PROJECT REPORT TEMPLATE

1.INTRODUCTION

1.1 Overview

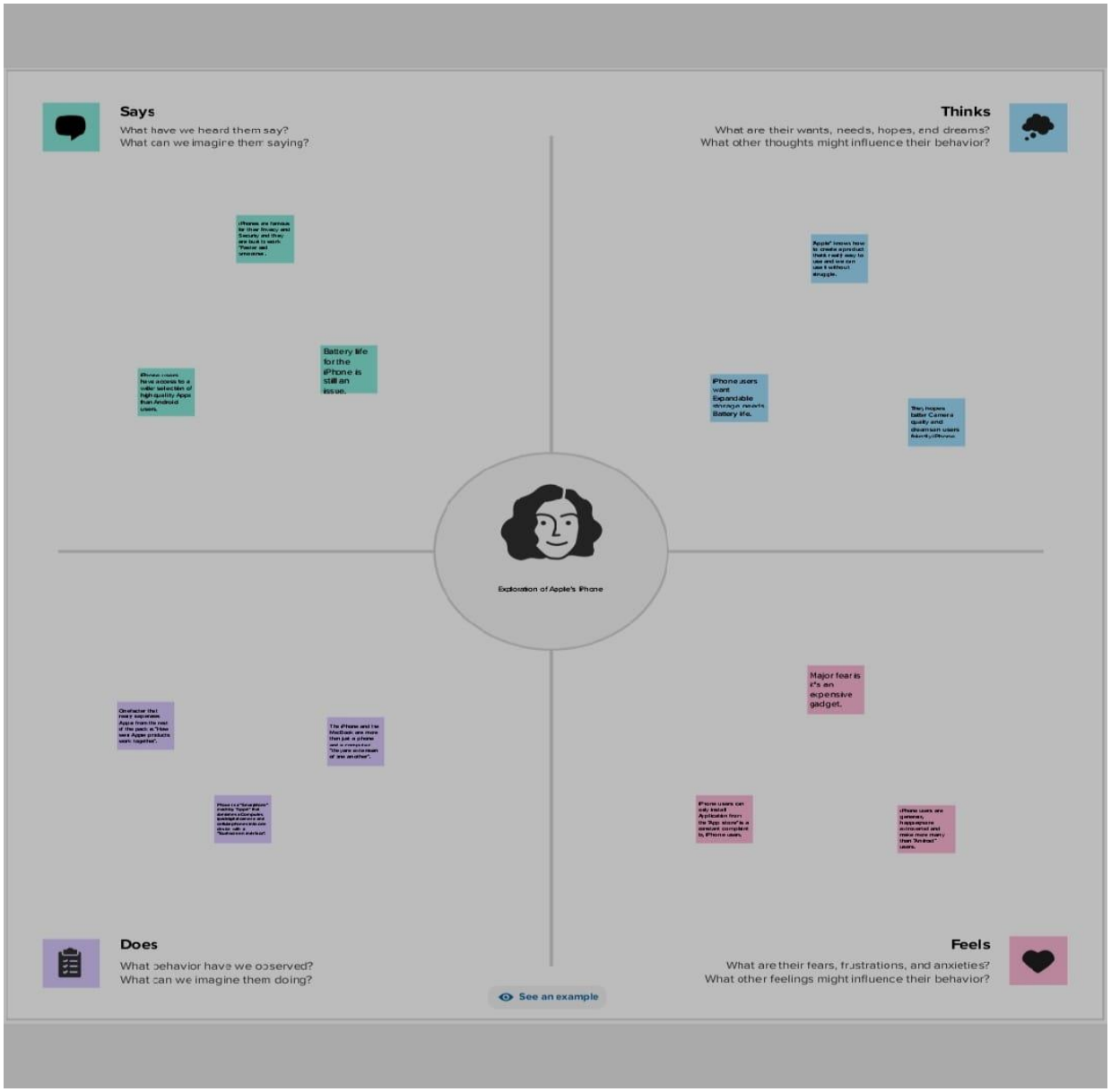
Apple's iPhone was a great success because it made communication convenient than ever before. It is around the world through volunteering, donations and learning programs.

1.2 Purpose

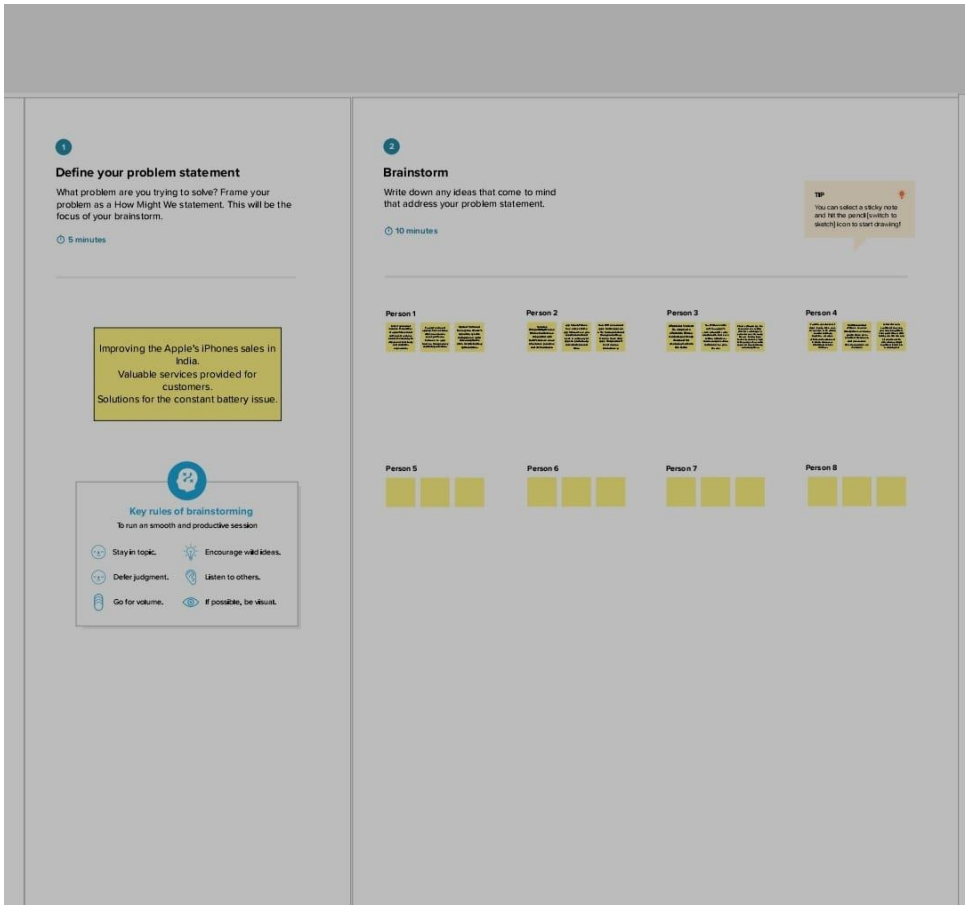
- iPhone is a combination of the iPod, a revolutionary mobile phone and a break through Internet communicator.
- It shows the notification when your data is hacked.

2.PROBLEM DEFINITION AND PROBLEM THINKING

2.1 Empathy map


Says
What have we heard them say?
What can we imagine them saying?
Battery life for the iPhone is still an issue.
Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?
iPhone users want Expandable storage, not the Battery life.
Exploration of Apple's iPhone
Major fear is it's an expensive gadget.
Does
What behavior have we observed?
What can we imagine them doing?
Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?
See an example

2.2 Ideation and brainstorming map



3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

20 minutes

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Retail Expansion: Increase the number of Apple Stores and authorized retailers across the country to improve accessibility and customer experience.

Privacy Features: Apple places a strong emphasis on user privacy, offering features like App Tracking Transparency and data protection.

Update Software: Ensure your device's operating system and apps are up to date, as updates often include battery optimizations.

Network Compatibility: Ensure iPhone models are compatible with India's diverse range of network providers and technologies.

App Store: iPhones have access to the App Store, where you can download and install a vast array of apps for productivity, entertainment, and more.

Turn Off Background Apps: Some apps run in the background and drain your battery. Close or force stop apps that you don't need running continuously.

Affordable Models: Develop more affordable iPhone models specifically designed for emerging markets like India.

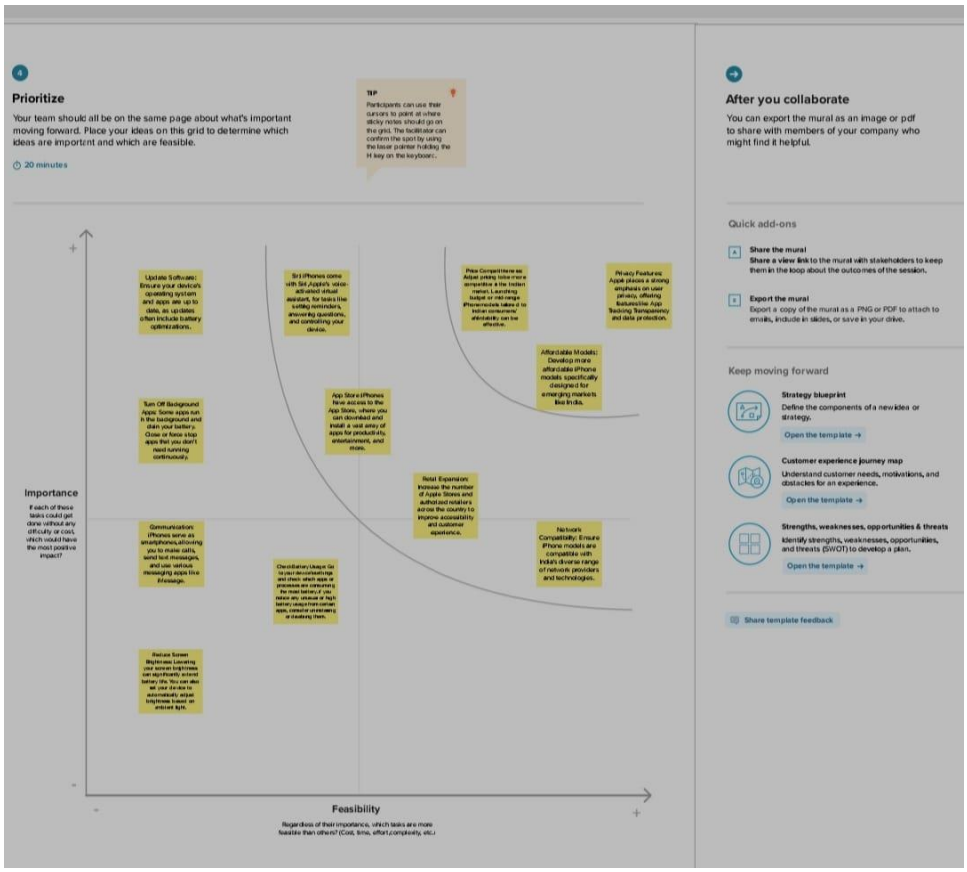
Siri: iPhones come with Siri, Apple's voice-activated virtual assistant, for tasks like setting reminders, answering questions, and controlling your device.

Check Battery Usage: Go to your device's settings and check which apps or processes are consuming the most battery. If you notice any unusual or high battery usage from certain apps, consider uninstalling or disabling them.

Price Competitiveness: Adjust pricing to be more competitive in the Indian market. Launching budget or mid-range iPhone models tailored to Indian consumers' affordability can be effective.

Communication: iPhones serve as smartphones, allowing you to make calls, send text messages, and use various messaging apps like iMessage.

Reduce Screen Brightness: Lowering your screen brightness can significantly extend battery life. You can also set your device to automatically adjust brightness based on ambient light.



3. RESULT

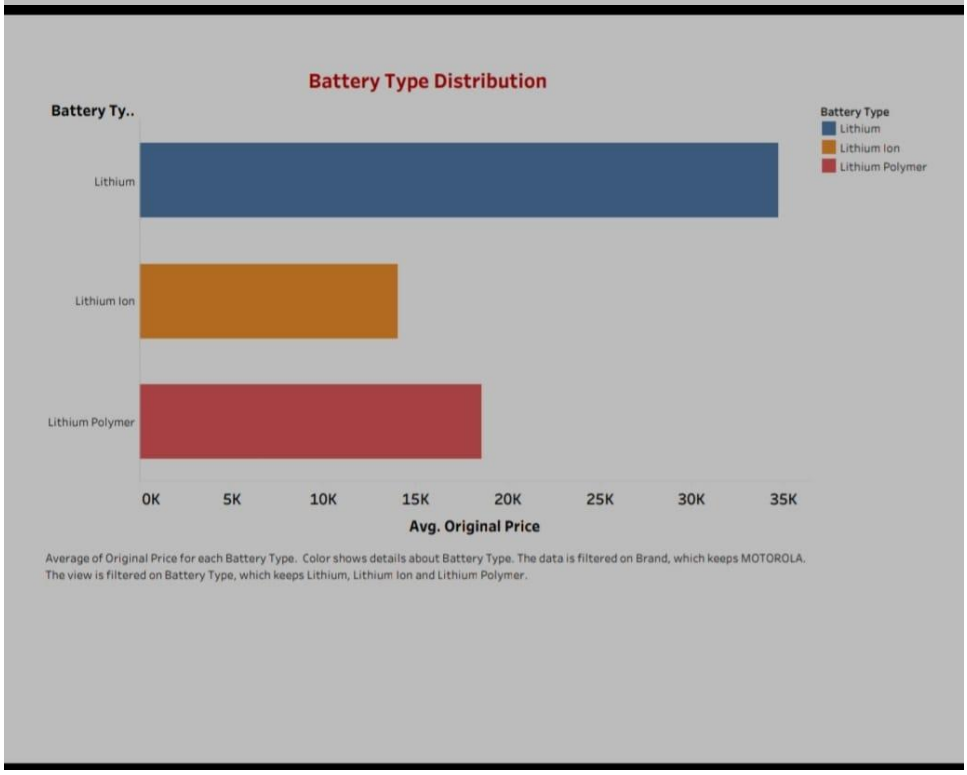
3.1 Sheet creation

KPI

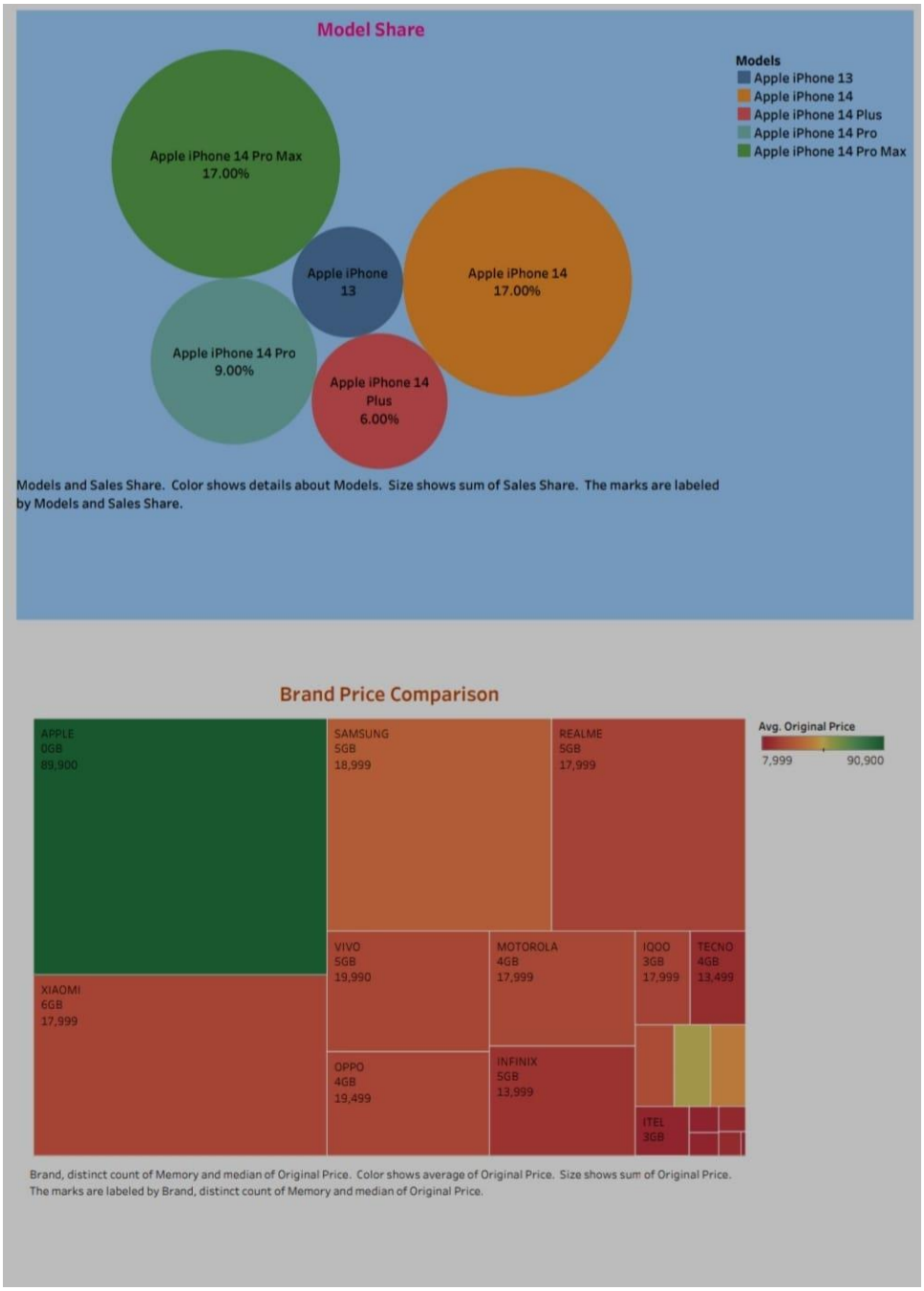
Brand	Discount Percentage	Mrp	Sale Price	Sales difference	Star Rating
Apple	0	77,000	77,000	0	5

Discount Percentage, Mrp, Sale Price, Sales difference and Star Rating broken down by Brand. The data is filtered on Upc, which keeps MOBEXRGVPK7PFEJZ.

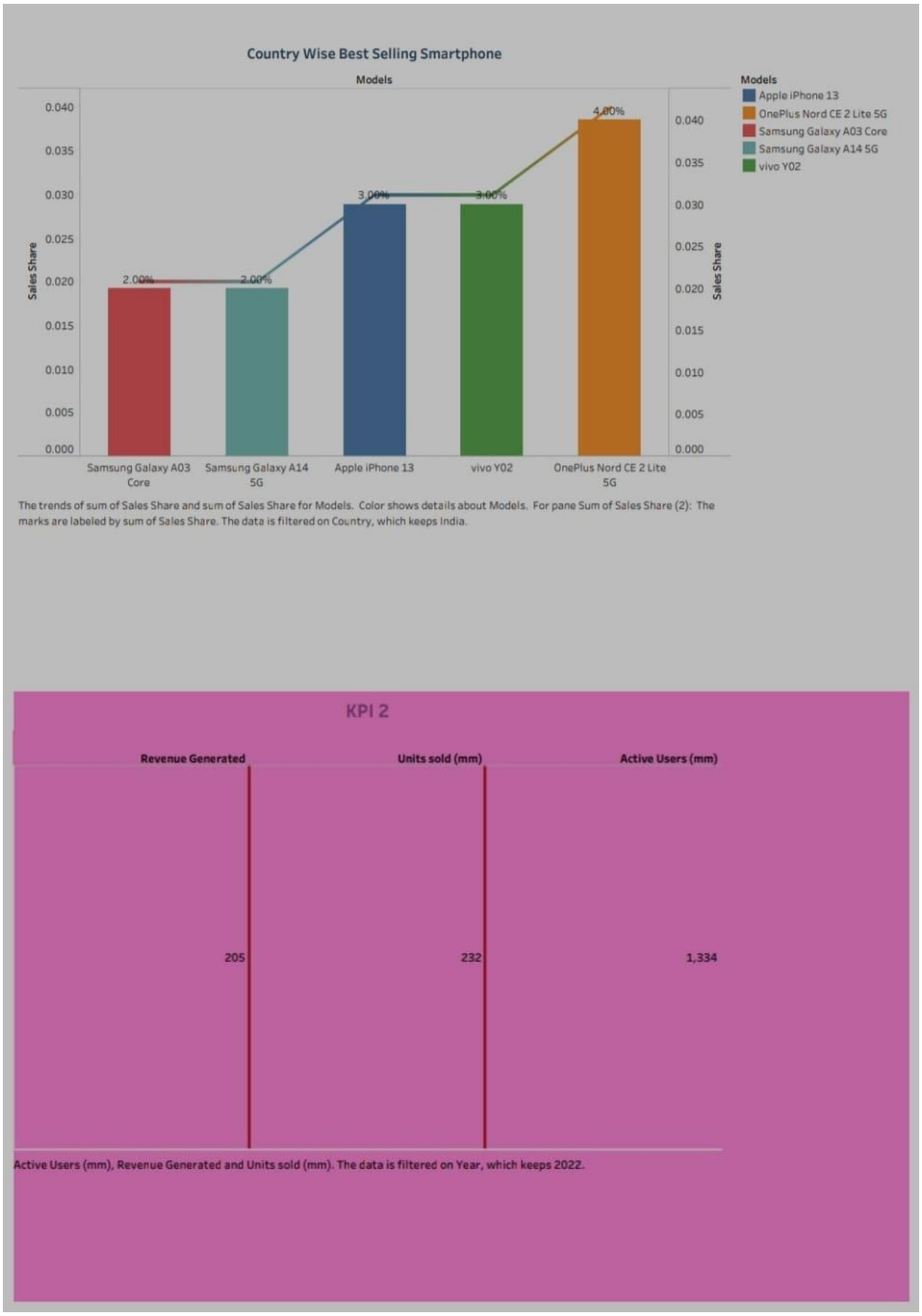
The cost of iPhone is determined and the sales difference is calculated.



The processor of the specific model is tabulated and the types of the battery used is specified in different colours for the different types

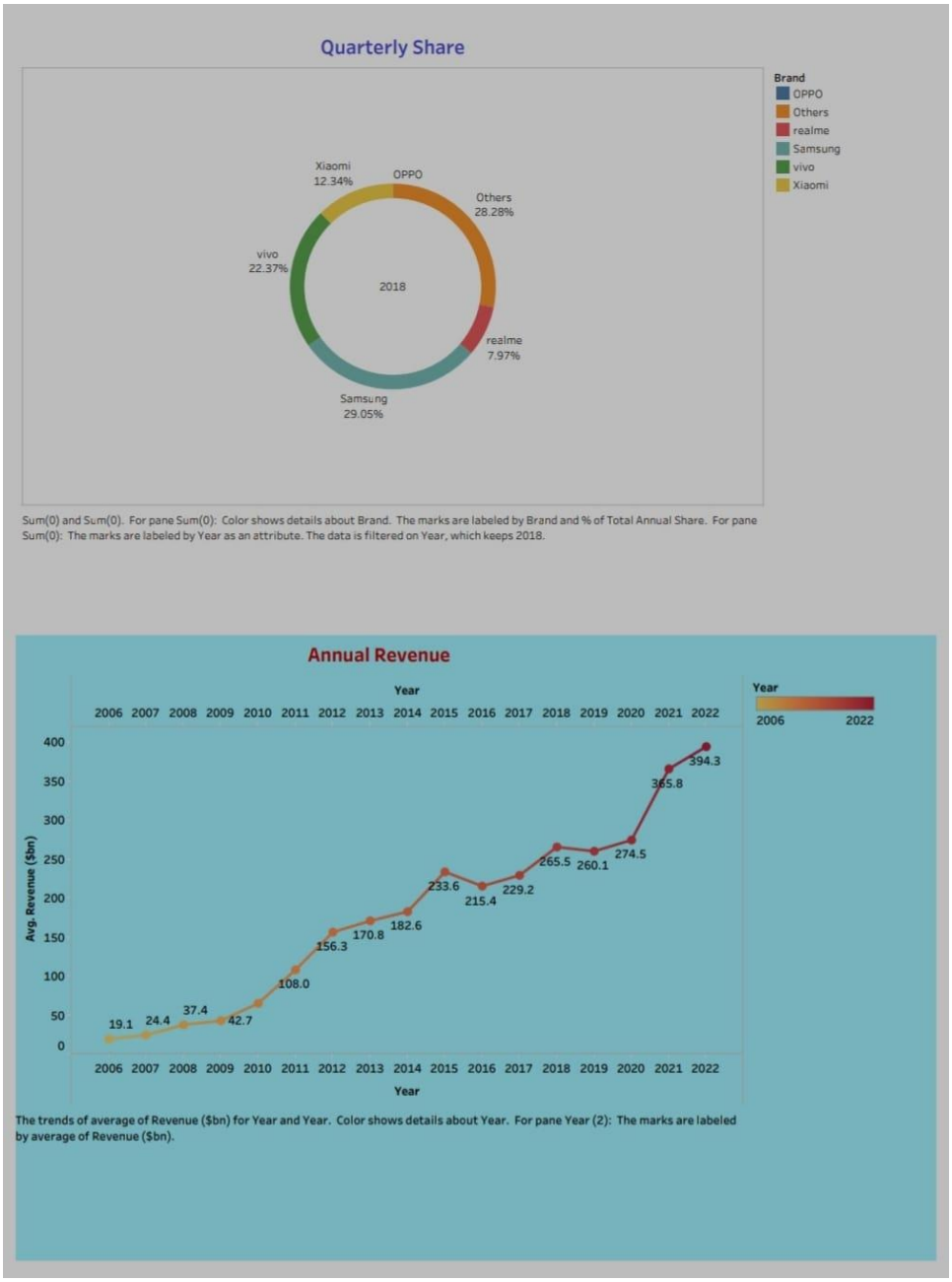


Here we done the price comparision and the shares of specific model using tree maps and bubble chart.


Country Wise Best Selling Smartphone
Models
Sales Share
0.040
0.035
0.030
0.025
0.020
0.015
0.010
0.005
0.000
2.00%
2.00%
3.00%
3.00%
4.00%
Samsung Galaxy A03 Core
Samsung Galaxy A14 5G
Apple iPhone 13
vivo Y02
OnePlus Nord CE 2 Lite 5G
Models
Apple iPhone 13
OnePlus Nord CE 2 Lite 5G
Samsung Galaxy A03 Core
Samsung Galaxy A14 5G
vivo Y02
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.
KPI 2
Revenue Generated
205
Units sold (mm)
232
Active Users (mm)
1,334
Active Users (mm), Revenue Generated and Units sold (mm). The data is filtered on Year, which keeps 2022.

Using line bar chart we determined the sales share as country wise.

The shares of India is determined as 4% in the world.



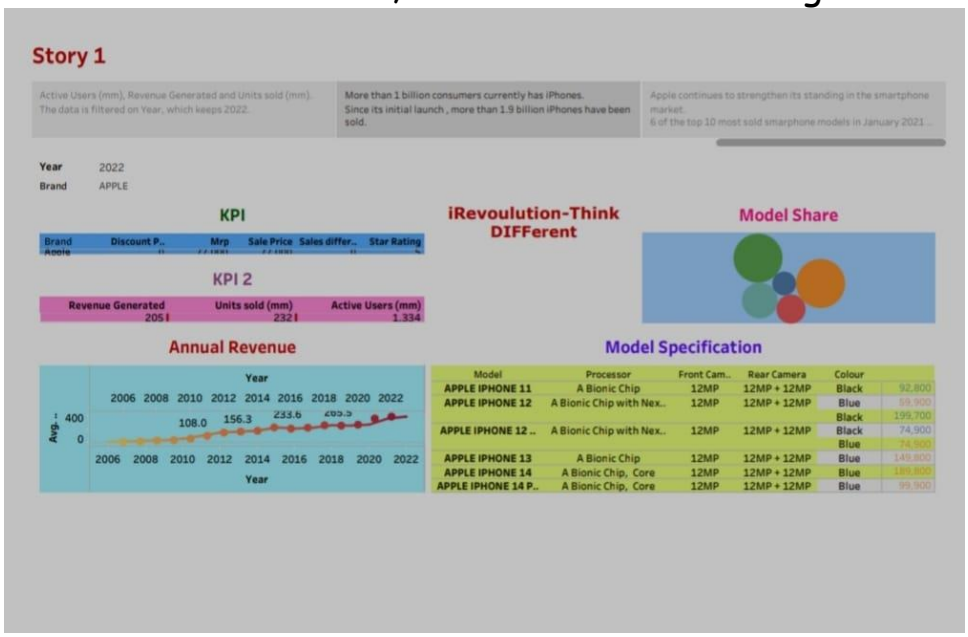
The donut chart is prepared using pie chart and the difference in area is calculated using angle. The average revenue of the Apple's iPhone is calculated as years.

3.2 Dashboard and story creation

The different models and their capacity like camera quality, colour of the model and their users are determined.

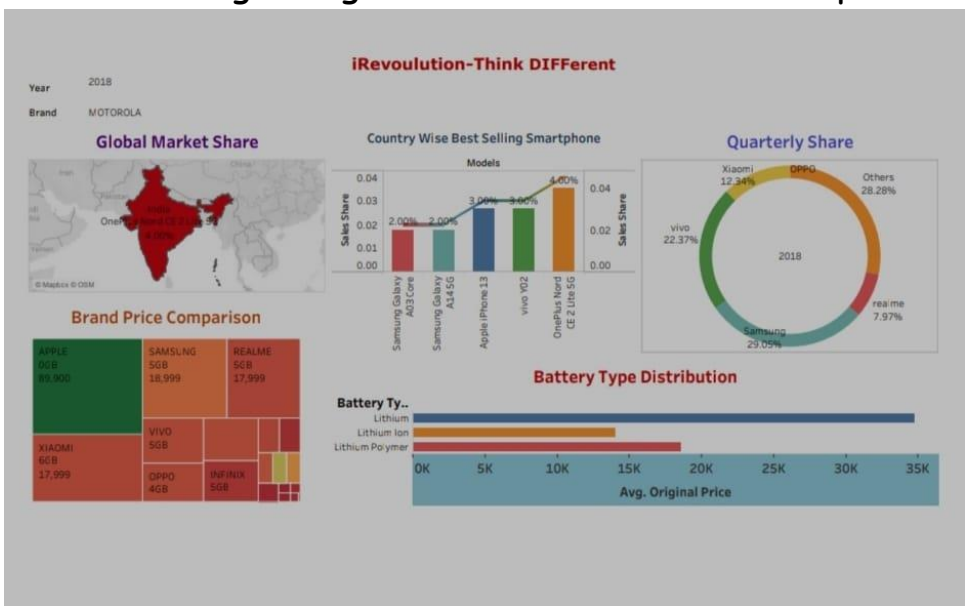
The market price is also defined. The processor of variouss models price were high and discount also provided.

The model shares, users and revenue are generated.



The selling range of every models and their battery types of the year 2019 is calculated and 3% of market share is depicted.

The share of the smart phones with good battery types were sold regarding to the model of the smart phone in India.



The annual revenue of the brand are calculated as year wise. In 2006 the sales or demand of Apple's iPhone is gradually increases.

The global share is determined for a particular country India. It is about 4% all over the world.

4. ADVANTAGES AND DISADVANTAGES

4.1 Advantages

- iPhone is more user friendly.
- iPhone's have extreme security.
- iPhone's works beautifully with Macs.
- You can update IOS in iPhone whenever you want.
- Resale value of an iPhone than an android phone if you want an upgrade.
- Apple pay for mobile payments.
- Family sharing on iPhone saves you money.
- iPhone's are generally faster than android phones.
- iPhones are also preferred moreover android because og the accessiblity features.
- Apple provides the best support.

4.2 Disadvantages

- The iPhone is one of the most expensive smart phones on the market.
- The iPhone's batteries are non-removable, which means the users cannot replace them.
- One of the disadvantages of the iPhone is that it has limited customization options.
- It has no expandable storage options.

5. APPLICATIONS

5.1 Compatibility issues

If you no longer use any Apple applications on your windows computer or have switched to alternative software, you may choose uninstall Apple Application Support.

This can help free up system resources and reduce clutter on your device.

5.2 Troubleshooting purposes

If you are experiencing issues with Apple software or suspect that Apple Application Support may be causing problems, uninstalling and reinstalling it can sometimes resolve the issues.

This process can help eliminate any corrupted files are conflicts that may have occurred during the initial installations

5.3 Security Concerns

While Apple Application Support itself is not considered malware or a security threat, it is always a good practice to regularly review the software installed on your device.

If you have concerns about potential vulnerabilities or want to minimize the attack surface of your system, you may choose to uninstall Apple Application Support.

6. CONCLUSION

The project is the Exploration of Apple's iPhone impact in India. Our goal is analyse the marketing rate of iPhones, specifying various models, finding the solutions for the problems etc.

This project is made with different colours, filters and we use different charts or different marks such us KPI, line bar chart, tree maps, pie chart, bubble chart maps etc. By using the pie chart we also make a donut chart.

These charts are built with many colours labels which is convenient to the user to use. Label is used to add more information about those products when we point it on particular product it shows its feature.

The angle icon is used to differentiate the percentage or area of the specific quantities of the products or models of smart phone is used by the active users.

The market penetration of phones are defined as their revenue and units sold in 2015 and its users were calculated. The bubble chart shows shares of the model of Apple's iPhone. The sales share of iPhone 14 pro max and iPhone 14 are equal to 17%.

The processor of various methods and battery, camera, colour of the phones and prices are compared. The price of the Apple's iPhone as MRP and sales price is high due to taxes.

The distribution of the battery is compared in horizontal bars. The average price of the lithium, lithium ion, lithium polymer battery types are drawn. The donut chart represents the annual share in 2019.

In 2006 it has seen the users increase in sales and revenue generation over the years, through a slight beam is being observed. Although the iPhone isn't far behind in the competition, it is yet to scale up its marketing stratergies and policy formulation for Indian audience.

The various brands of phones are expressed in tree maps. Mainly we compared the brands and price here. It shows the battery type, storage etc. The price of the Apple's iPhone is high as compared to other brands.

From the initiation of Apple iPhone in India it gets a good global market share even though it's price is high and has good processor.

7. FUTURE SCOPE

- ➔ The A17 Bionic SoS is projected to drive the future iPhone 17 series.
- ➔ The A19 Bionic processor produced using a 2nm process
- ➔ The report asserts the Apple is working on the M5 chip for its Mac line up.