

# PROJECT REPORT TAMPALATE

## **IREVOLUTION: A DATA-DRIVEN EXPLORATION OF APPLE'S IPHONE IMPACT IN INDIA**

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### **1. INTRODUCTION**

#### **1.1 Overview**

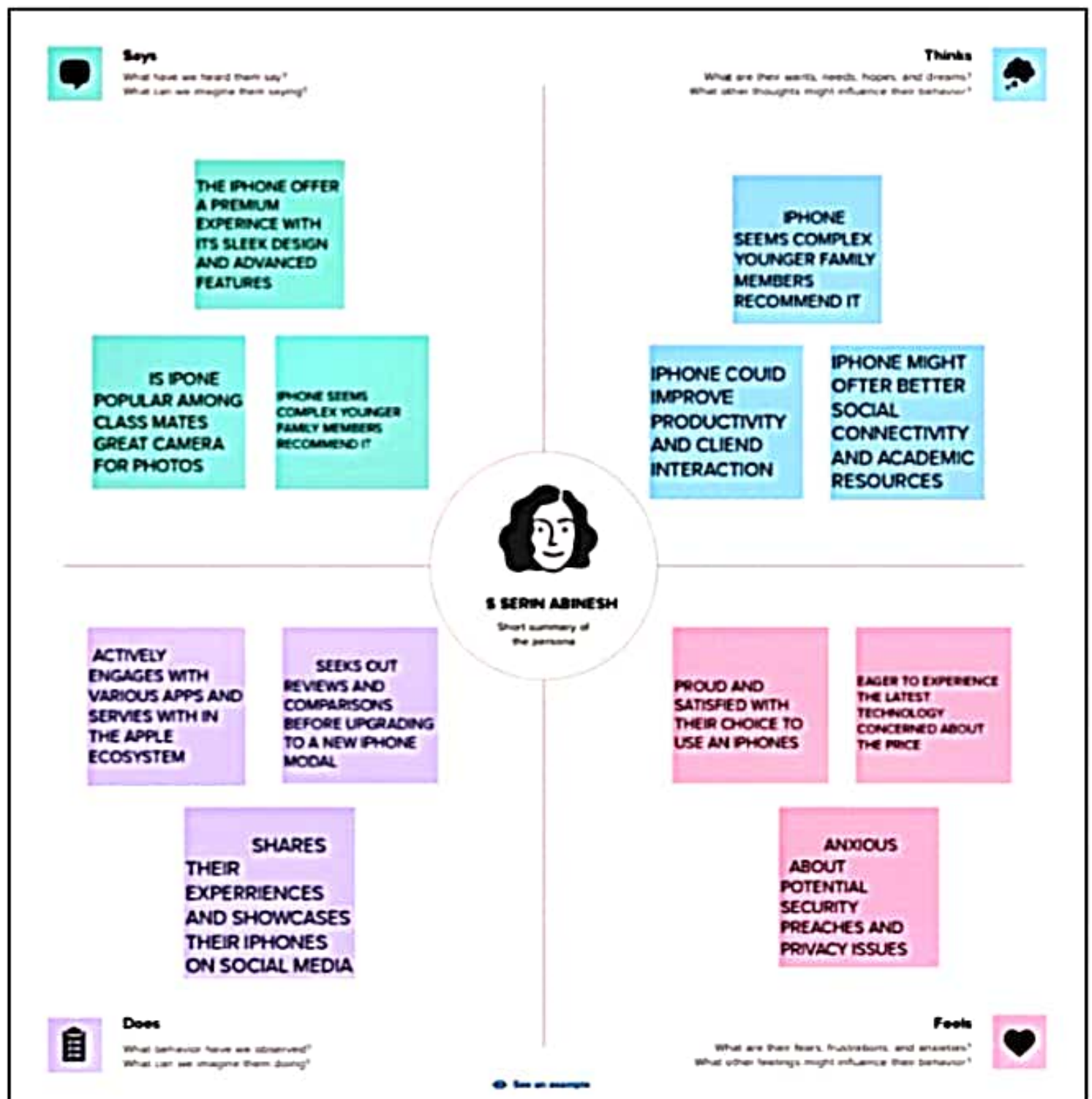
"Irevolution" seems intriguing! It's likely a data-driven exploration delving into Apple's iPhone impact in India. Expect a deep dive into statistics, user behavior, and perhaps the societal influence of iPhones in the Indian context. It could cover aspects like market penetration, economic effects, and cultural shifts. Sounds like an insightful read!

#### **1.2 purpose**

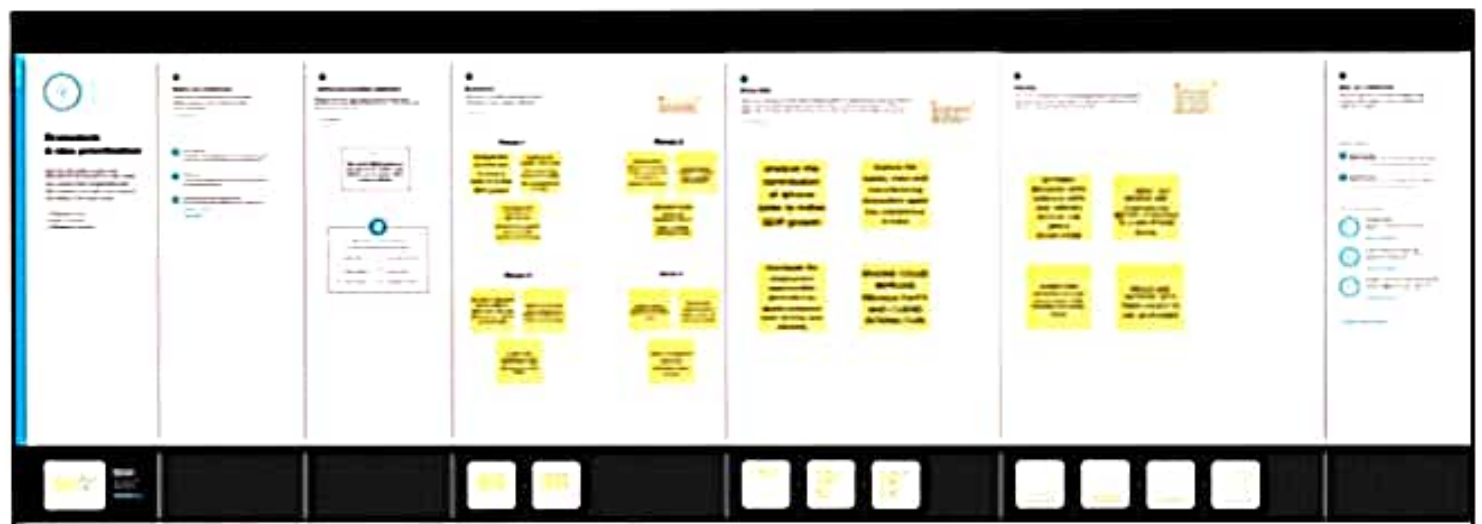
"iRevolution" could be to uncover and analyze the multifaceted impact of Apple's iPhone in India through a data-driven lens. This exploration might aim to reveal trends, societal changes, and economic influences sparked by the iPhone's presence. Ultimately, it seeks to provide a comprehensive understanding of how this technology has shaped various aspects of Indian life.

## 2. PROBLEM DEFINATION & DESIGN THINKING

### 2.1 EMPATHY MAP



## 2.2 IDEATION & BRAINSTORMING MAP



# RESULT

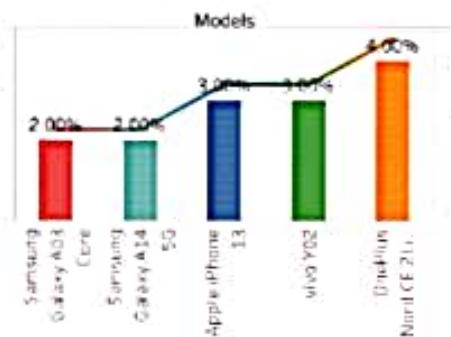
## DASHBOARD 1

### IREVOLUTION

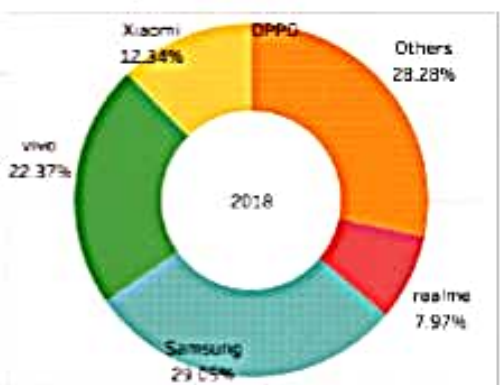
Global Market Share



Country Wise Best Selling Smartphone



Quarterly-Share



Brand Price Comparison



Battery Type Distribution

Batter..



# DASHBOARD 2

## IREVOLUTION

### KPI

Brand	Discount t Perce...	Mrp	Sale Price	Sales dif ference
Apple	0	77,000	77,000	0

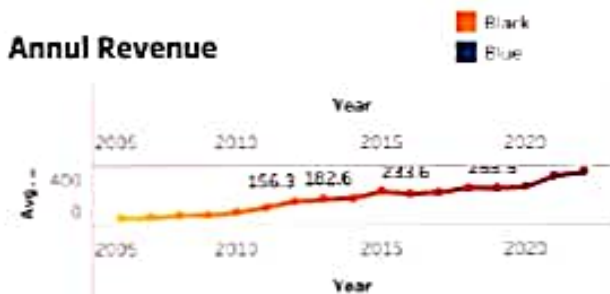
### Model-Share



### KPI-2

Revenue Generated	Units sold (mm)	Active Users (mm)
13.00	20.70	25.00

### Annul Revenue



### Model Specification

Model	Process..	Front Ca..	Rear Camera	Colour	
APPLE IP..	A Bionic..	12MP	12MP + 12MP	Black	92,800
APPLE IPHONE ..	A Bionic..	12MP	12MP + 12MP	Black	149,700
APPLE IPHONE ..	Chip wit ..			Blue	59,900
APPLE IPHONE ..	A Bionic..	12MP	12MP + 12MP	Blue	74,900
APPLE IPHONE ..	Chip wit ..			Black	74,900
APPLE IP..	A Bionic..	12MP	12MP + 12MP	Blue	149,800
APPLE IP..	A Bionic..	12MP	12MP + 12MP	Blue	189,800
APPLE IP..	A Bionic..	12MP	12MP + 12MP	Blue	99,900



# STORY

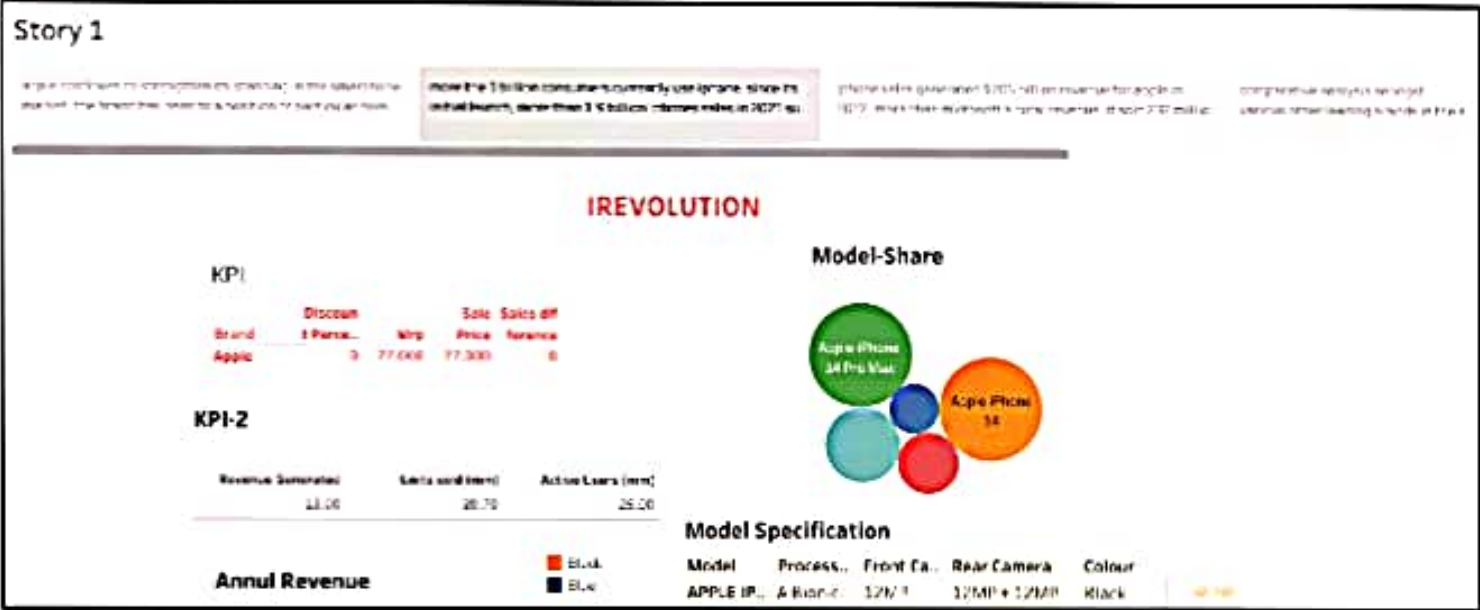
## Story 1

Apple continues to strengthen its standing in the smartphone market, the brand has been able to maintain its position in the market. However, the company is currently facing a significant challenge in the smartphone market, as it is being overtaken by other brands. The company is currently facing a significant challenge in the smartphone market, as it is being overtaken by other brands. The company is currently facing a significant challenge in the smartphone market, as it is being overtaken by other brands.



Brand Price Comparison    Battery Type Distribution

# STORY



# STORY

## Story 1

single controls  
on the dashboard

more than 5 million smartphones sold in the first half of 2012, up from 3.5 million in the same period in 2011, and up from 2.5 million in the same period in 2010.

iphone sales generated \$205 billion revenue for apple in 2012, more than microsoft's total revenue of \$182 billion.

although the iphone is not the only smartphone, it is the most popular one in the world.

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# STORY

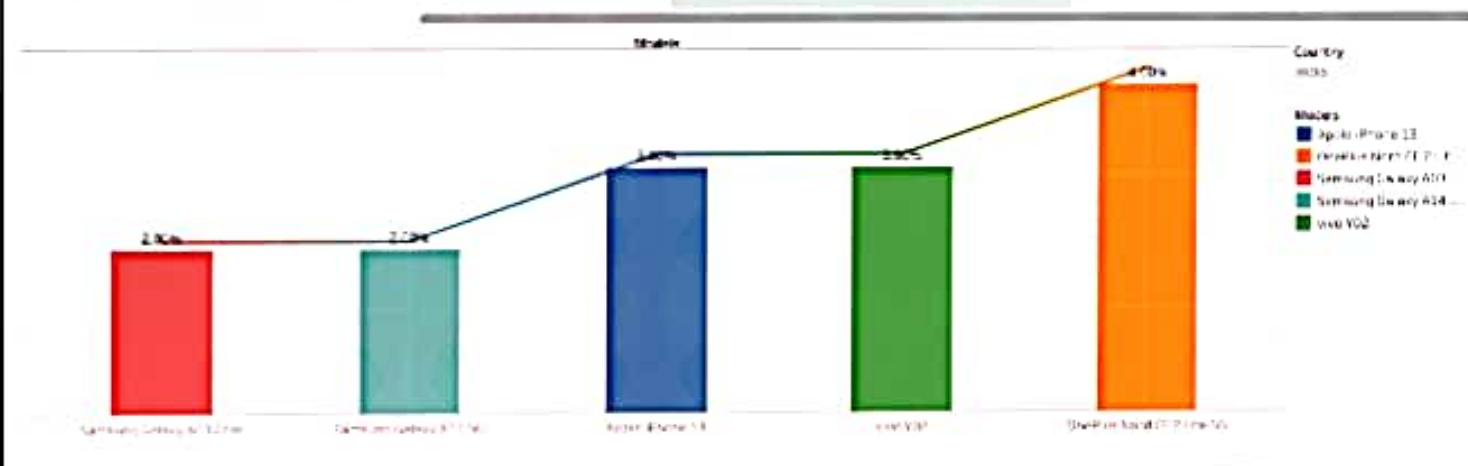
## Story 1

iPhone 11 is the coming market  
highly likely user growth - iPhone 11 is not all

iPhone 11 is the coming market  
iPhone 11 is not all

competitive analysis amongst various other leading brands  
and the market share and it is shown that iPhone is yet to make

although the iPhone isn't the best in the competition, it is  
yet to make - it's marketing strategies and prices are not all



## STORY

### Story 1

[illegible]

Please enter generation 5000 will produce for angle of  
107 degrees the maximum angle measure of side 28 mils

comparative analysis amongst various other leading brands in the international market to ensure that Intergo is yet to match

although the iPhone isn't far behind in the competition, it is yet to make a big marketing splash and online, from left



## ADVANTAGES

The advantage of "iRevolution" lies in its ability to provide evidence-based insights into the tangible and intangible effects of Apple's iPhones in India. By relying on data, this exploration can offer a nuanced understanding of market trends, user behaviors, and the broader societal impact. It adds a layer of objectivity and depth to discussions about technology adoption and its consequences in a specific cultural and economic context like India.

## DISADVANTAGES

A potential disadvantage could be that while data provides valuable insights, it might not capture the full spectrum of user experiences and cultural nuances. The human element, such as individual stories and qualitative aspects, may be overlooked in a purely data-driven exploration. Additionally, data may be subject to interpretation, and the findings might not fully represent the diverse perspectives and complexities of the impact of iPhones in India. Striking a balance between quantitative and qualitative analysis could address this limitation.

## APPLICATION

The findings from "iRevolution" could have practical applications for various stakeholders. For Apple, it could inform marketing and product strategies tailored to the Indian market. Indian policymakers might use insights to shape technology policies or understand economic implications. Businesses could leverage the data to make informed decisions about partnerships and investments. Additionally, consumers and researchers could gain a deeper understanding of the evolving tech landscape in India. The application lies in using the knowledge gained to enhance decision-making across different sectors influenced by the iPhone's presence in India.

## CONCLUSION

In conclusion, "iRevolution" paints a comprehensive picture of the profound impact of Apple's iPhones in India. Through meticulous data analysis, it unveils market trends, user behaviors, and societal changes. While acknowledging the advantages of this exploration in informing strategies for tech companies, policymakers, and businesses, it's crucial to recognize the limitations of a purely data



## FUTURE SCOPE

The future scope for "iRevolution" could involve continuous monitoring and updates to capture the dynamic nature of technology adoption. Exploring the evolving landscape by incorporating emerging data trends, such as shifts in consumer preferences or the impact of new iPhone releases, would enhance the exploration's relevance over time. Additionally, considering the environmental and sustainability aspects of smartphone usage could be a valuable extension. Collaborations with local researchers and institutions could also deepen the understanding of regional nuances. The ongoing nature of technology evolution and its impact on societies ensures a rich and ever-expanding scope for "iRevolution" to remain a relevant and insightful exploration.