

IRevolution: A Data-driven Exploration of Apple's iPhone Impact in India

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❖ INTRODUCTION

One year after Apple Inc. CEO Steve Jobs announced the company's industry-changing iPhone on

January 9, 2007, at the Macworld convention in San Francisco, the share price of Apple's stock has more than doubled to a January 9, 2008, value of \$179.40 (See Chart 1). This stock price incorporates all of Apple's business, but a large part of the rise in value can be attributed to the launch of the cutting-edge iPhone, of which four million have already been sold through mid-January 2008 (Carew, 2008). Based on this simple observation of the stock price, the iPhone can so far be declared a success, at least from a shareholder standpoint. This paper will explore both the pre- and post-launch activities surrounding the iPhone to explain why it was such a success for the stockholders and why Apple's reputation for unparalleled marketing success is deserved.



Chart 1: This chart depicts the astounding growth of Apple's stock from January 9, 2007, to January 9, 2008.

❖ **PURPOSE:**

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 data-driven 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



❖ Problem Understanding:

Your iPhone is designed to deliver an experience that is simple and easy to use. This is only possible through a combination of advanced technologies and sophisticated engineering. One important technology area is battery and performance. Batteries are a complex technology, and a number of variables contribute to battery performance and related iPhone performance. All rechargeable batteries are consumables and have a limited lifespan – eventually their capacity and performance decline such that they need to be replaced. Battery aging can contribute to changes in iPhone performance. We created this information for those who would like to learn more.

About lithium-ion batteries

iPhone batteries use lithium-ion technology. Compared with older generations of battery technology, lithium-ion batteries charge faster, last longer and have a higher power density, giving more battery life in a lighter package. Rechargeable lithium-ion technology currently provides the best technology for your device. Find out more about lithium-ion batteries.



When batteries chemically age

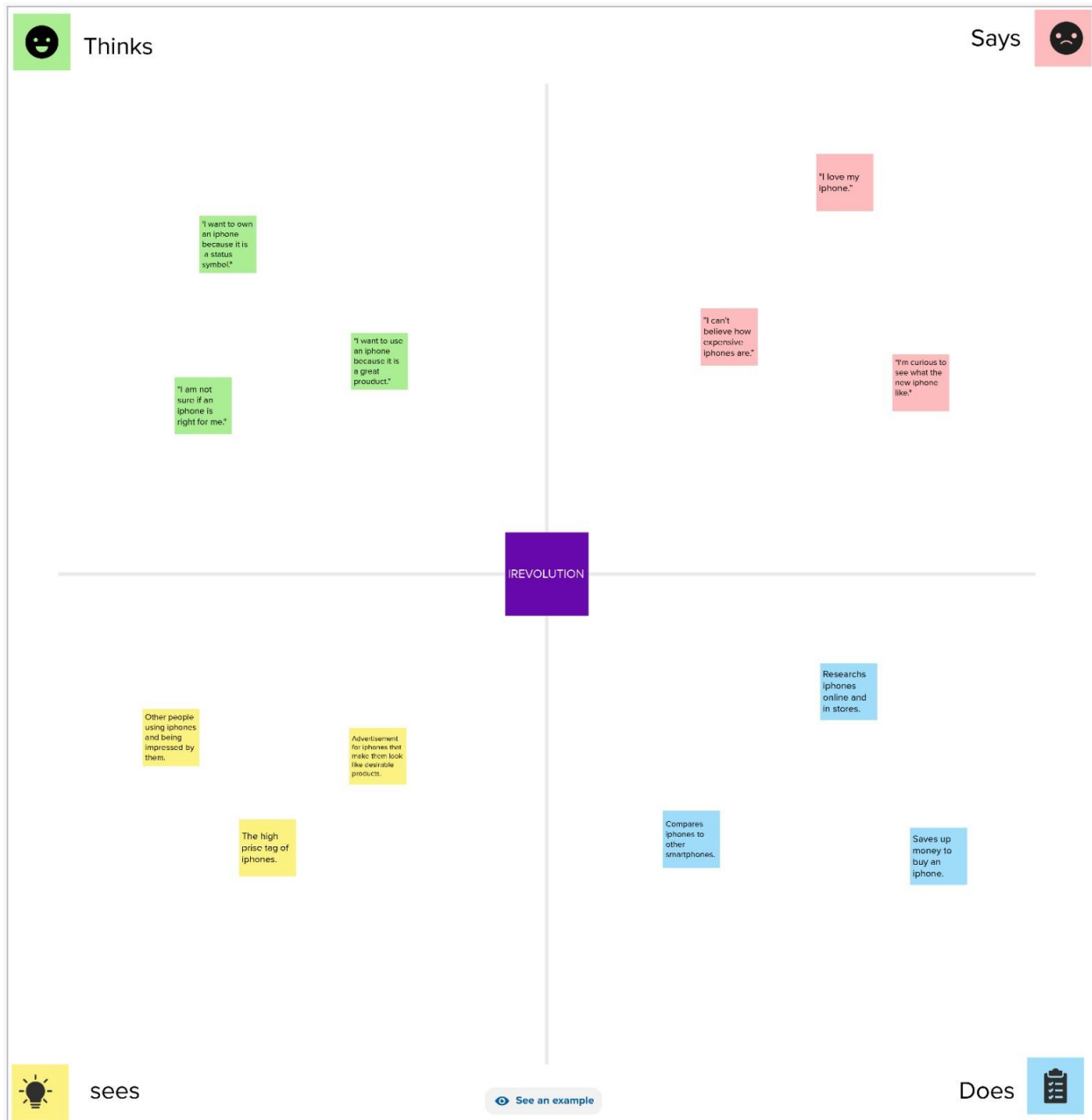
All rechargeable batteries are consumable components that become less effective as they chemically age.



**As lithium-ion batteries chemically age,
the amount of charge they can hold diminishes,
resulting in shorter amounts of time before a device needs to be
recharged.**

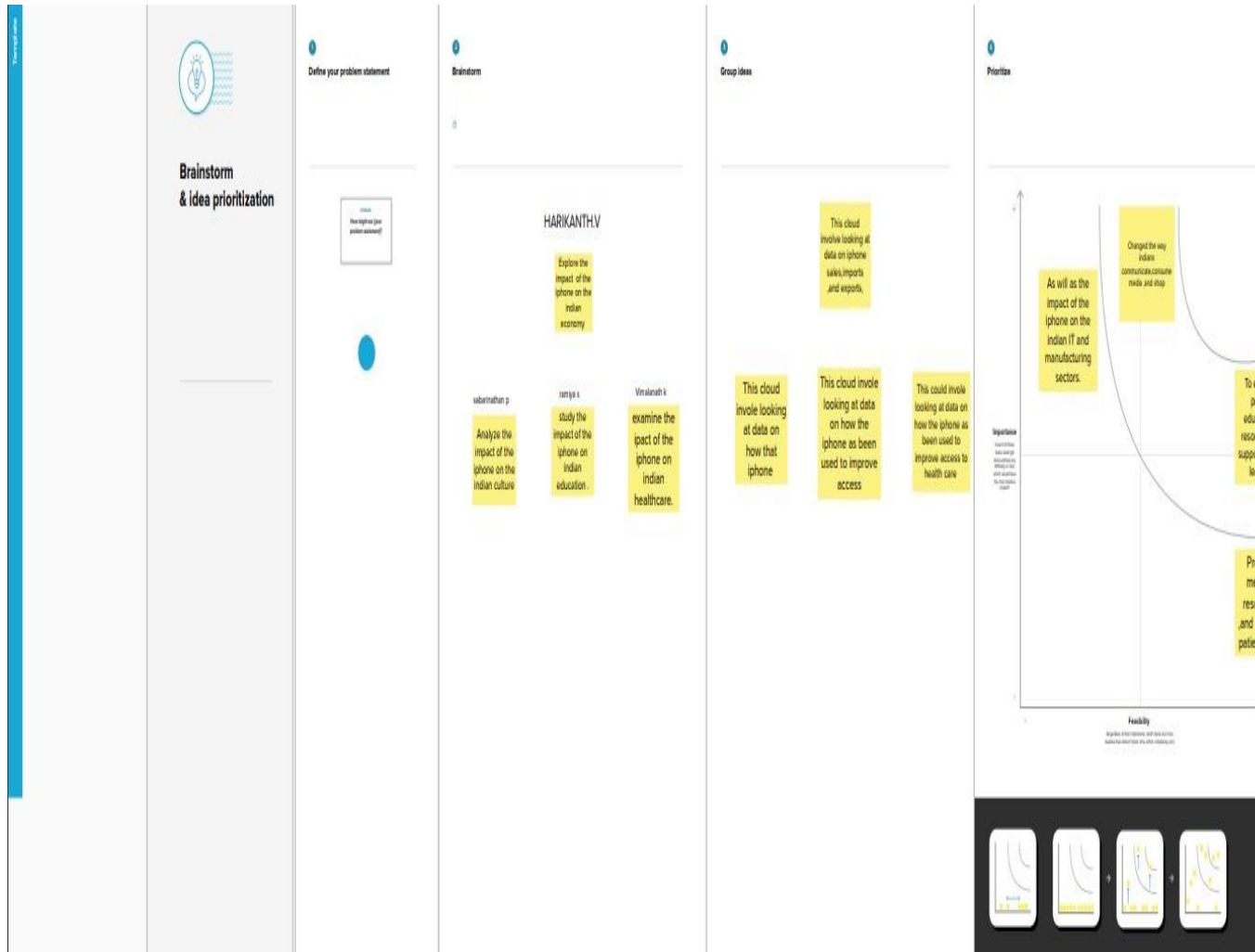
1. PROBLEM DEFINITION AND DESIGN THINKING

EMPATHY MAP



2. Ideation & Brainstorming

Mapping



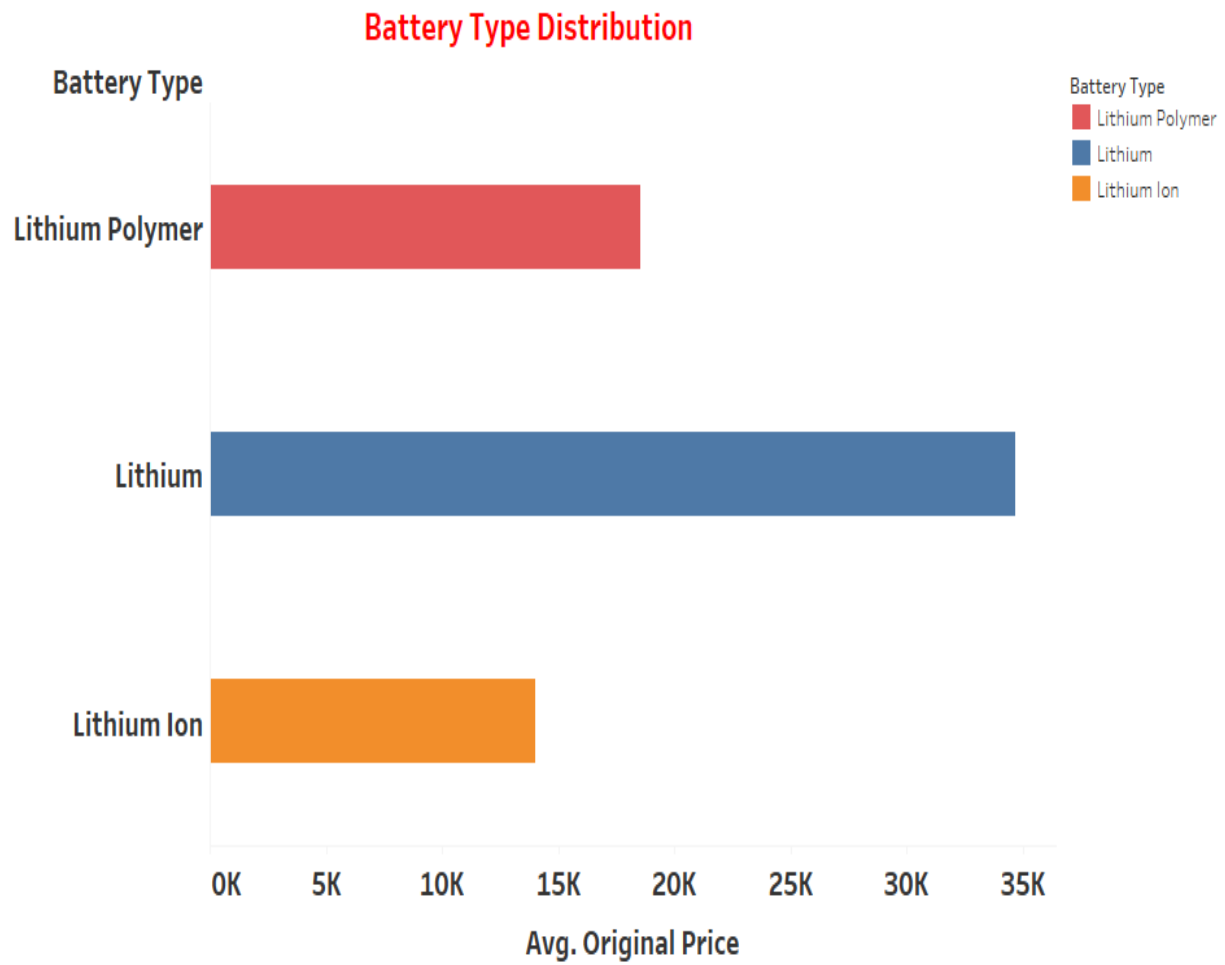
KPI

Brand	Discoun..	Mrp	Sale Pri..	Star Rat..
Apple	0	77,000	77,000	5

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

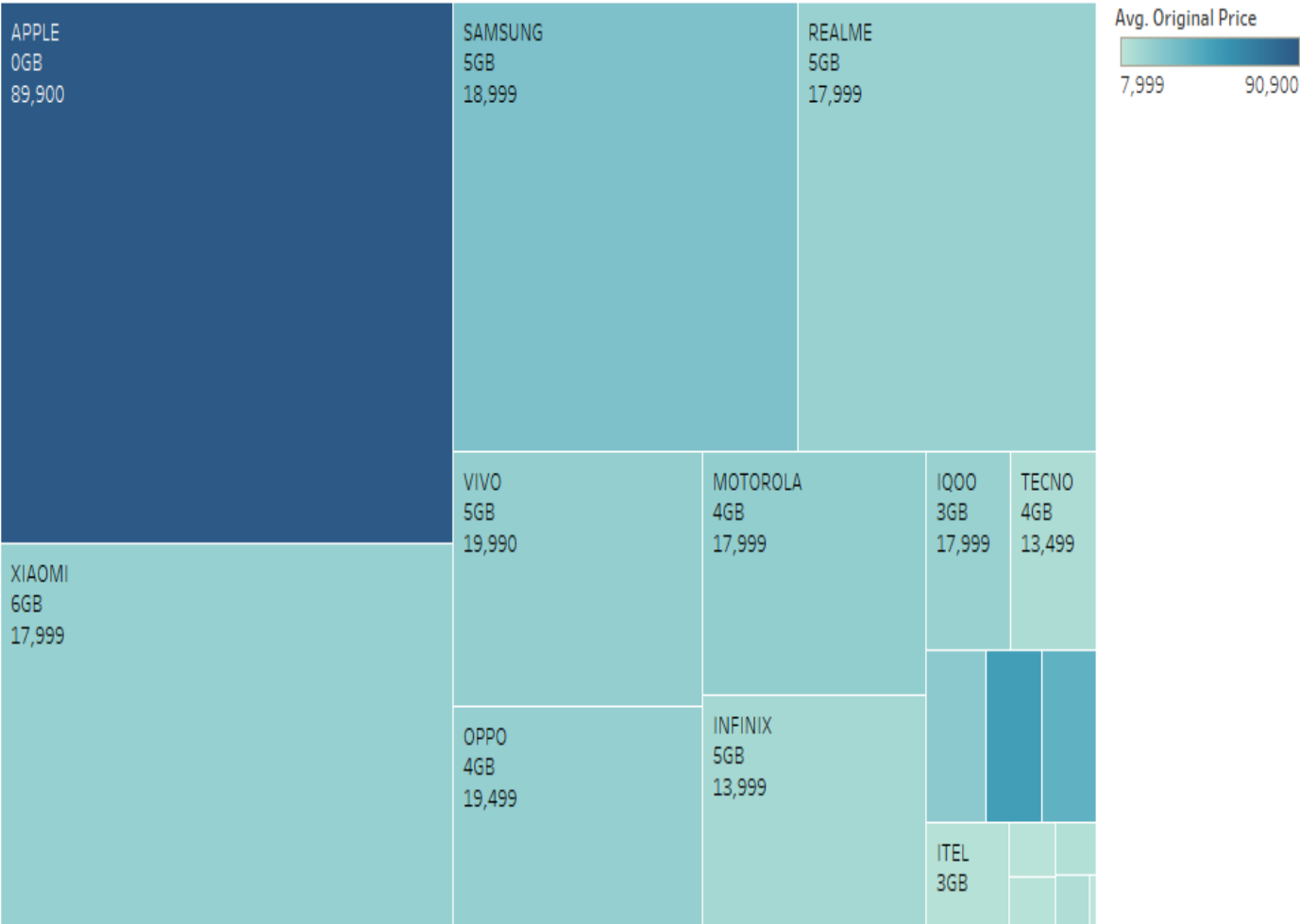
Model Specification					
Model	Processor	Front Ca..	Rear Ca..	Colour	
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	199,700
				Blue	59,900
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	74,900
				Blue	74,900

Sum of Original Price broken down by Model, Processor, Front Camera, Rear Camera and Colour. Color shows details about Colour. The data is filtered on Brand, which keeps APPLE. The view is filtered on Colour and Processor. The Colour filter keeps Aqua Blue, Black, Blue, Cool Blue and Couture Blue. The Processor filter keeps A Bionic Chip with Next Generation Neural Engine.



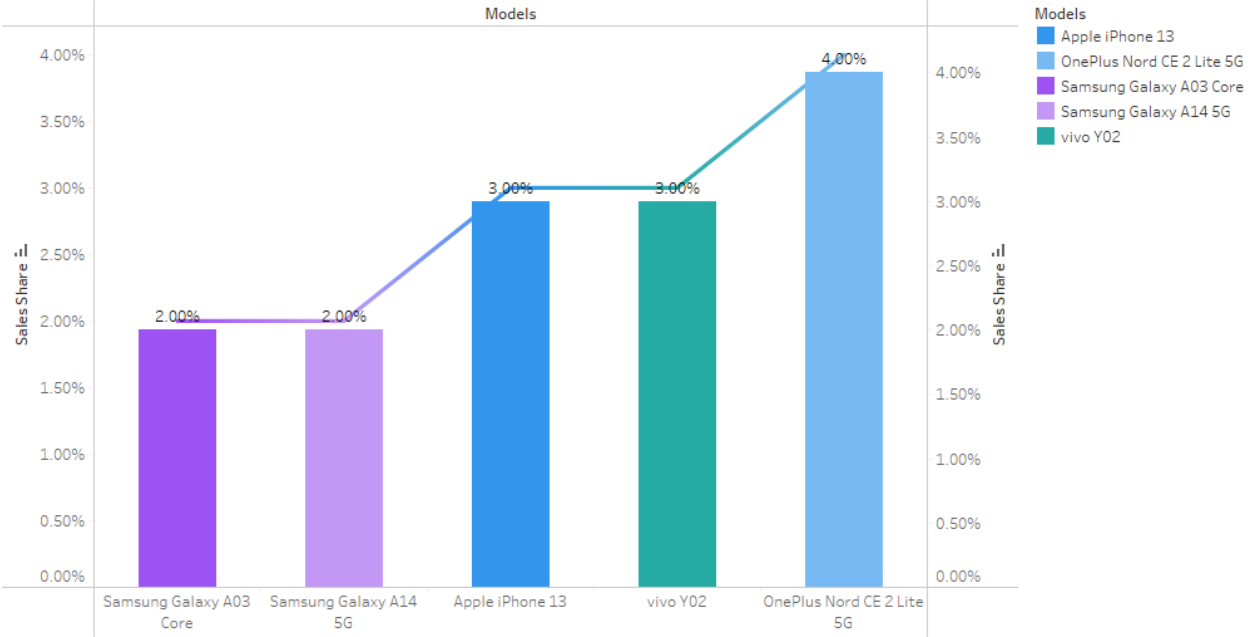
Average of Original Price for each Battery Type. Color shows details about Battery Type. The data is filtered on Brand, which keeps MOTOROLA.
The view is filtered on Battery Type, which keeps Lithium, Lithium Ion and Lithium Polymer.

Brand Price Comparison



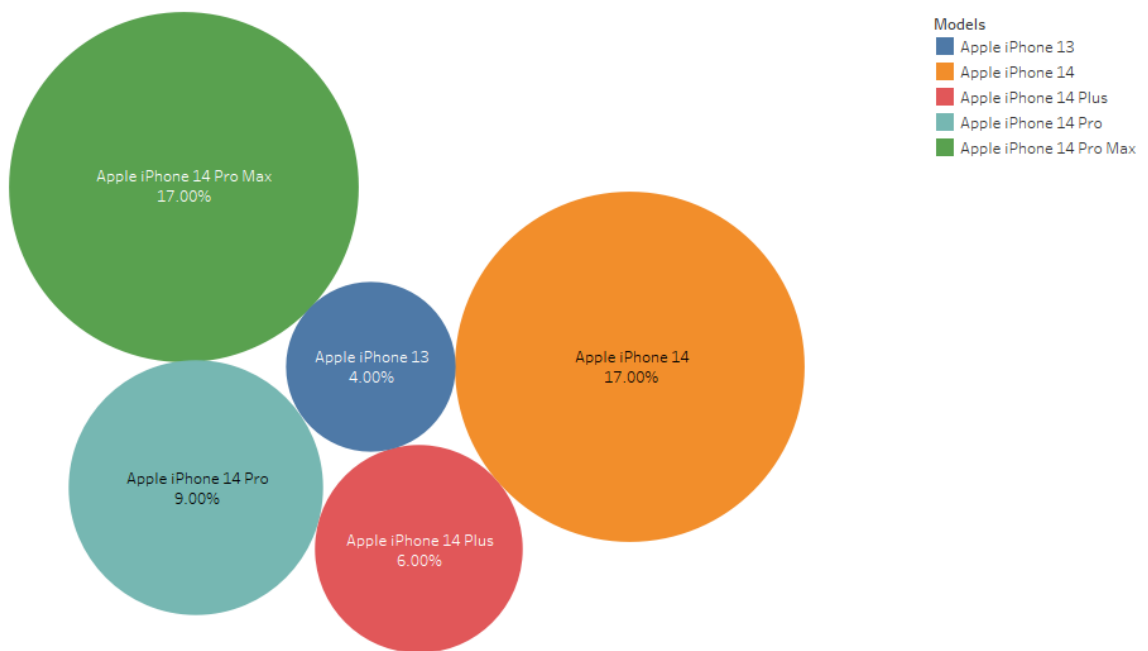
Brand, distinct count of Memory and median of Original Price. Color shows average of Original Price. Size shows sum of Original Price. The marks are labeled by Brand, distinct count of Memory and median of Original Price.

Country Wise Best Selling Smartphone



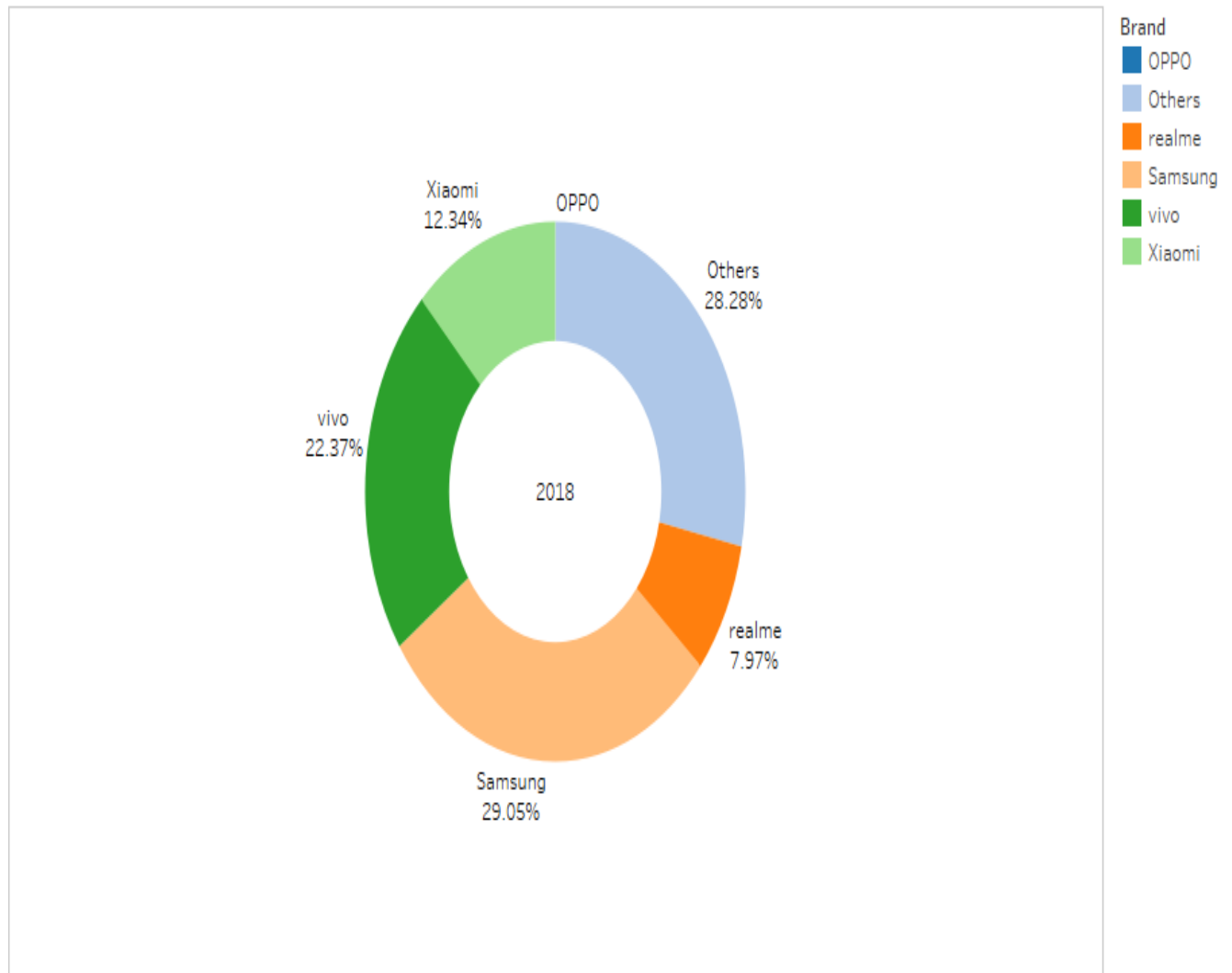
The trends of sum of Sales Share and sum of Sales Share for Models. Color shows details about Models. For pane Sum of Sales Share (2): The marks are labeled by sum of Sales Share. The data is filtered on Country, which keeps India.

Model-Share

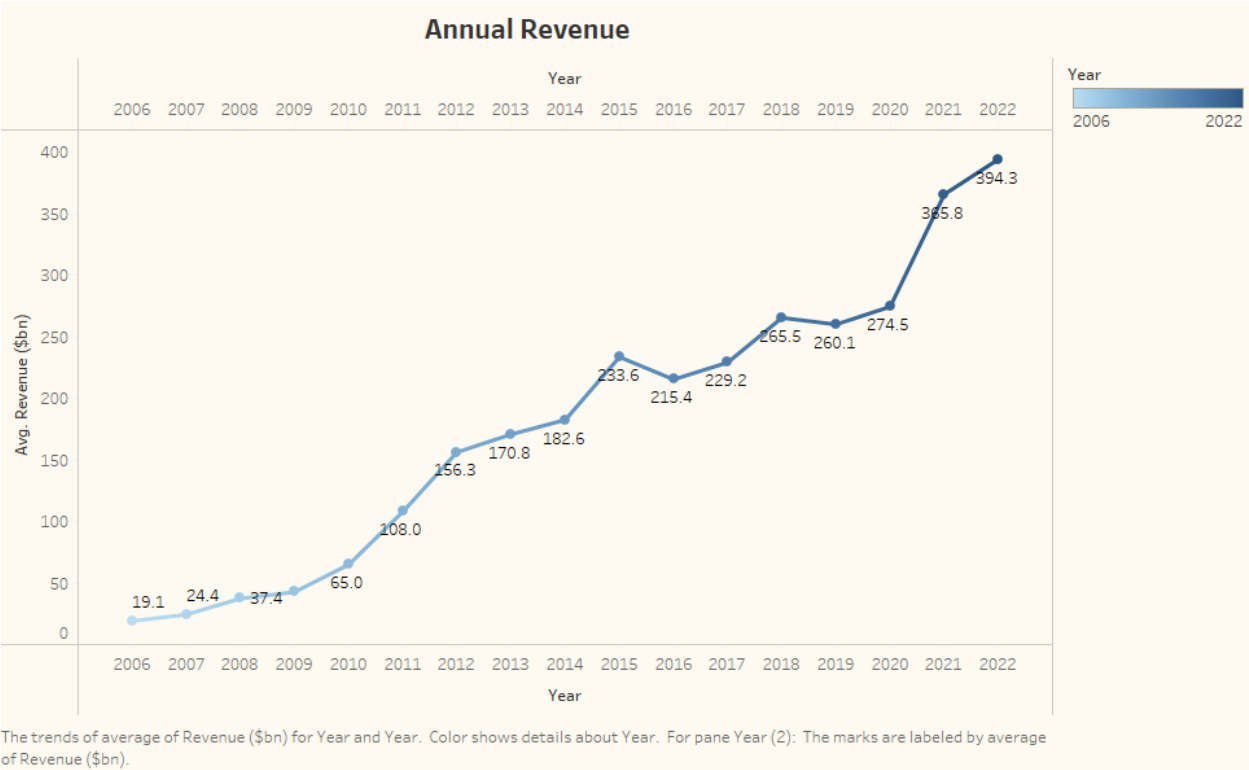


Models and Sales Share. Color shows details about Models. Size shows sum of Sales Share. The marks are labeled by Models and Sales Share.

Quarterly-Share



SUM(0) and SUM(0). For pane SUM(0): Color shows details about Brand. The marks are labeled by Brand and % of Total Annual Share. For pane SUM(0) (2): The marks are labeled by Year as an attribute. The data is filtered on Year, which keeps 2018.



GMS



Map based on Longitude (generated) and Latitude (generated). Color shows details about Country. The marks are labeled by Country, Models and Sales Share. Details are shown for Country. The view is filtered on Country, which keeps India.

KPI 2

Revenue Generated	Units sold (mm)	Active Users (mm)
205	232	1,334

Revenue Generated, Units sold (mm) and Active Users (mm). The data is filtered on Year, which keeps 2022.

Brand

APPLE

Year

2022

Colour

Multiple values

KPI

Brand	Discoun..	Mrp	Sale Pri..	Star Rat..
Apple	0	77,000	77,000	5

KPI 2

Revenue Generated	Units sold (mm)	Active Users (mm)
20%	230	1,334



Model Specification

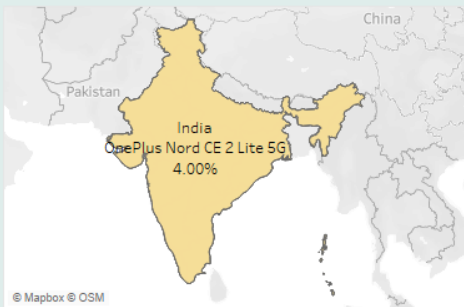
Model	Process..	Front Ca..	Rear Ca..	Colou..
APPLE IPHONE 12	A Bionic Chip with Next Generati..	12MP	12MP + 12MP	Black
				Blue
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generati..	12MP	12MP + 12MP	Black
				Blue

Country
India

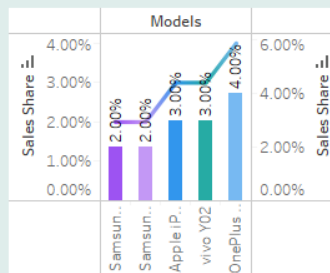
Brand
MOTOROLA

Year
2018

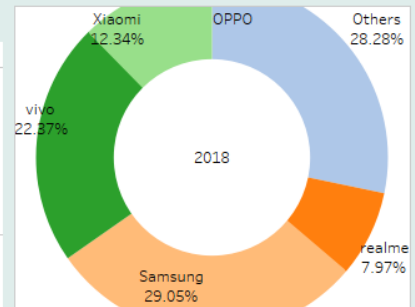
GMS



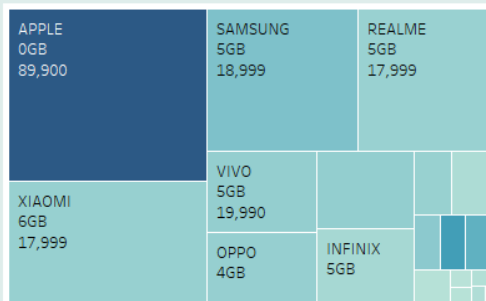
Country Wise Best Selling Smartphone



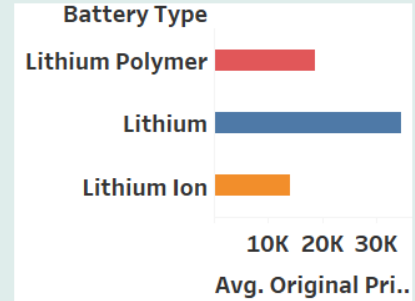
Quarterly-Share



Brand Price Comparison



Battery Type Distribution



Story 1

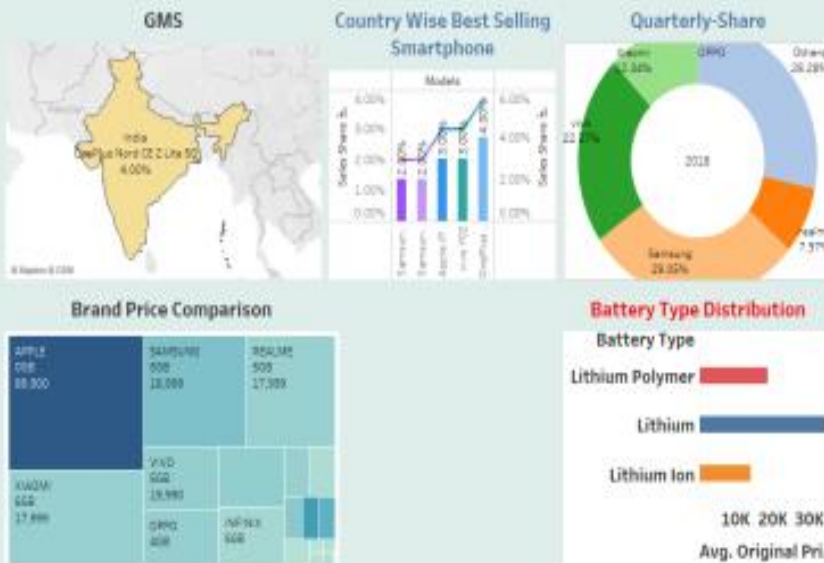
Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance in the US. 6 of the top 10 most sold smartphone models in the

More than 1 billion consumers owned a smartphone. Since its initial launch, more than 2.5 billion phones have been sold.

Apple generated \$232 billion revenue for Apple in 2022, more than Microsoft's total revenue. It sold more than 232 million iPhone units that year.

Google's Pixel 6 and Pixel 6 Pro are the most popular smartphones in the US.

Country: India Brand: MOTOROLA Year: 2018



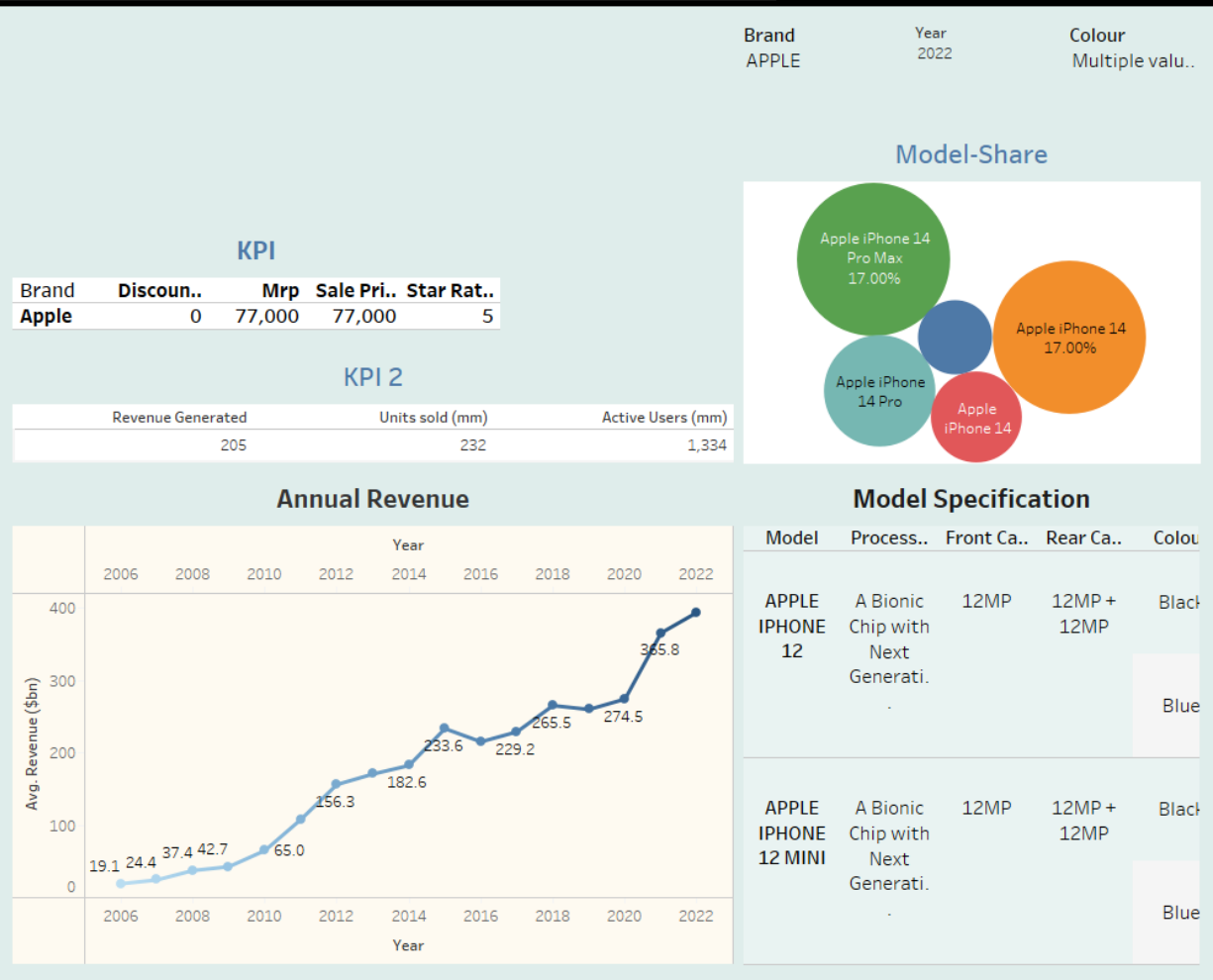
Story 1

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 smartphone models in Ja..

More than 1 billion consumers currently use iPhones. Since its initial launch, more than 1.9 billion iPhones have been sold.

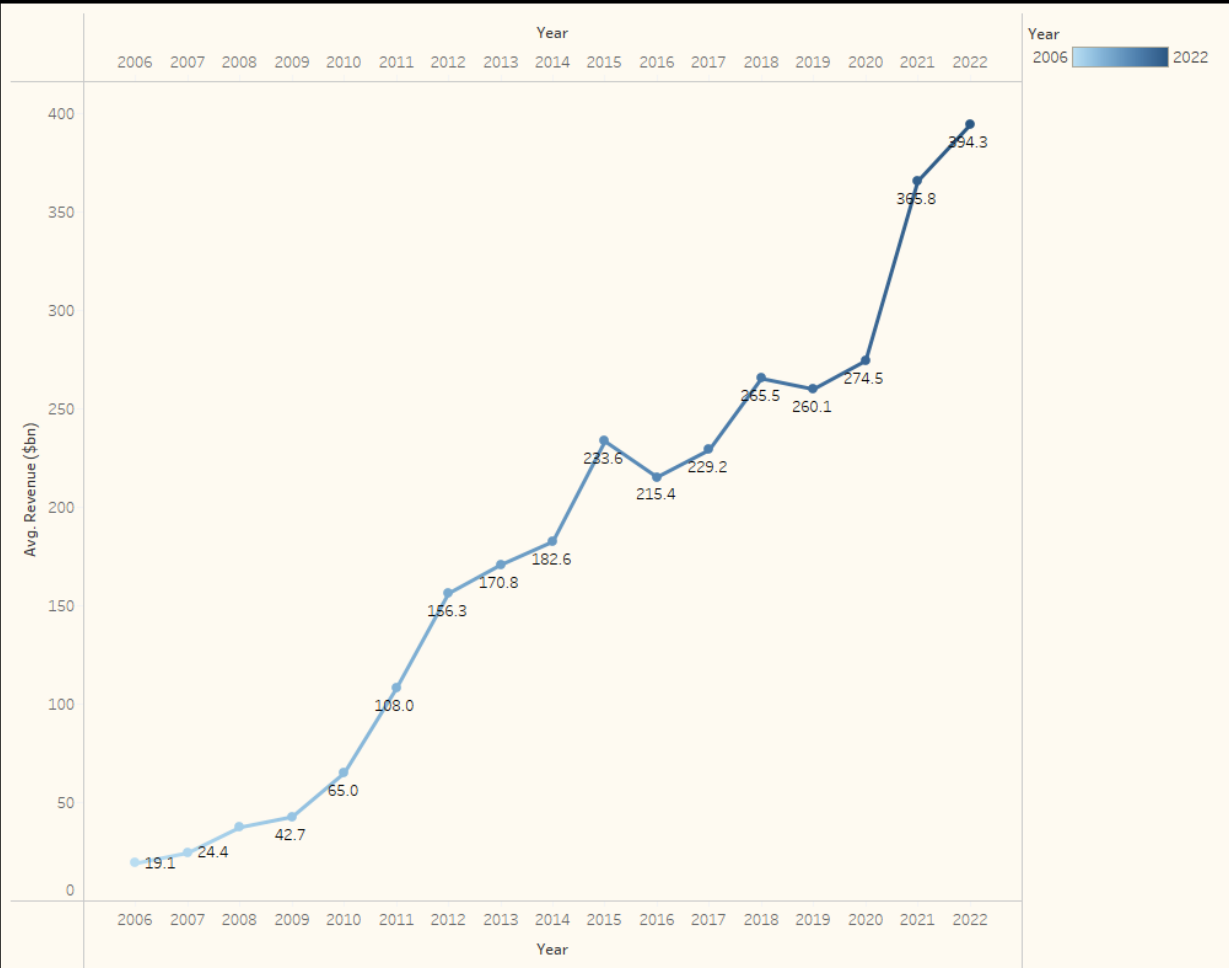
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Compara
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Story 1

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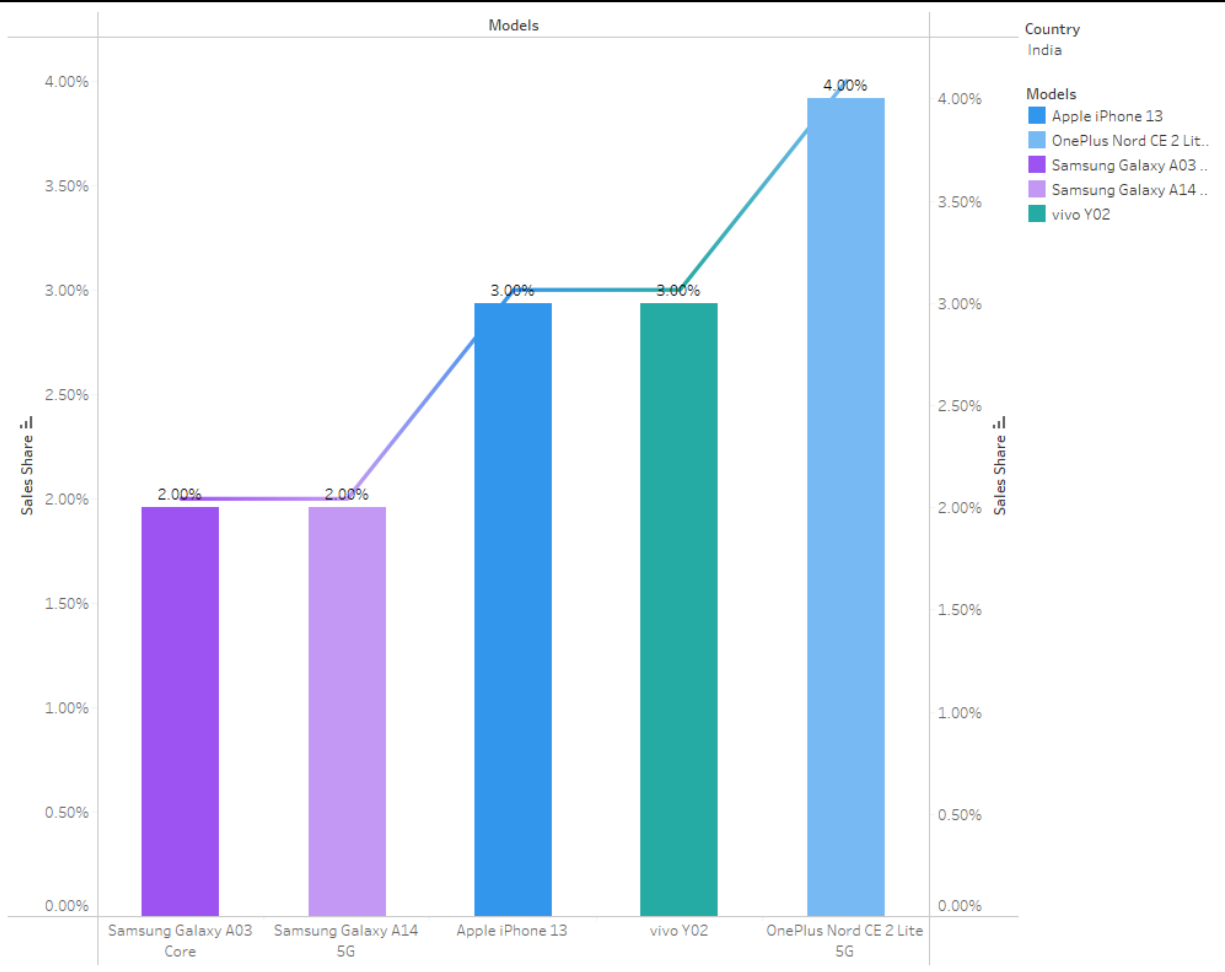
Story 1

More than 1 billion consumers...

sales generated \$205 billion revenue for Apple in 2022, more than Microsoft's total revenue. It sold 232 million iPhone units that year.

Comparative analysis amongst various other leading brands in the smartphone industry shows that iPhone is yet to make its impact in India.

Although the iPhone isn't far behind in the competition. It's yet to scale-up its marketing strategies and formulations for Indian audience.



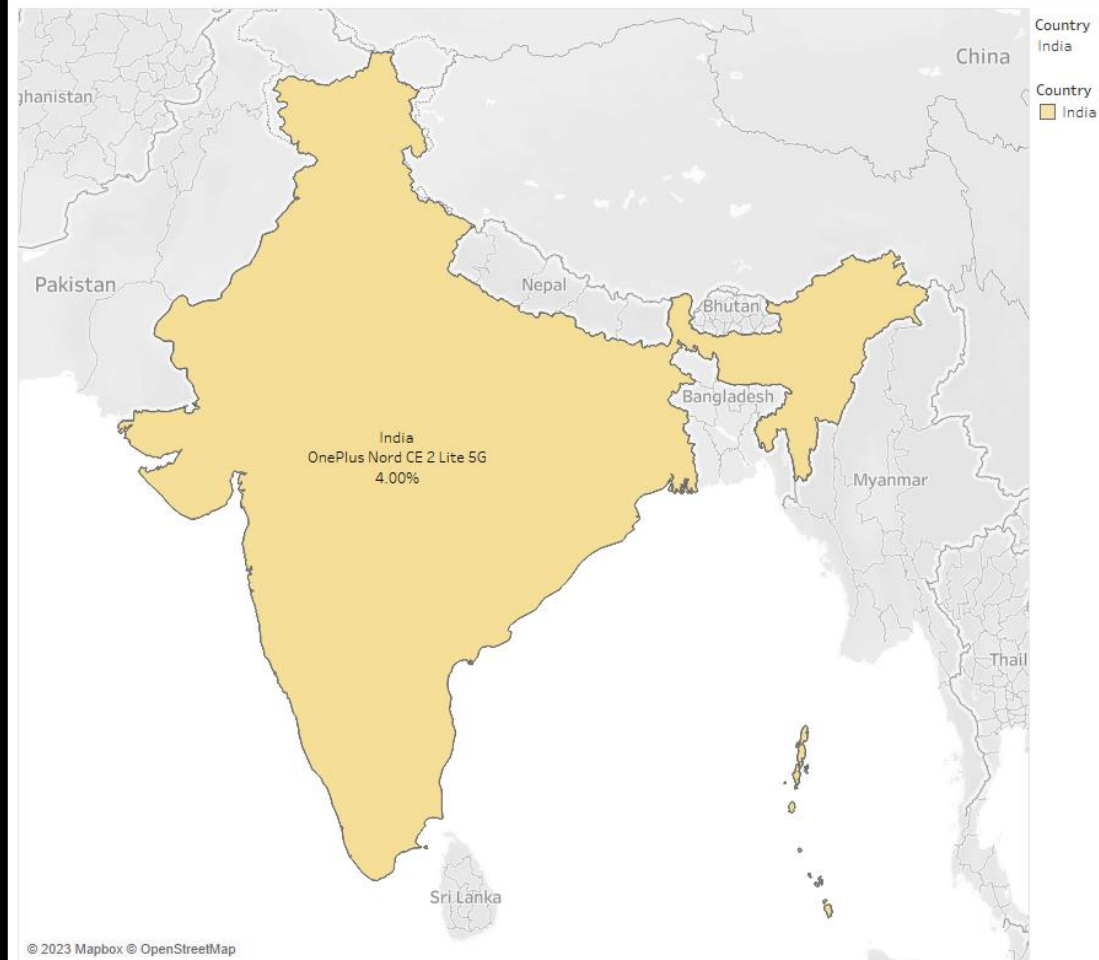
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Thank
you

