PROJECT REPORT

➤ INTRODUCTION:

- ### Overview:

   Smartphones, like the iPhone, have changed the world by improving how we communicate and do business. India, with its growing economy, has seen a big increase in smartphone use. This research will use data to study how the iPhone has affected India, from how many people use it to how it's changed society and the economy. Apple has a good opportunity to grow in India because people there are excited about new iPhone models. This research will help us really understand how the iPhone has made a difference in India.
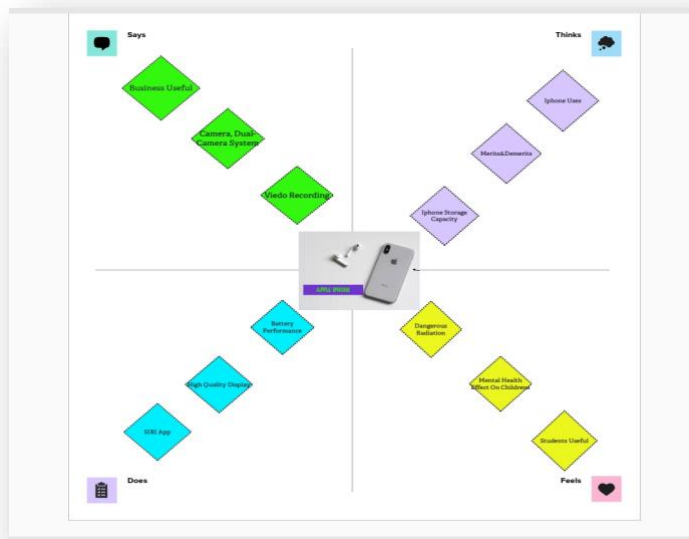
- ### PURPOSE:

   This project helps us figure out how the iPhone has changed things in India. We can learn what people like about it, how it affects the economy, and how it's changed the way people in India use technology. This can be useful for businesses and can help Apple grow

in India. It's all about understanding the impact of the iPhone.

➢ PROBLEM DEFINITION & DESIGN THINKING:
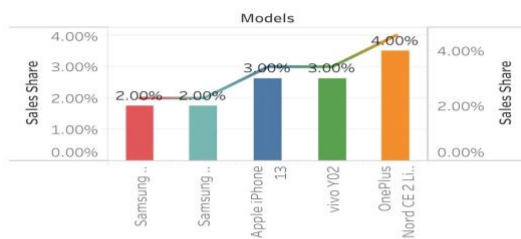
⊞ EMPATHY MAP:

⊞ BRAINSTORMING MAP:

RESULT:

- ## Screen shots:

Dashboard

Country
India

Global Market Share

India
OnePlus Nord CE 2 Lite 5G
4.00%

Iran

China

Pakistan

© Mapbox © OSM

Country Wise Best Selling Smart Phone

Models

Sales Share				
2.00%	2.00%	3.00%	3.00%	4.00%

Samsung .. | Samsung .. | Apple iPhone 13 | vivo Y02 | OnePlus Nord CE 2 Li..

Year
2018

Quarterly-Share

Xiaomi
12.34%

OPPO

Others
28.28%

vivo
22.37%

2018

realme
7.97%

Samsung
29.05%

Band Price Comparison

APPLE 0G 89900	SAMSUNG 5G 18999	REALME 5G 17999
XIAOMI 6G 17999	VIVO 5G	
	OPPO 4G	INFINIX 5G

Brand
OPPO

Battery Type Distribution

Battery T..

Lithium

Lithium Ion

Lithium Polymer

0K   5K   10K   15K   20K   25K

Avg. Original Price
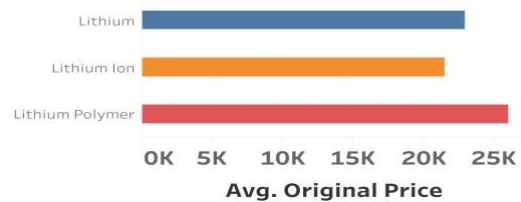
KPI

Brand	Discount Percent..	Mrp	Sale Price	Star Rating	Sales difference
Apple	0	77,000	77,000	5	0

Model-Share

Models

Sales Share

Year
2013

KPI-2

Revenue Generated	Units sold (mm)	Active Users (mm)
91.2	150.2	329.0
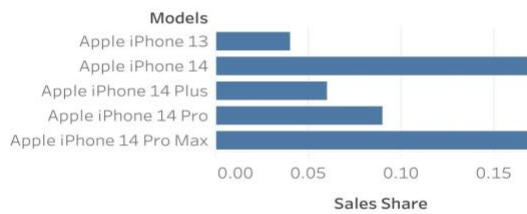
Annual Revenue
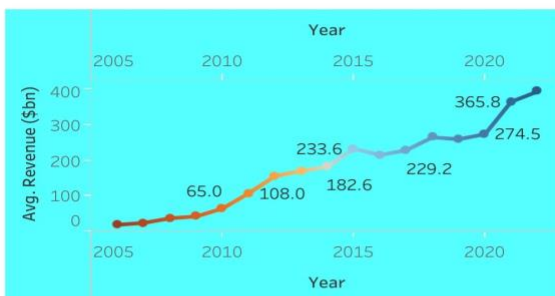
Colour
Black

Brand
APPLE

Model Specification

Model	Process..	Front Ca..	Rear Ca..	Colour
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black
APPLE IPHONE 12	A Bionic Chip with Next Ge..	12MP	12MP + 12MP	Black
APPLE IPHONE 12 MINI	A Bionic Chip with Next Ge..	12MP	12MP + 12MP	Black

Story :
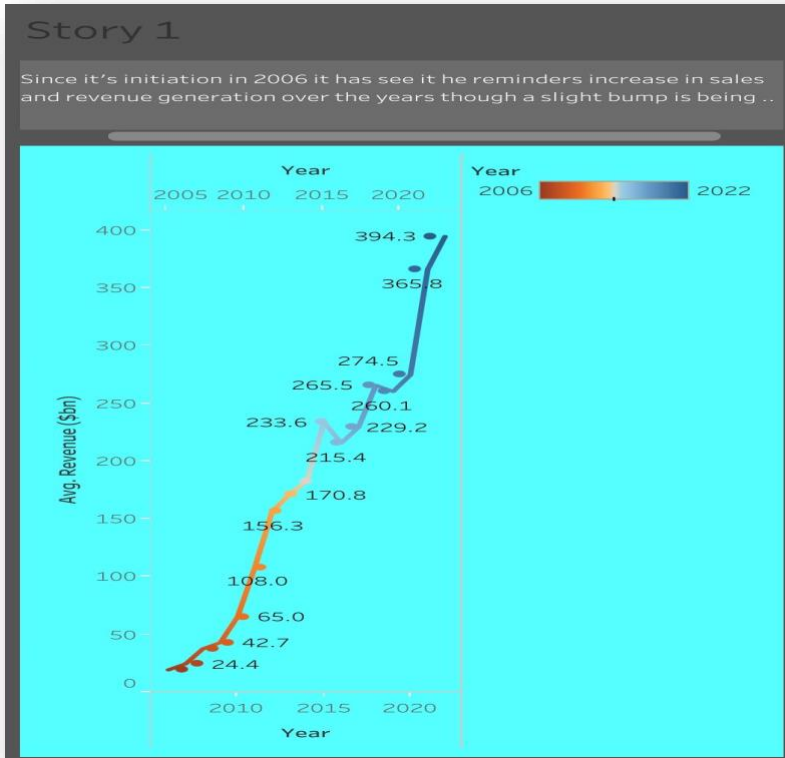
➤ ADVANDAGES & DISADVANDAGES:

iPhones have been great for connecting people and improving businesses. They've become popular in countries like India because people get excited about new models. But they can be expensive, and using them too much can cause problems. Also, they collect a lot of our personal information, which can be a concern. So, while iPhones have many good points, there are also some not-so-good things to think about.

➤ APPLICATIONS:

Applications, often called apps, are like little programs that you can use on your smartphone or computer. They help you do all sorts of things, from checking the weather to playing games or even keeping track of your daily schedule. Apps are designed to make your device more useful and fun, and there are thousands of them available for different purposes. You can download apps from app stores like the Apple App Store or Google Play Store, and they can be a big part of how you use your device.

➢ CONCLUSION:

To sum it up, this project has given us a good understanding of how the iPhone has impacted India. We've learned about things like how many people use iPhones, what they like, and how it affects the economy and society. It's clear that Apple has a great chance to grow in India because people there really like the iPhone.

This research used data to go beyond guesses and stories to give us a solid picture of how the iPhone has made a difference in India. It's not just about phones; it's about how technology can change our lives.

➢ FUTURE SCOPE:

Looking ahead, the future is brimming with exciting possibilities. We can expect more cool tech stuff like super-smart computers and amazing virtual reality. People will work harder to take care of our planet by using cleaner energy and being more eco-friendly. In healthcare, there will be better treatments and even more ways to see the doctor from home. Space adventures to places like Mars

and the Moon are in the works. Also, cars might start driving themselves, and we'll have flying drones to deliver things. The future is all about cool science, staying healthy, and protecting our planet. So, get ready for some amazing changes!