenced by a range of thoughts and factors.

1. Economic
2. Cultural
3. Government policies and regulations
4. Market dynamics

The behavior observed in the context of apple's iphone impact in india includes several key trends and actions.

Continued product innovation, Affordability initiatives, Localization, Expansion of retail presence, Enhanced marketing and branding.

Increased iPhone sales, Localization efforts, Retail expansion, Product launches, Consumer loyalty.

Four market-related factors: innovation, competitive challenges, regulatory uncertainty.

1. Innovation
2. Competition
3. Regulatory uncertainty

1. Innovation
2. Affordability
3. Localization
4. Retail presence
5. Tech ecosystem
6. Environmental



Does

What behavior have we observed?
What can we imagine them doing?

[See an example](#)

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



KPI

Brand	Discount t Perce..	Mrp	Number Of Revi..	Sale Price
Apple	20	52,900	6,796	41,999

Upc

MO8F9Z7ZYWNFGZUC ▼

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	199,700
				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	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) ▼

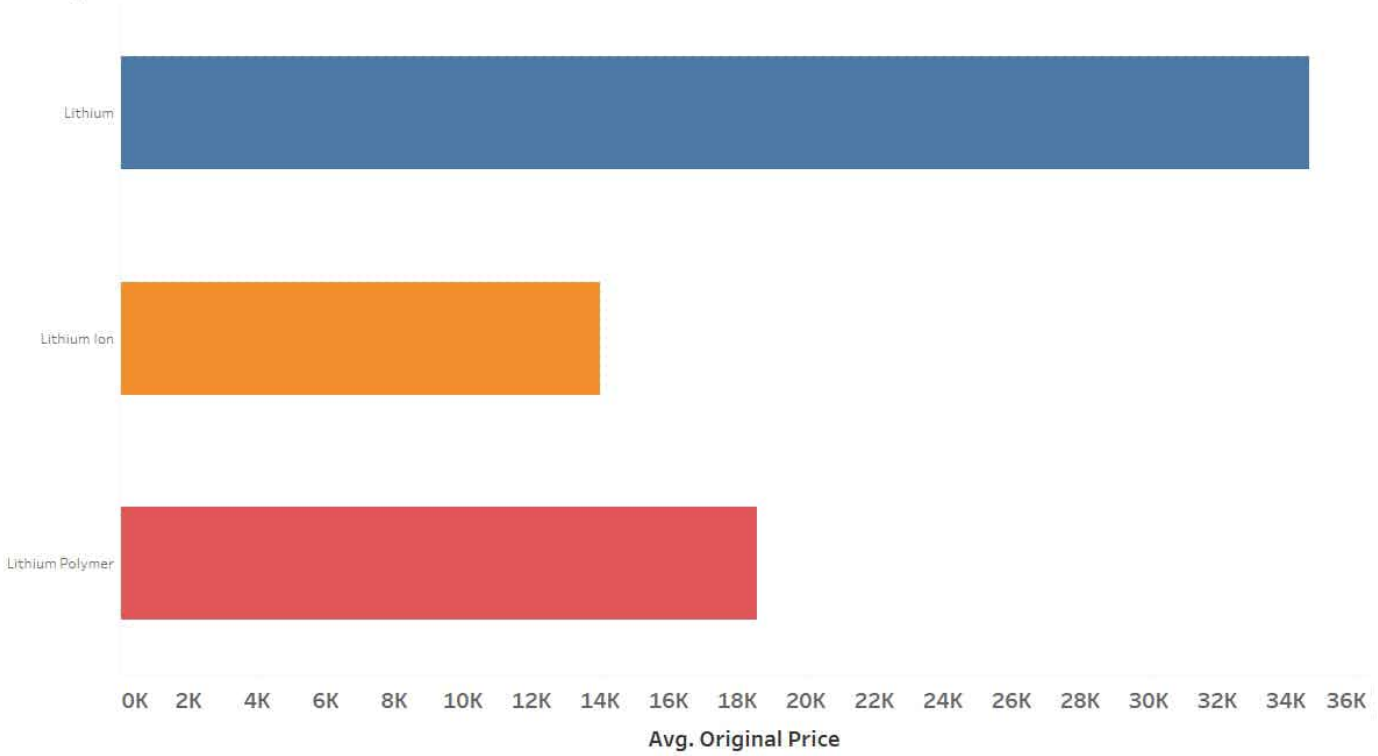
Brand
APPLE ▼

Black

Blue

Battery Type Distribution

Battery T..



Brand
MOTOROLA

Battery Type
☐ (All)
☐ Null
☒ Lithium
☒ Lithium Ion
☒ Lithium Polymer

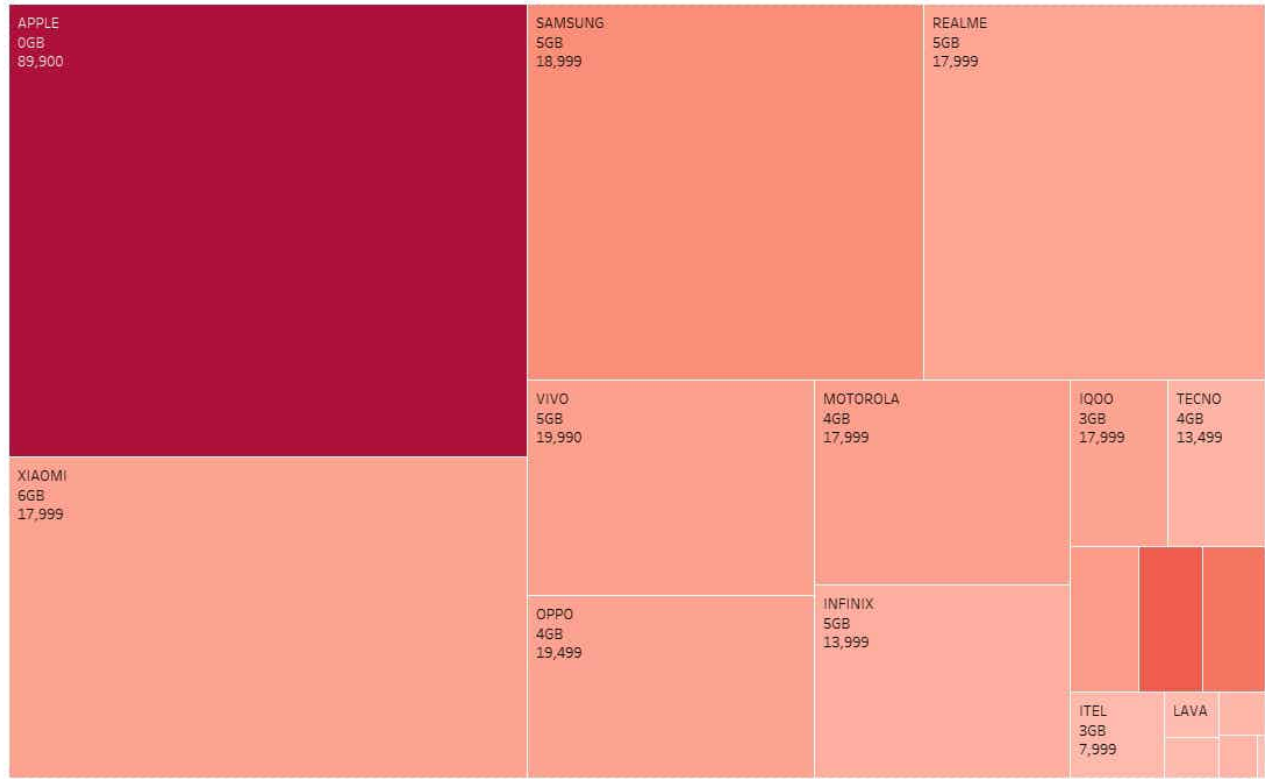
Battery Type

Lithium

Lithium Ion

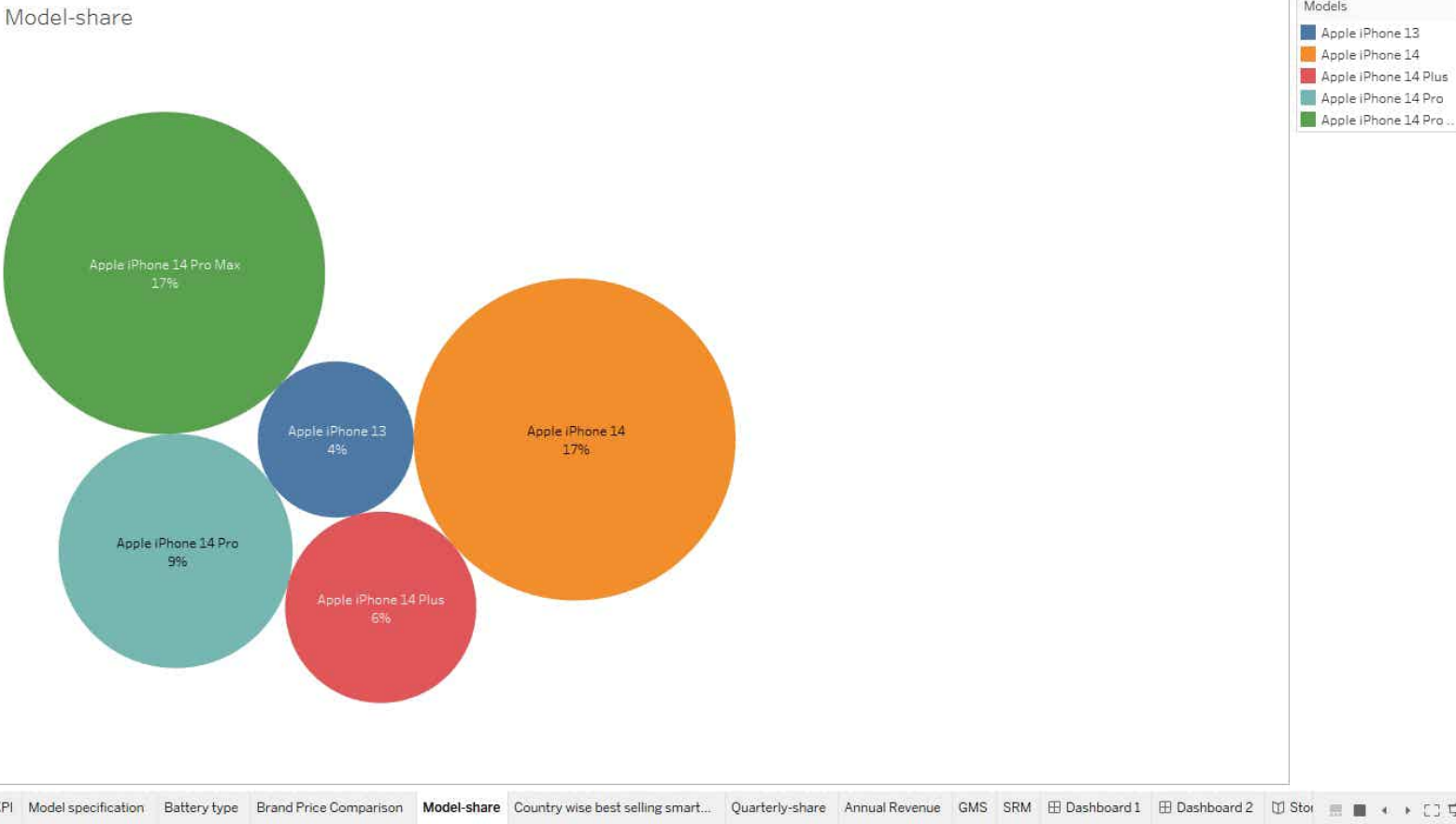
Lithium Polymer

Brand Price Comparison

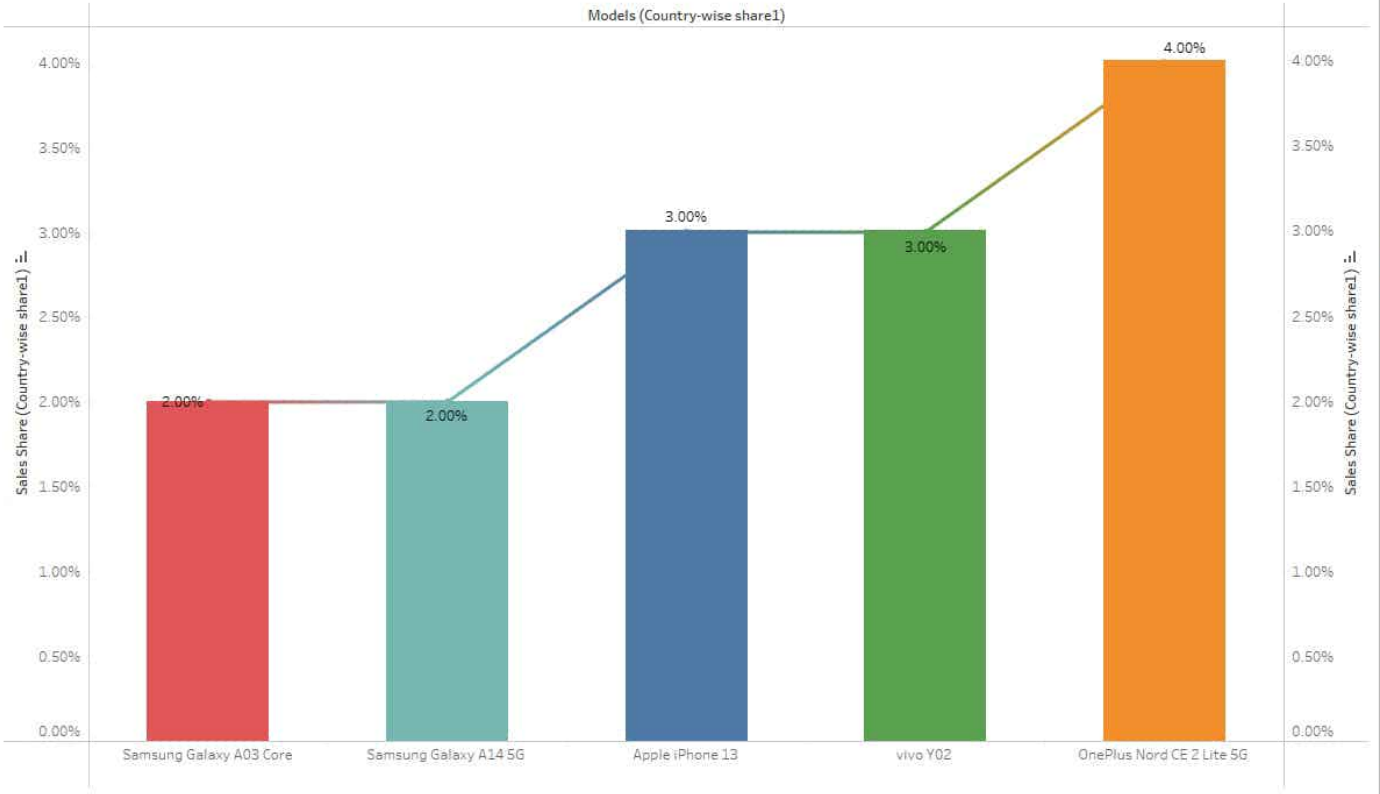


AVG(Original Price)

7,999 90,900



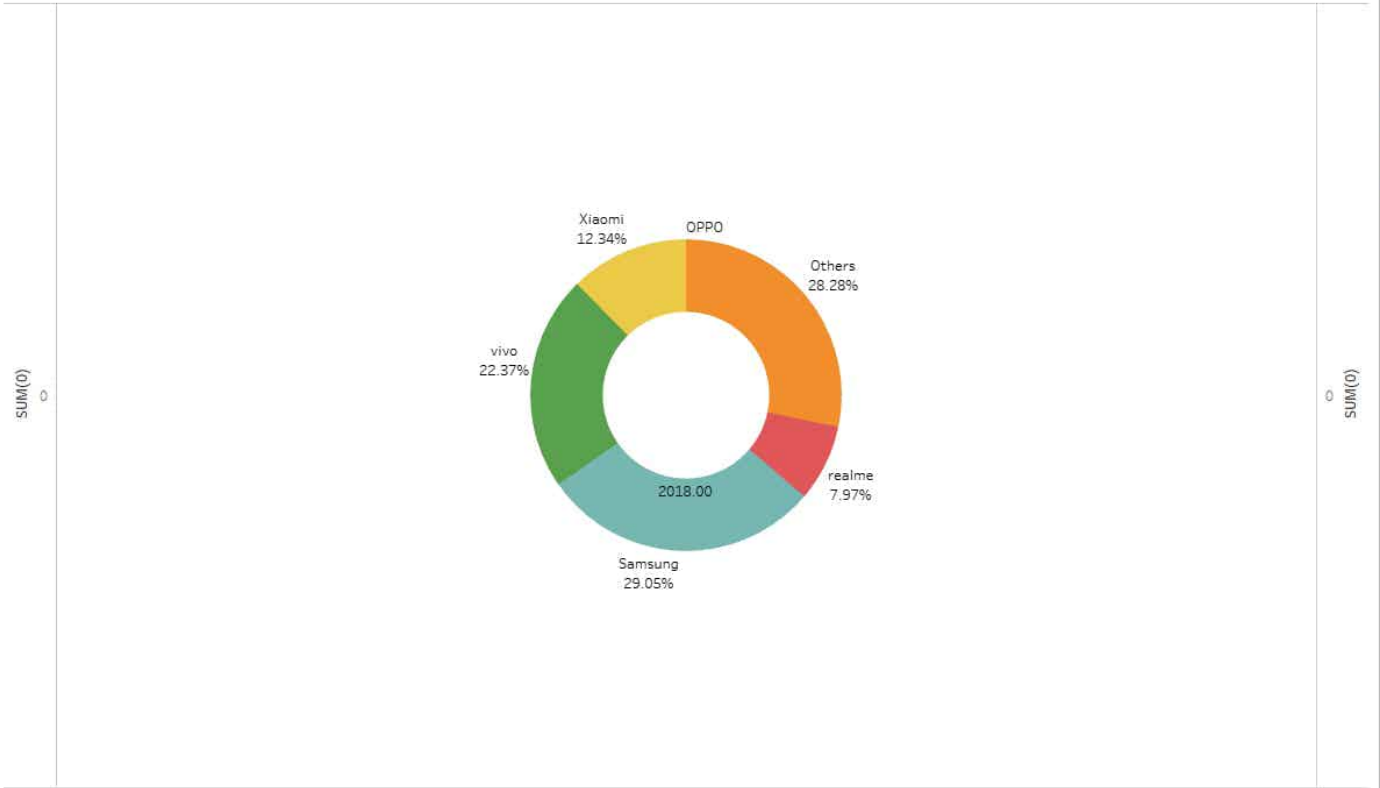
Country wise best selling smartphone



- Country (Country-wise ...)
- ☐ (All)
 - ☐ China
 - ☐ France
 - ☐ Germany
 - ☒ India
 - ☐ Japan
 - ☐ South Korea
 - ☐ UK
 - ☐ USA

- Models (Country-wise s...
- ☒ Apple iPhone 13
 - ☒ OnePlus Nord CE 2 Li...
 - ☒ Samsung Galaxy A03...
 - ☒ Samsung Galaxy A14...
 - ☒ vivo Y02

Quarterly-share

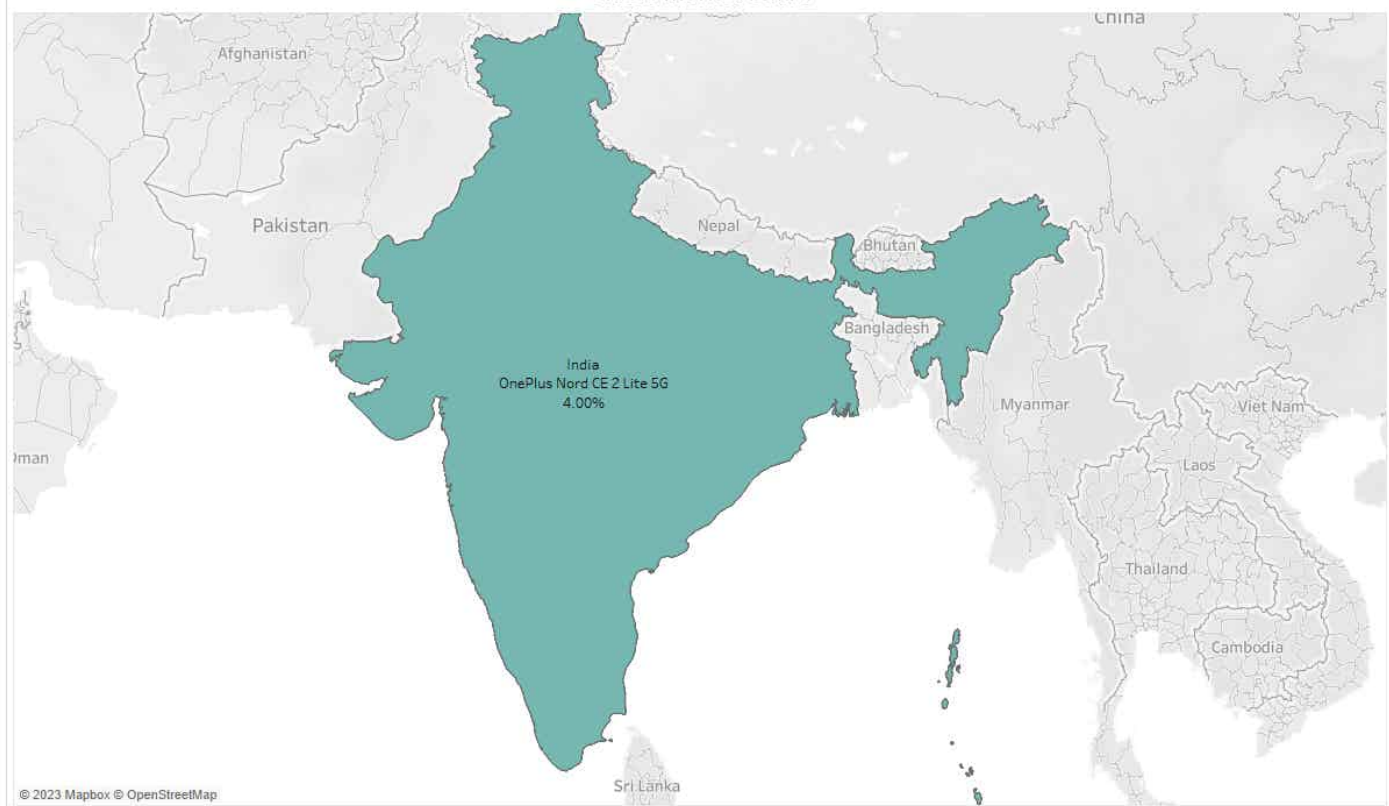


Year
2018

Brand

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

Globe Market Share



Country (Country-wise ...

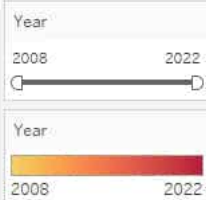
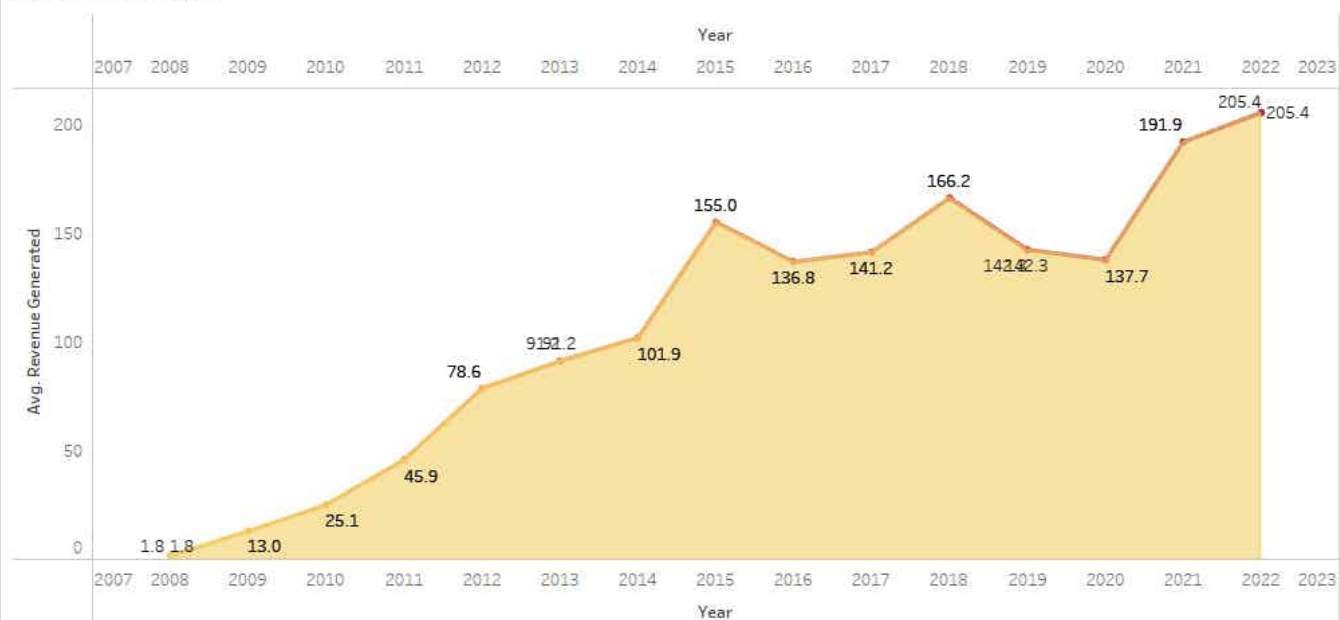
India

Country (Country-wise ...

India

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Annual Revenue



SRM

Year

2022

Revenue Generated

205

Units sold (mm)

232

Active Users (mm)

1,334

Model specification

Battery type

Brand Price Comparison

Model-share

Country wise best selling smart...

Quarterly-share

Annual Revenue

GMS

SRM

Dashboard 1

Dashboard

+

+

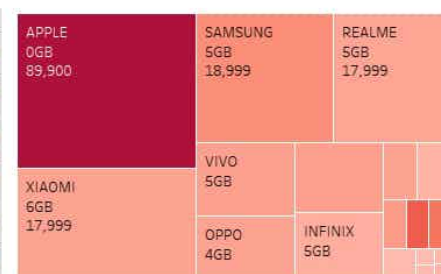
+

KPI

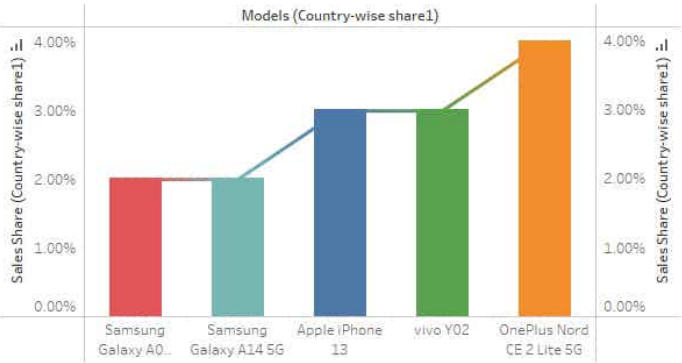
Models

- Apple iPhone 13
- Apple iPhone 14
- Apple iPhone 14 Plus
- Apple iPhone 14 Pro
- Apple iPhone 14 Pro Max

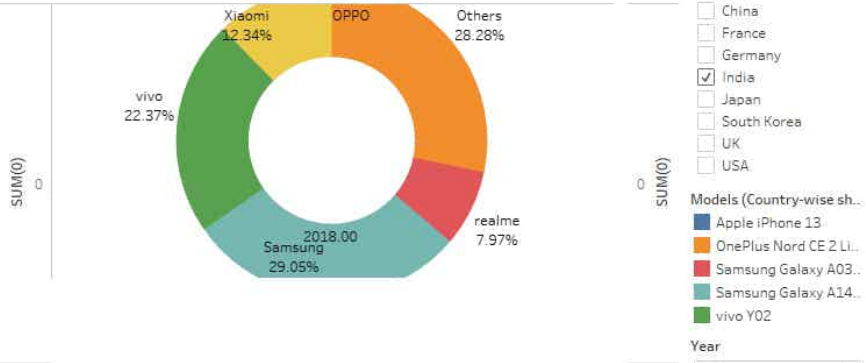
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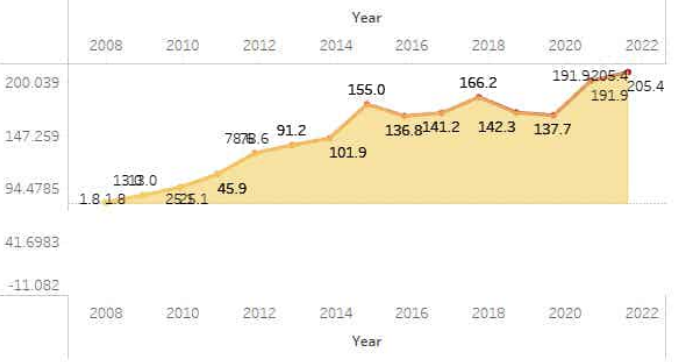
Country wise best selling smartphone



Quarterly-share



Annual Revenue



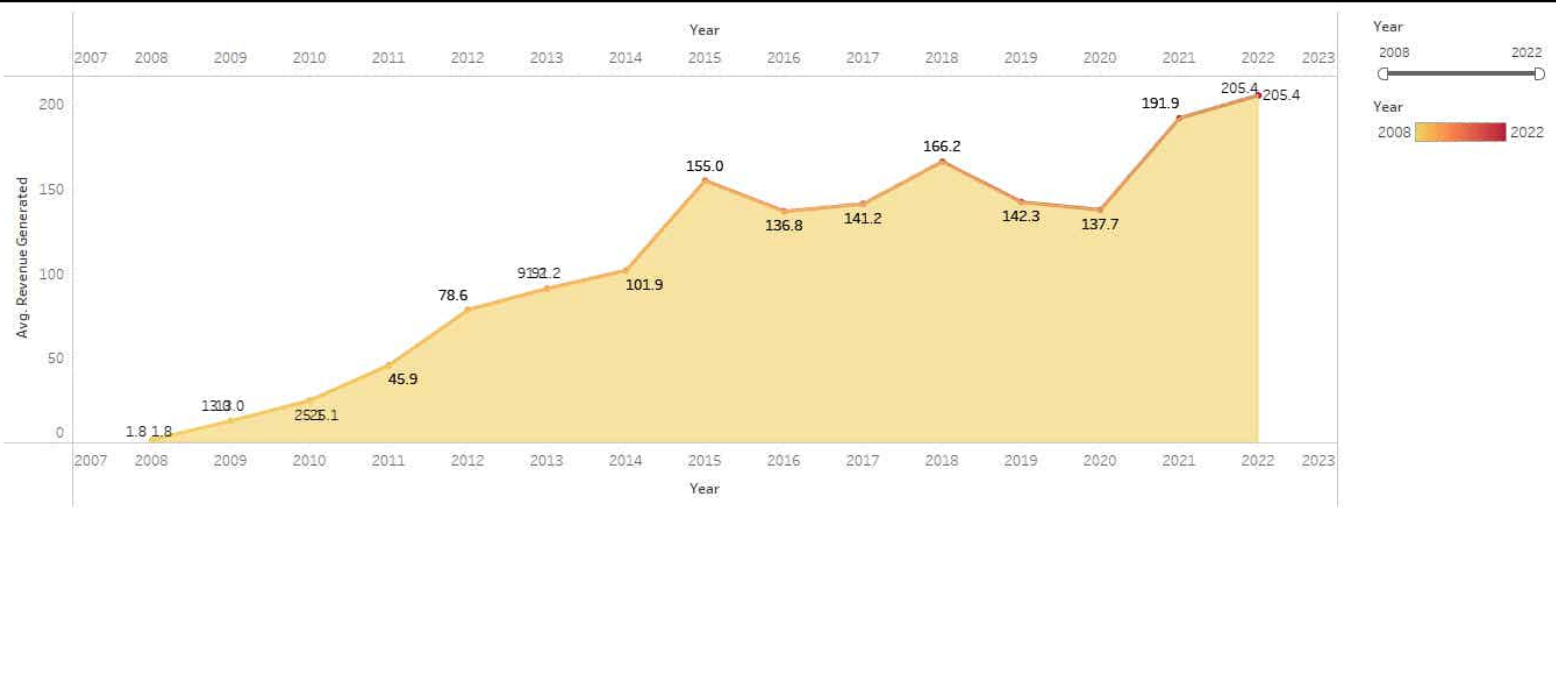
Globe Market Share



Story 1

Since It's Initiation in 2008 it has Seen the tremendous increase in sale and revenue generation over the years thought a slide bump is being observed 2018 but over since it has increased to \$394.3 bn in 2022.

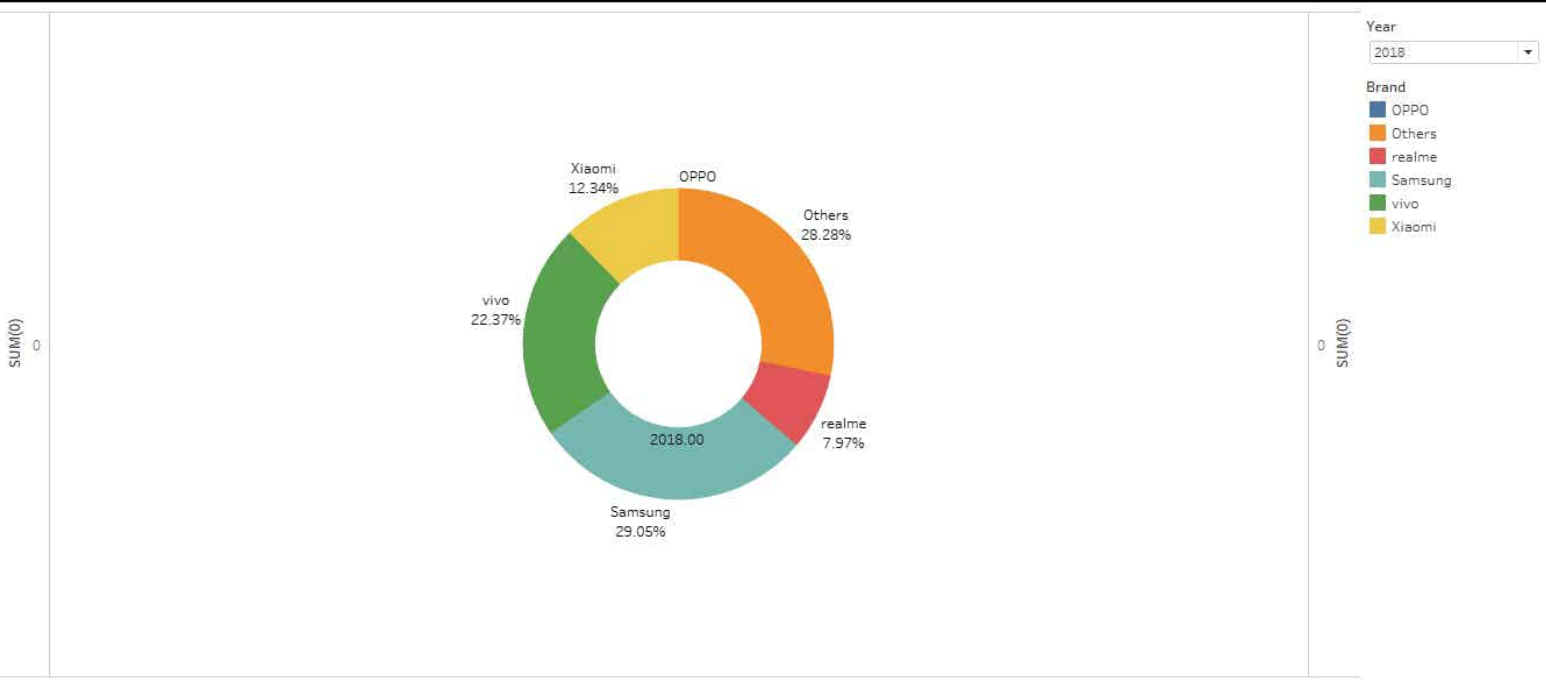
Comparative analysis amongst various other leading brands in the smartphone industry shows that iPhone is yet to make its impact in India. Its 3% market share in the globe market is depicted in the line bar graph.



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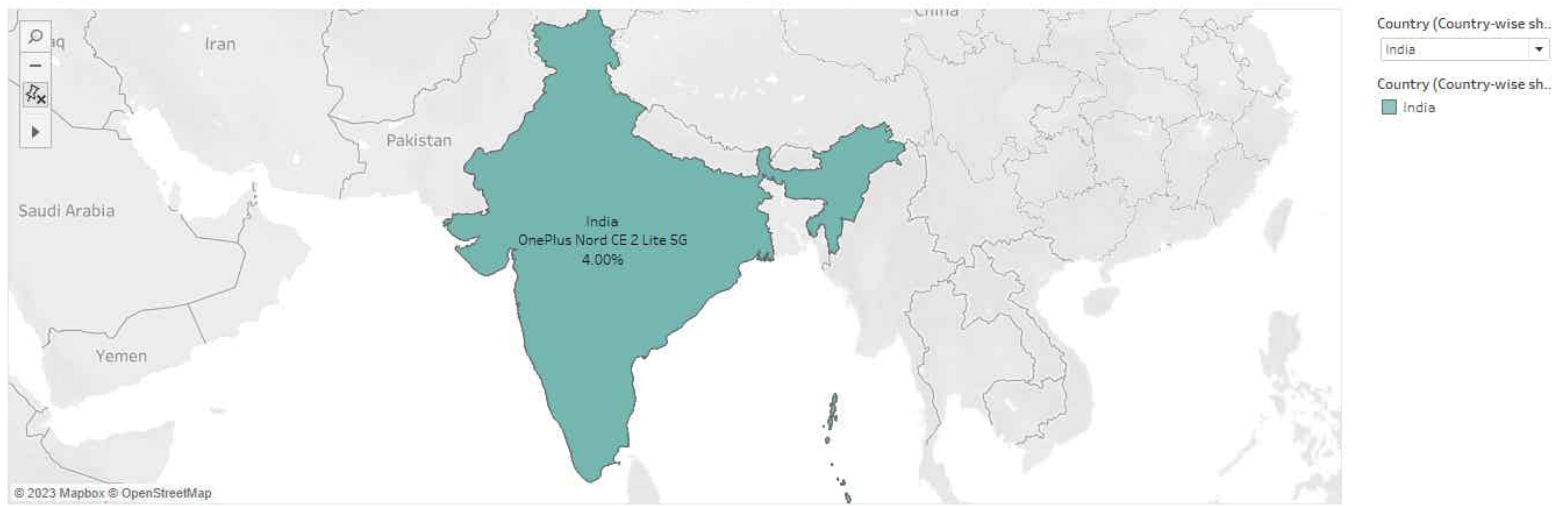
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Story 2

Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance in the US. 6 of the top 10 most sold smart phone models in January 2021 were designed by Apple.

More than 1 billion consumers currently use iPhones. Since its initial launch, more than 1.9 billion iPhones have been sold. iPhone sales in 2021 surpassed the 2015 peak, but declined in 2022 to 232.2 million units.



Story 2

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