

Ideation Phase

Define the Problem Statements

Date	22 October 2023
Team ID	NM2023TMID00936
Project Name	IREvolution A data driven exploration of Apple's Iphone impact in india
Maximum Marks	2 Marks

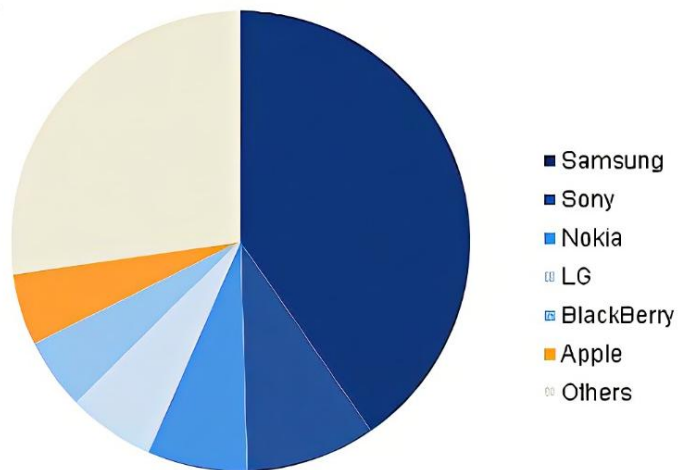
Problem Statement Template:

Analyzing Apple's limited market share in India, this study explores data-driven factors affecting its iPhone's impact. It investigates challenges, such as pricing and local competition, and identifies growth barriers, offering insights for enhancing Apple's presence in the Indian smartphone market.

India smartphone market

*Total smartphone shipments to India during the quarter were 5.2 mln and 16.9 mln for whole of 2012

Market share - Oct to Dec 2012 %



Problem Statement (PS)	I am (other brands)	I'm trying to	But	Because	Which makes me feel
PS-1	Other mobile company	Effectively estimates my business expenses	I facing challenges in accurately predicting these expenses	My business expenses in a dynamic and ever changing market	Uncertain about my financial planning and budgeting
PS-2	Iphone impact in india	forecast my annual expenses accurately	I find it challenging to do so	there are various unpredictable factors and fluctuations in the market.	Iphone becoming a huge rise in indian market nowadays