Project report on

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

By

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INTRODUCTION

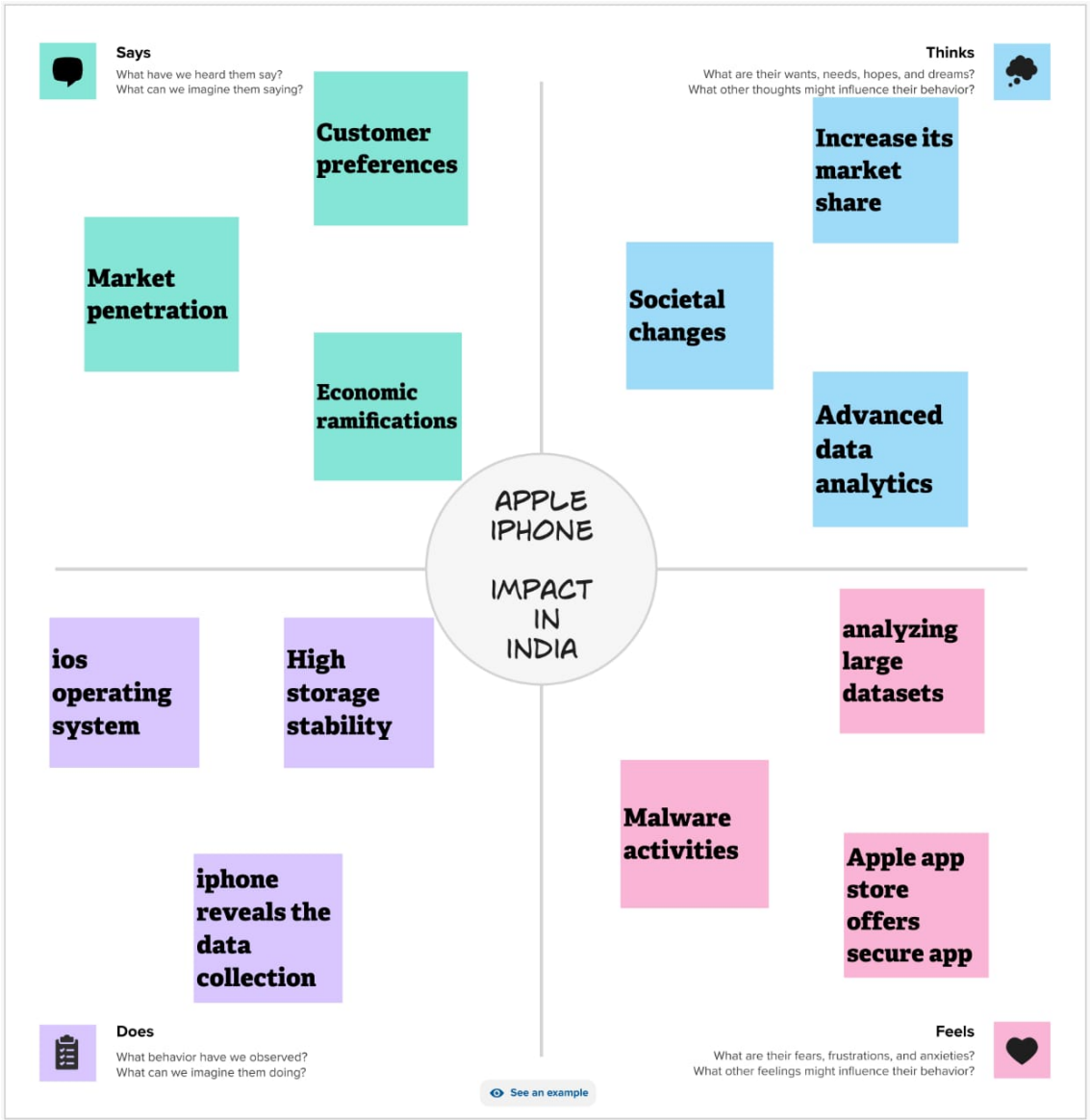
The world has changed as a consequence of the increasing use of smart phones, which have improved communication, connected people, and revolutionized many different businesses. With its main product, the iPhone, capturing markets around the world, Apple Inc. has emerged as a prominent player among the top smart phone makers. India, one of the economies with the greatest economic growth, has seen a tremendous increase in smart phone 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.

PROBLEM DEFINITION & DESIGN THINKING

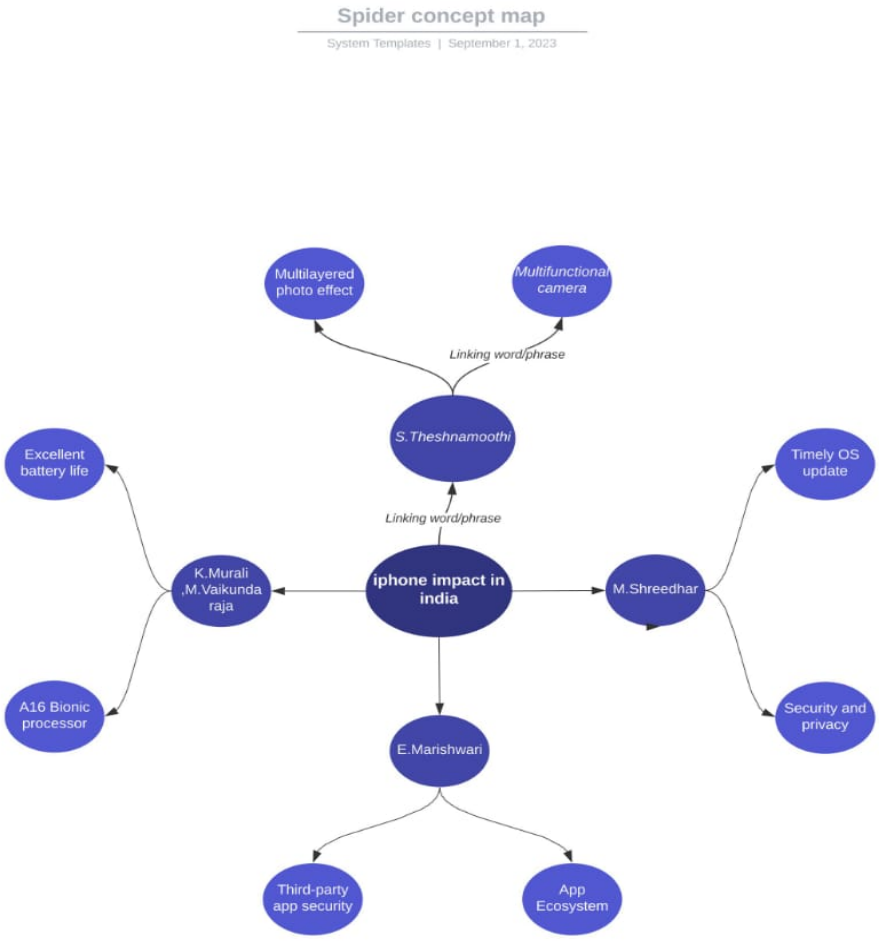
EMPATHY MAP :



An empathy map is a collaborative visualization used to articulate what we know about a particular type of user. It externalizes knowledge about users in order to 1) create a shared understanding of user needs, and 2)

aid in decision making. This article is a guide to empathy mapping and its uses.

BRAINSTORMING MAP :



A mind map is a diagram used to visually organize information into a hierarchy, showing relationships among pieces of the whole. It is often

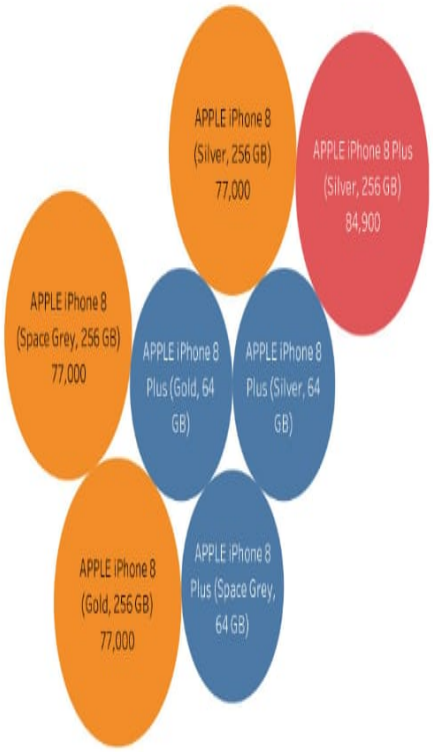
created around a single concept, drawn as an image in the center of a blank page, to which associated representations of ideas such as images, words and parts of words are added.

Result

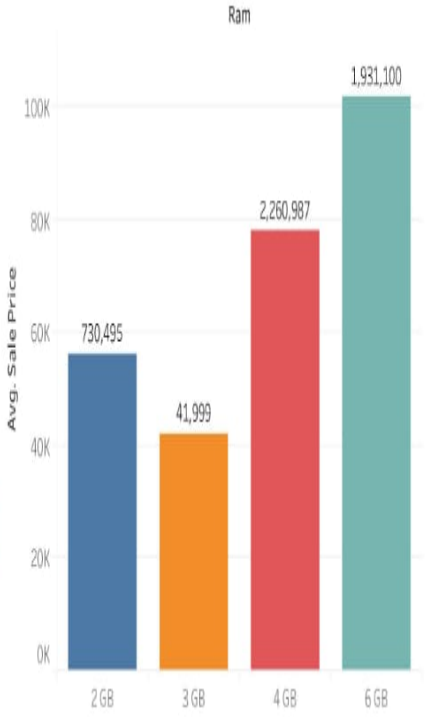
Dashboard:

A dashboard is a graphical user interface (GUI) that displays information and data in an organized, easy-to-read format. Dashboards are often used to provide real-time monitoring and analysis of data, and are typically designed for a specific purpose or use case. Dashboards can be used in a variety of settings, such as business, finance, manufacturing, healthcare, and many other industries. They can be used to track key performance indicators (KPIs), monitor performance metrics, and display data in the form of charts, graphs, and tables.

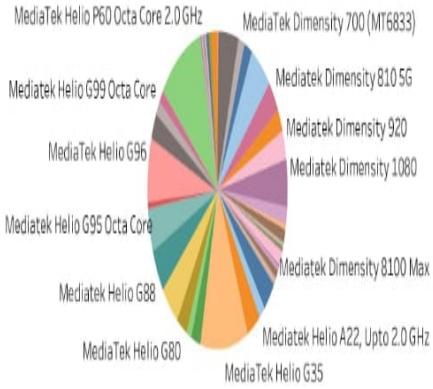
Prices vs Apple iPhone Models



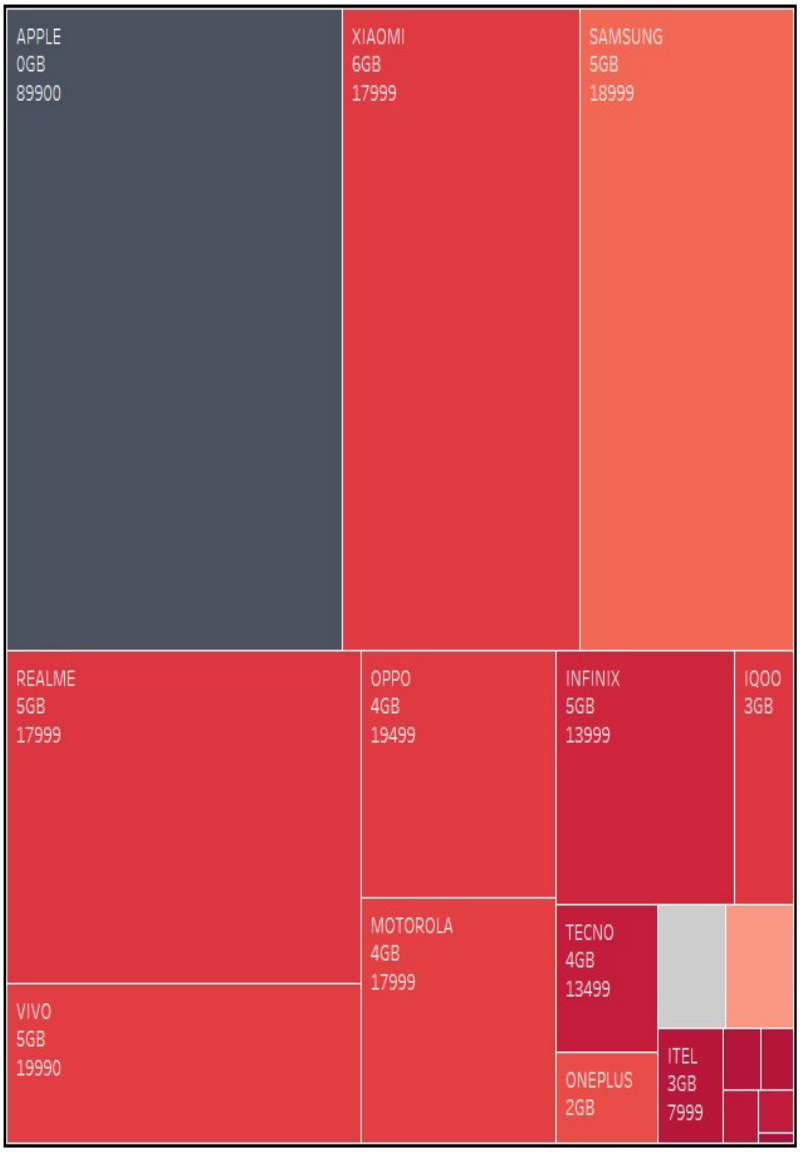
RAM VS SALES PRICE



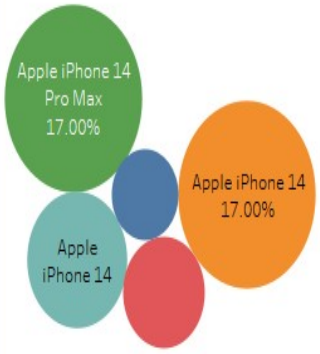
PROCESSOR AND THEIR ORIGINAL PRICE



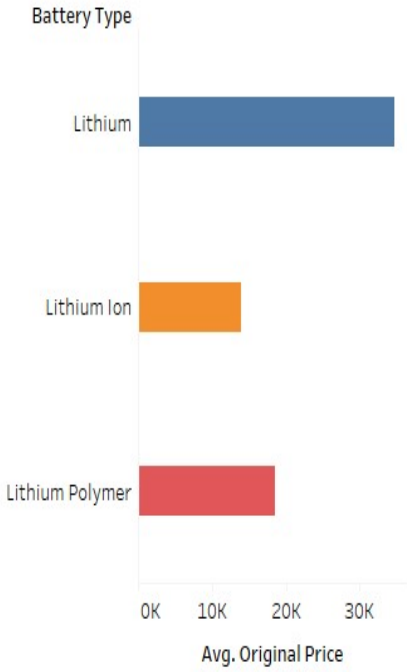
Brand price comparison



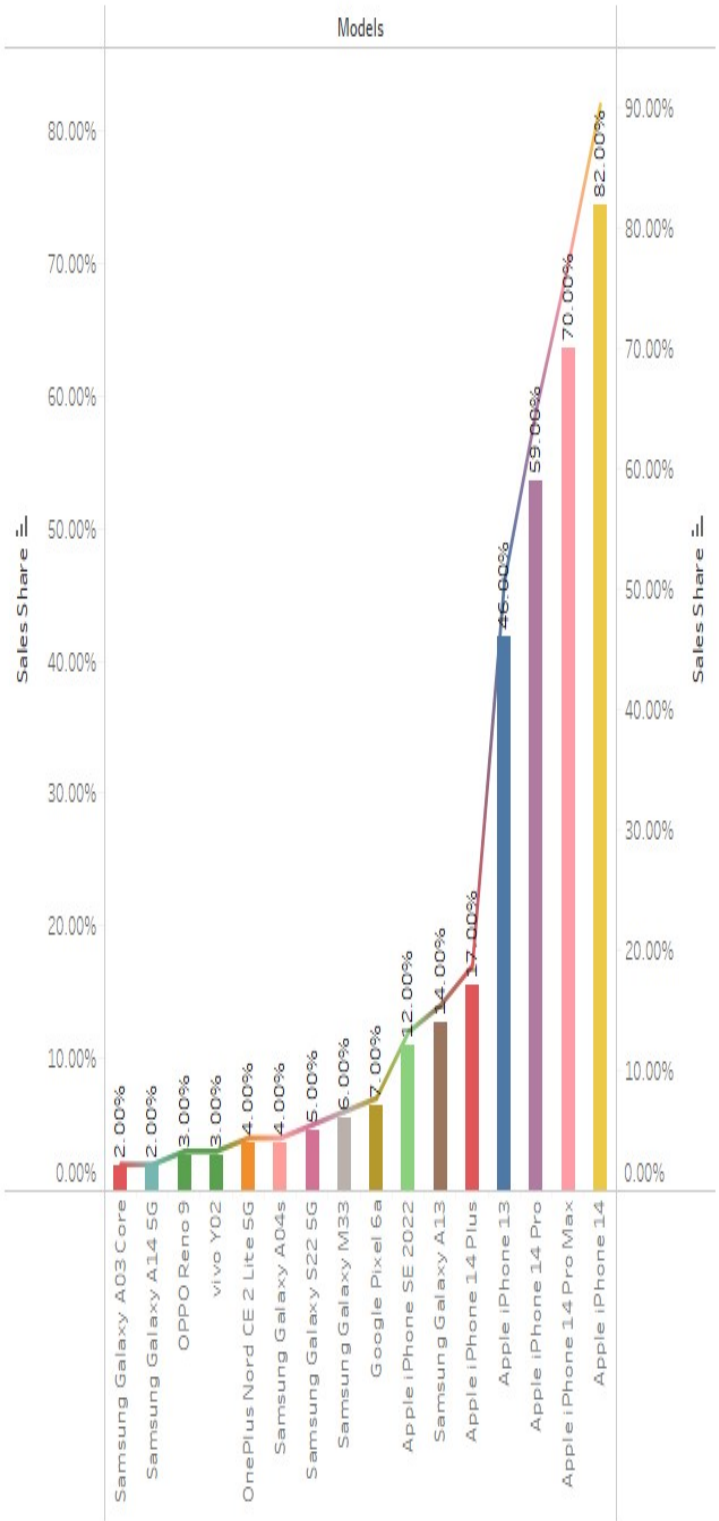
Model share



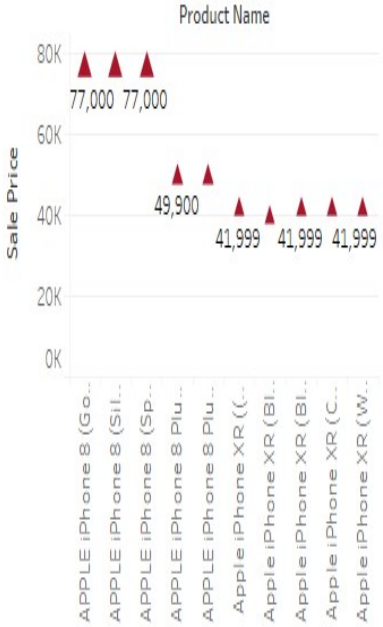
Battery type distribution



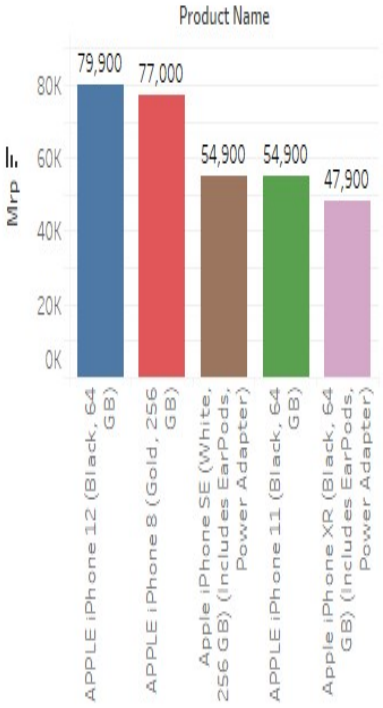
Country wise best selling smartphone



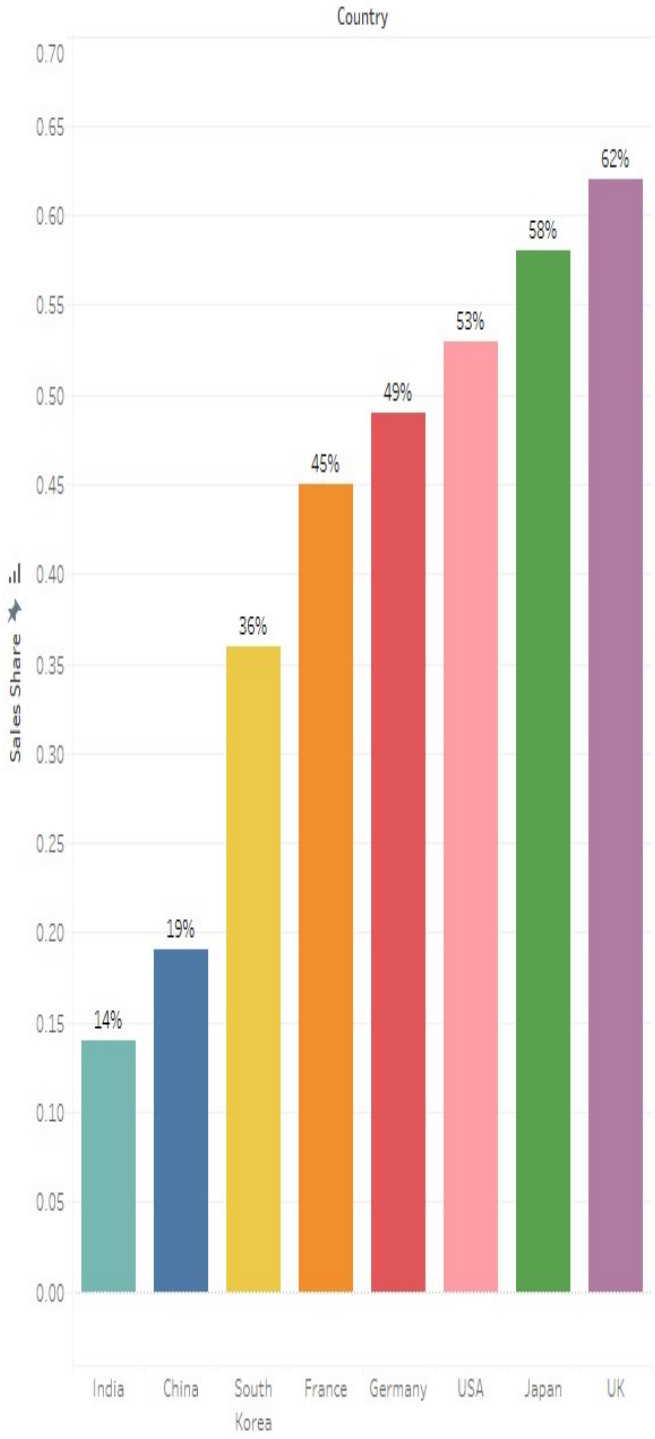
PRODUCT NAME AND SALES PRICE



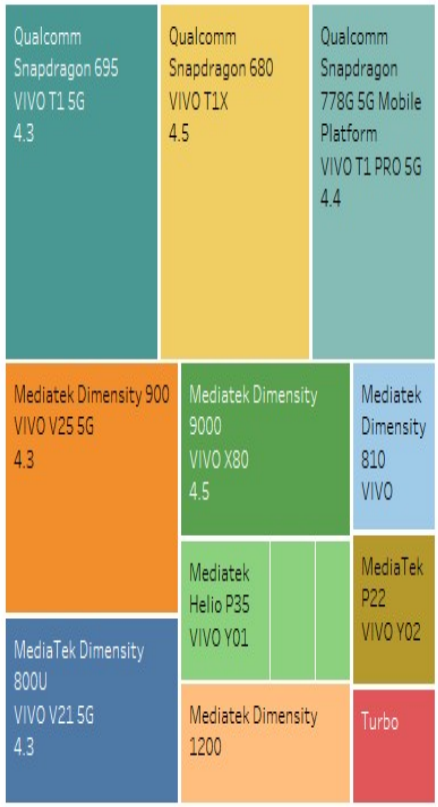
PRODUCT NAME AND MRP RATE



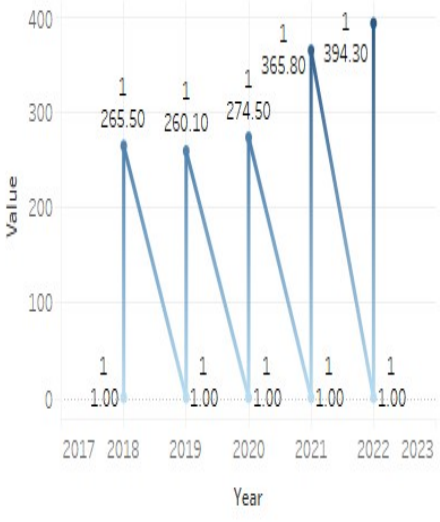
COUNTRY AND SALES SHARE



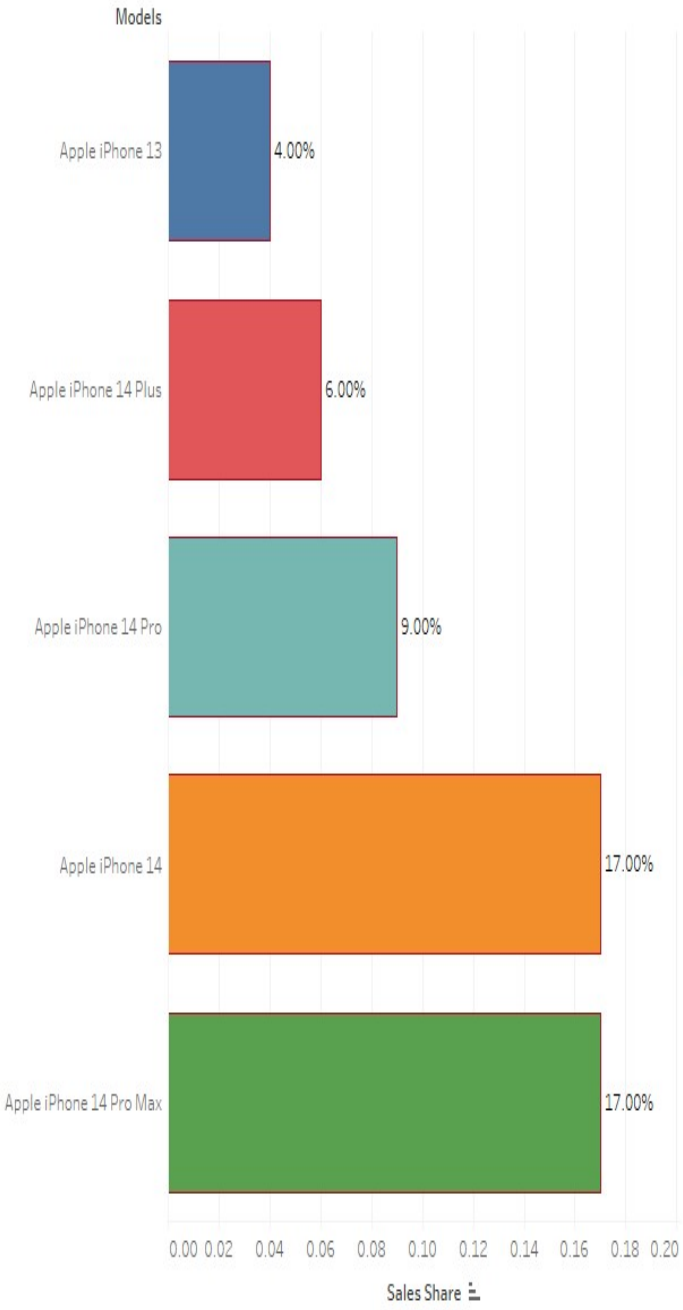
PROCESSOR AND RATINGS



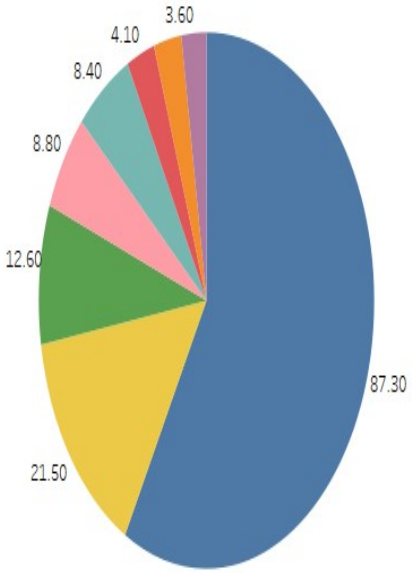
YEAR AND THEIR VALUES



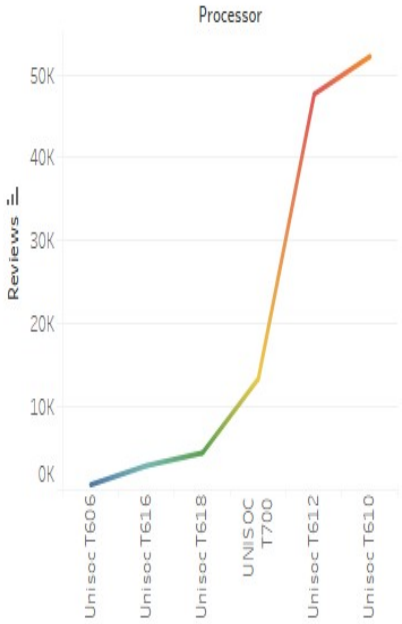
MODELS AND SALES SHARE



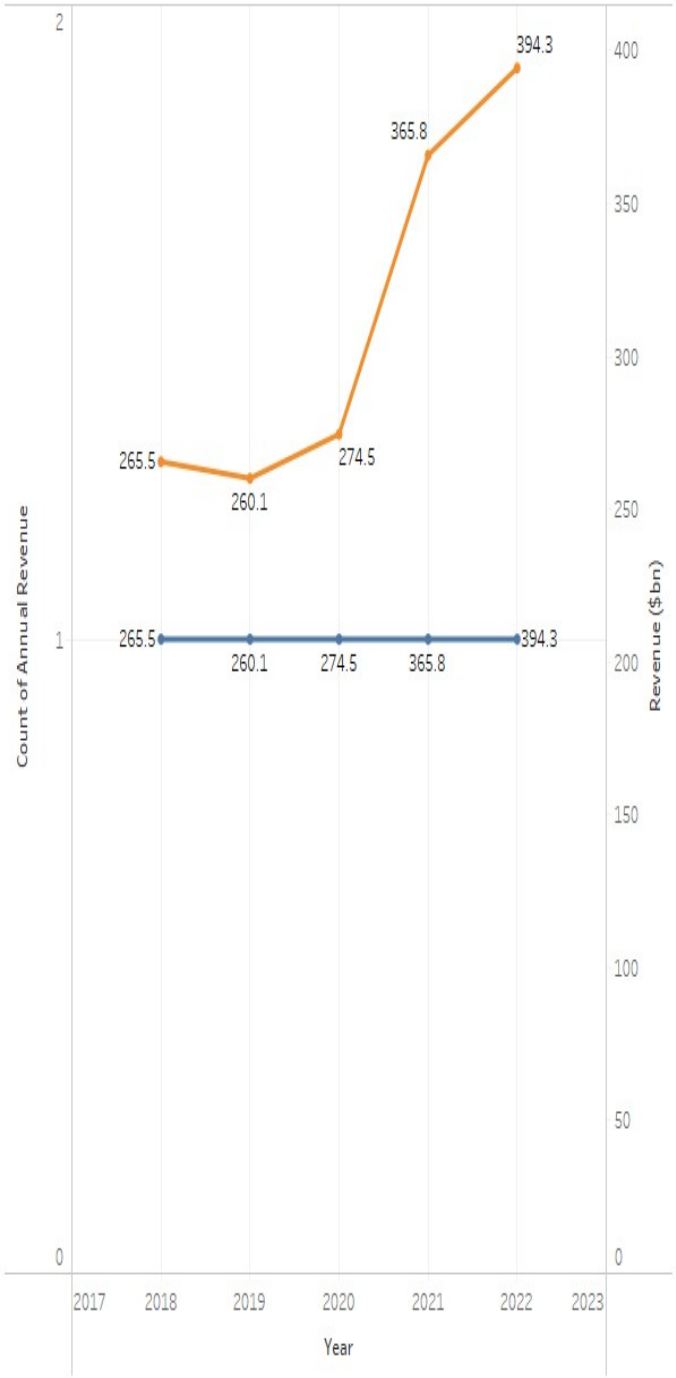
REAR CAMERA AND RATINGS



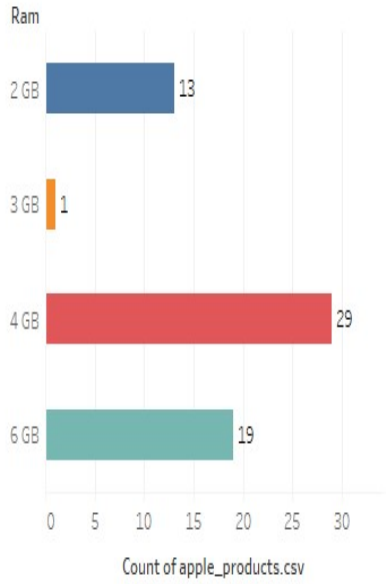
PROCESSOR AND THEIR REVIEWS



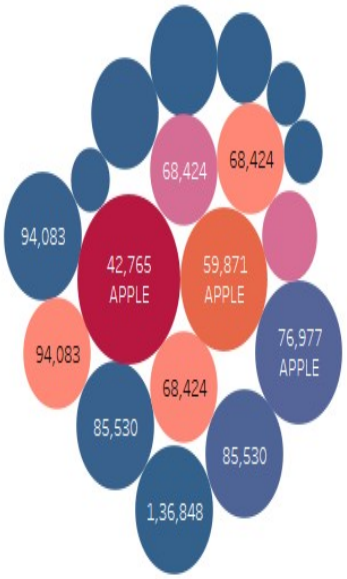
REVENUE $bn AND COUNT



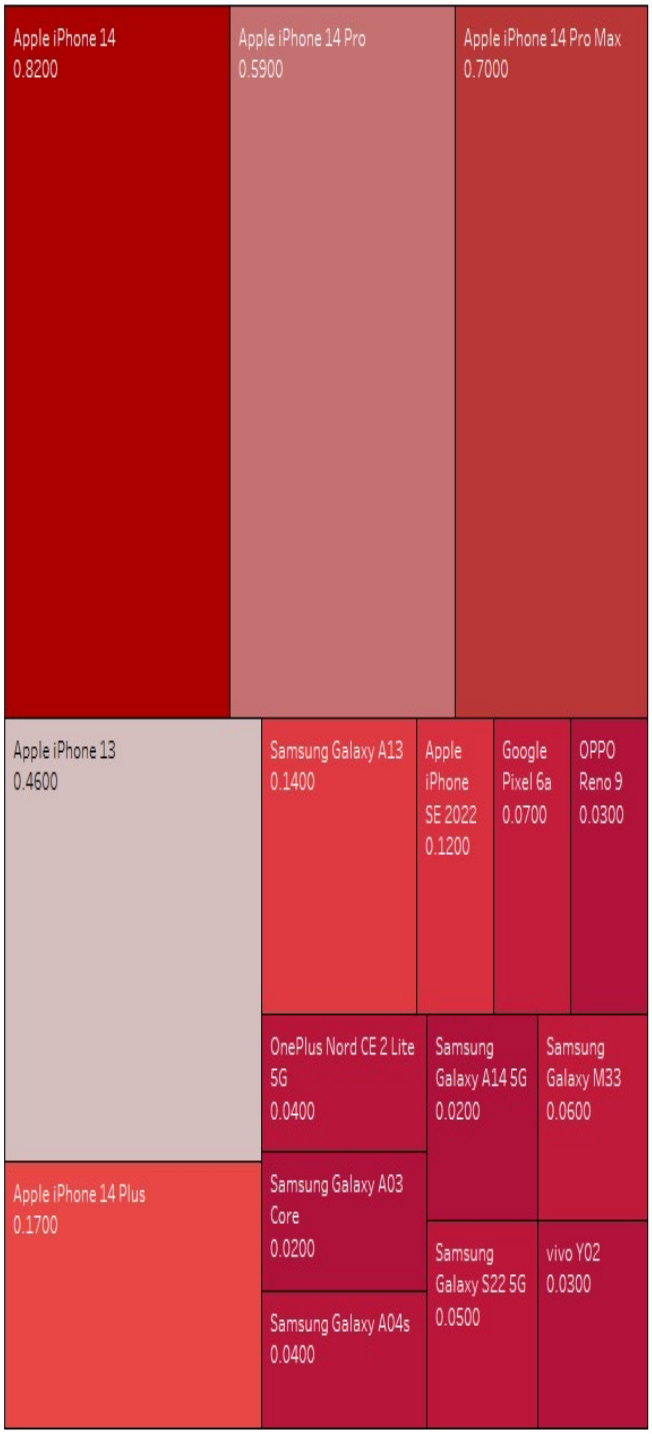
ANALYTICS OF RAM AND THEIR PERCENTAGE'S



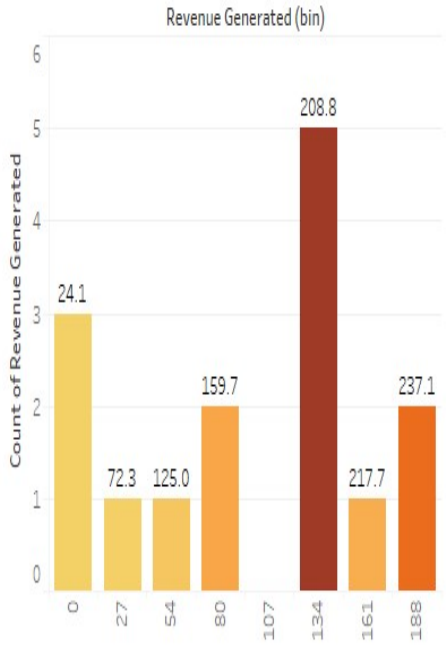
ORIGINAL PRICE AND MODELS OF IPHONE'S



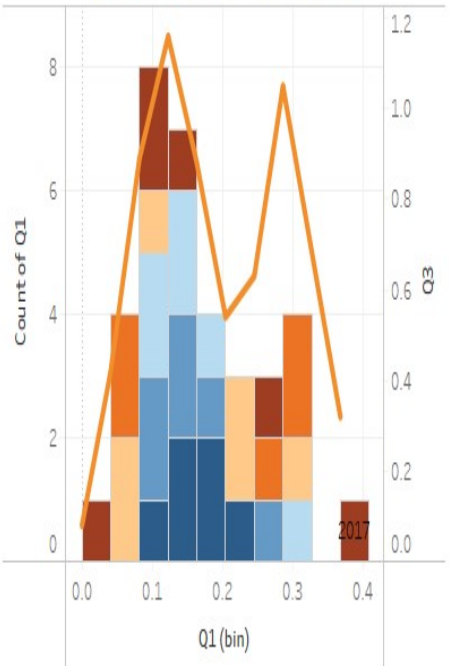
MOBILE MODELS AND THEIR SALES SHARE



COUNT OF REVENUE AND UNIT'S SOLD



YEAR WISE BRAND RISE'S



Story

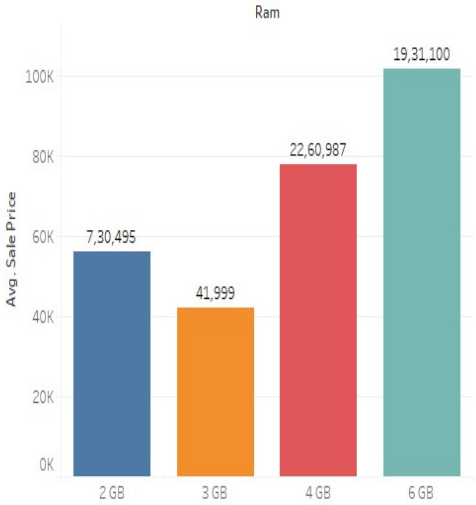
A data story is a way of presenting data and analysis in a narrative format, with the goal of making the information more engaging and easier to understand. A data story typically includes a clear introduction that sets the stage and explains the context for the data, a body that presents the data and analysis in a logical and systematic way, and a conclusion that summarizes the key findings and highlights their implications. Data stories can be told using a variety of mediums, such as reports, presentations, interactive visualizations, and videos.

Story 1

iPHONE SALES DETAILS

Prices vs Apple iPhone Models

RAM VS SALES PRICE



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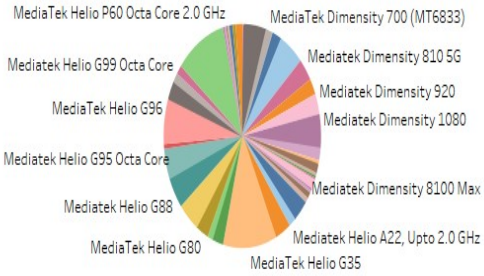
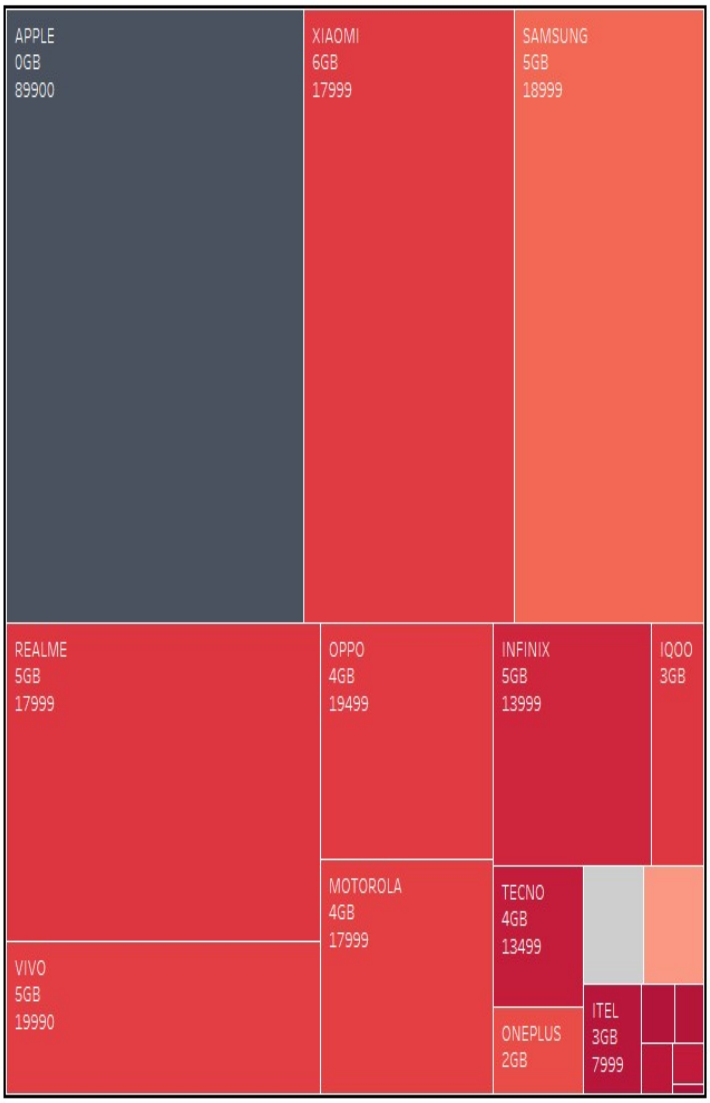


Story 2

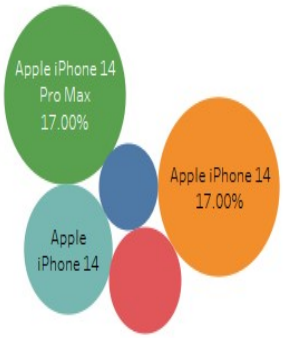
BRAND AND THEIR PRICE

Brand price comparison



Avg. Origin.. 7999 90900

Model share



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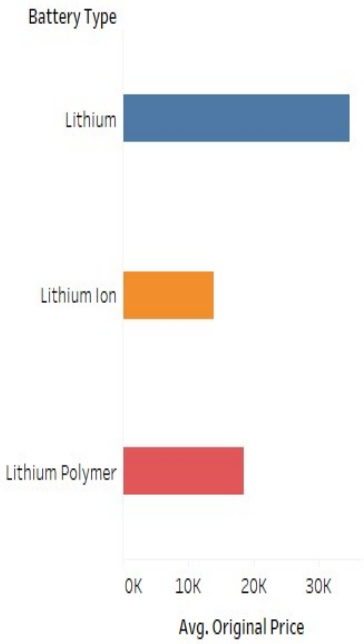
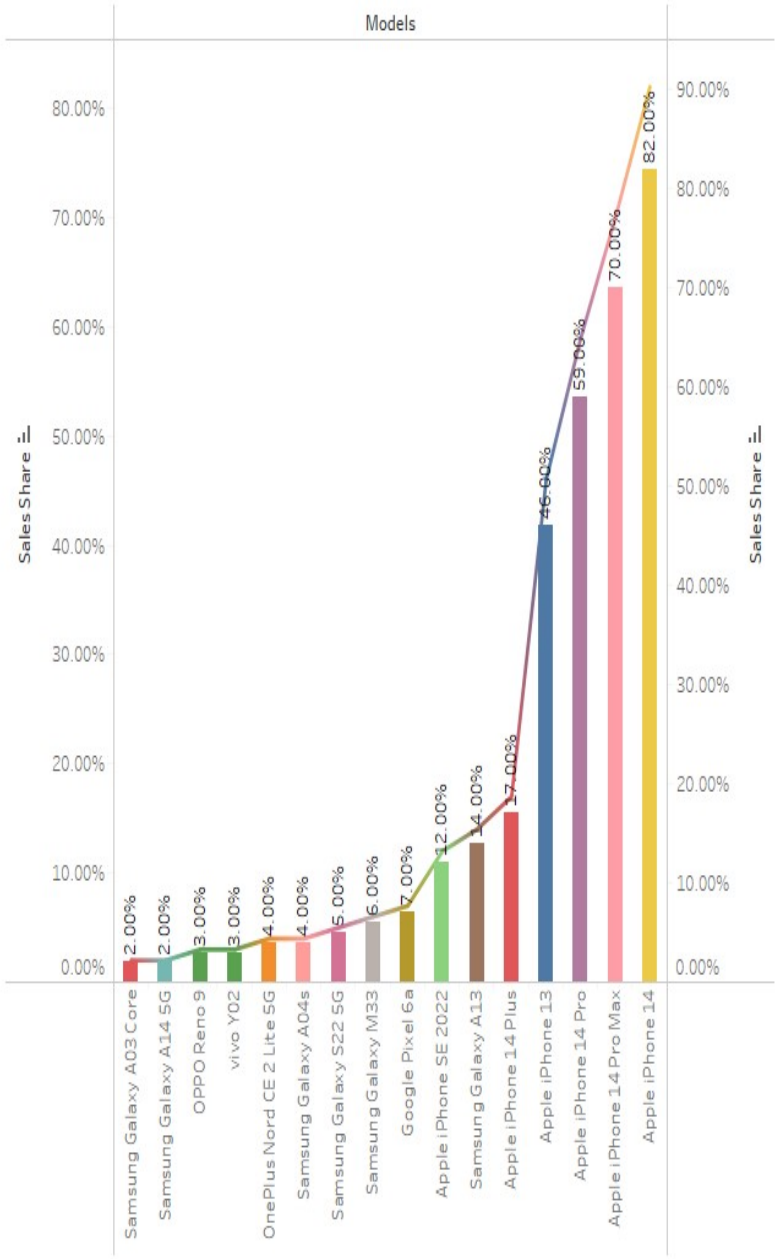


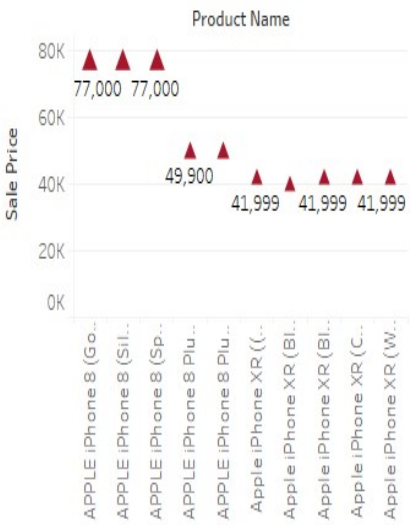
Story 3

COUNTRY WISE SALES

Country wise best selling smartphone



PRODUCT NAME AND SALES PRICE



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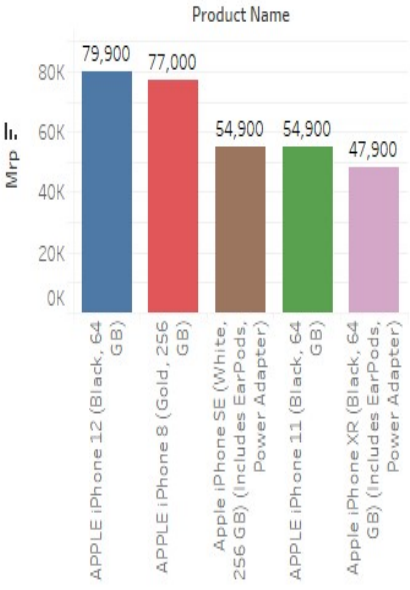
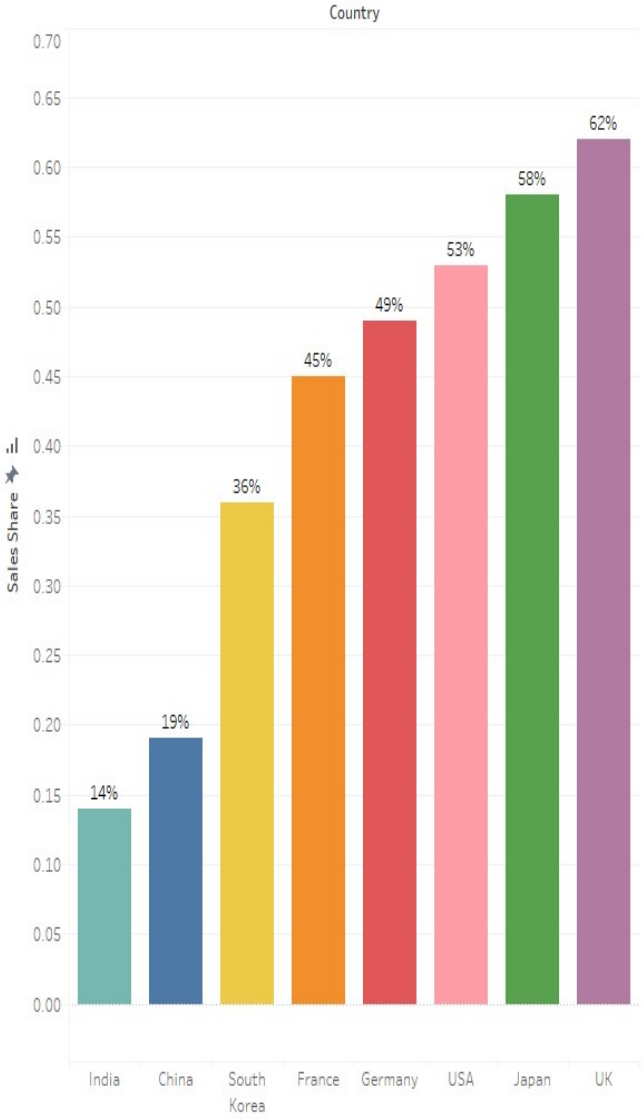


Story 4

PROCESSOR AND THEIR RATINGS

COUNTRY AND SALES SHARE



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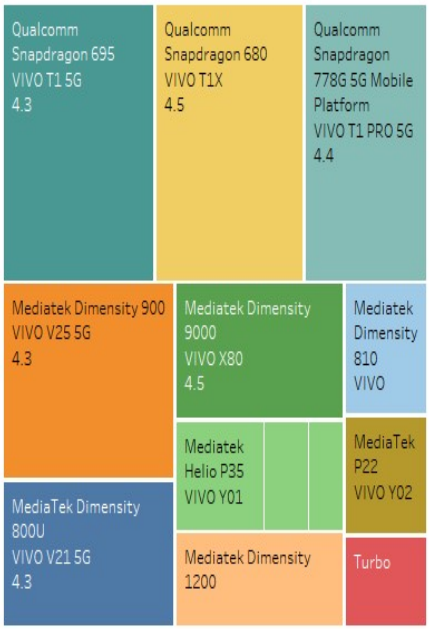
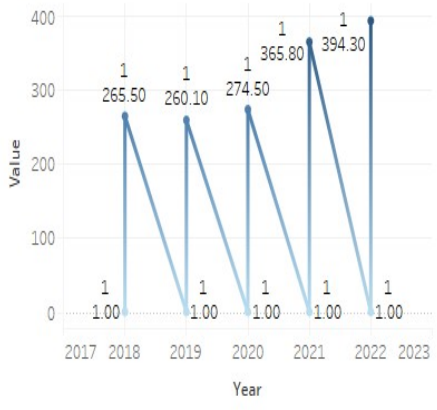
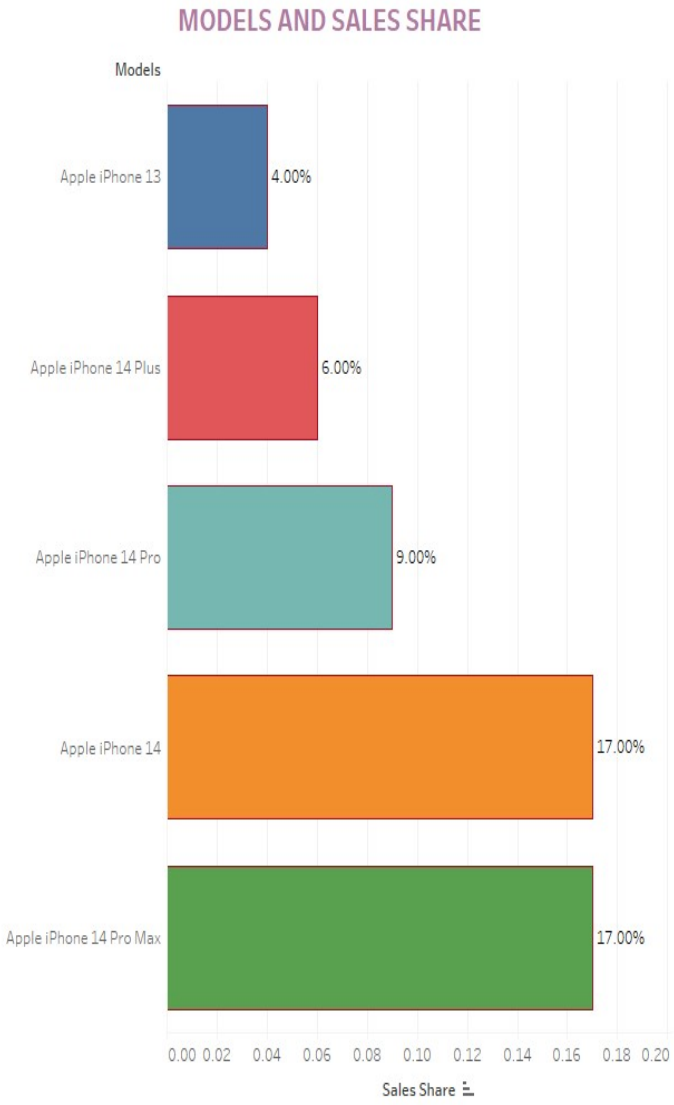


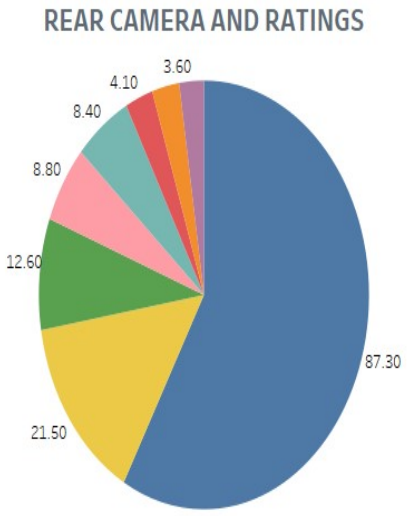
YEAR AND THEIR VALUES

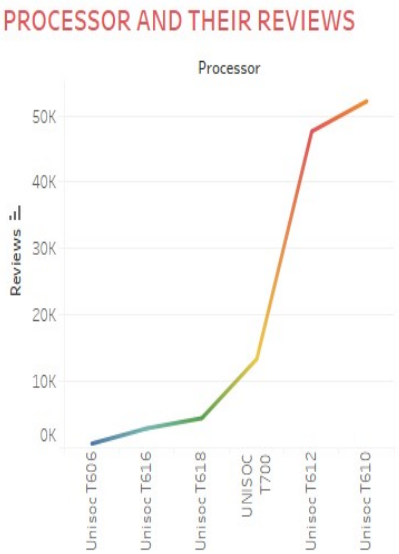


Story 5

MODELS AND CAMARA RATINGS



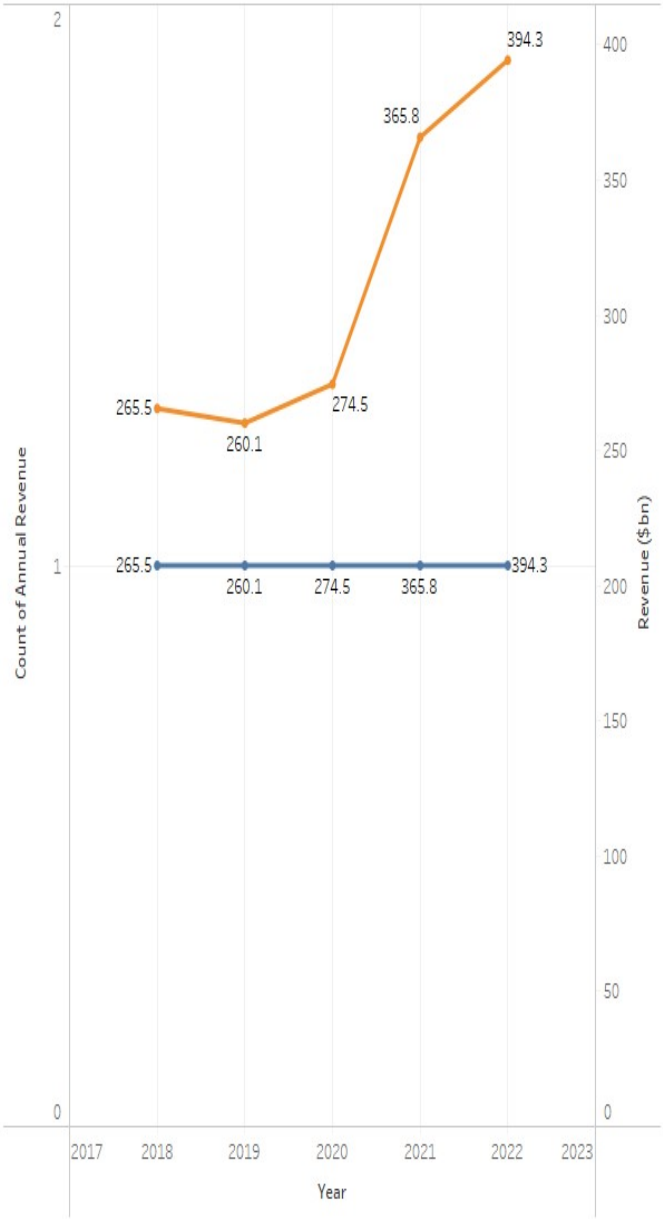




Story 6

REVENUE AND COUNT

REVENUE $bn AND COUNT



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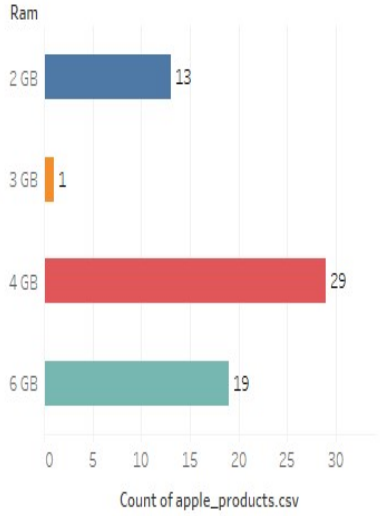
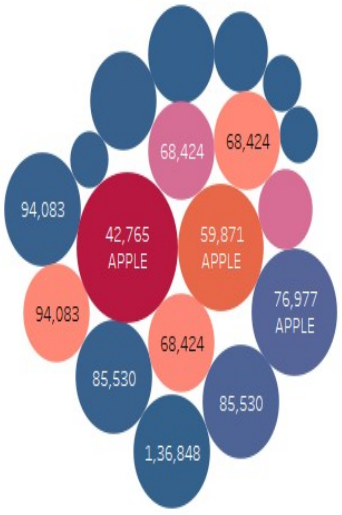


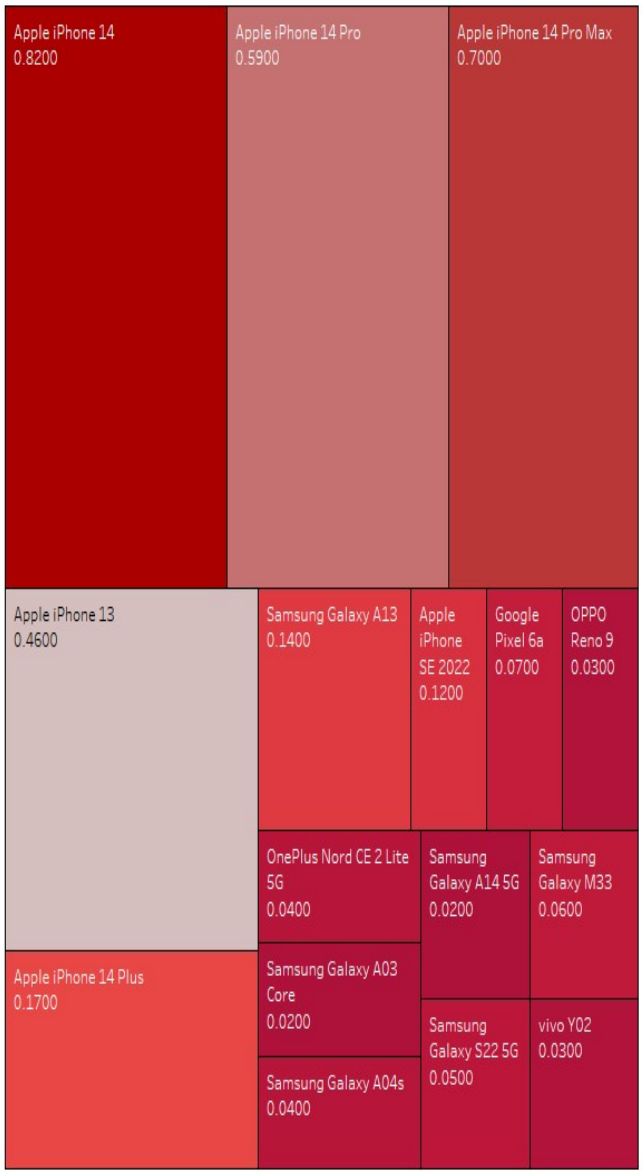
ORIGINAL PRICE AND MODELS OF IPHONE'S



Story 7

COUNT OF REVENUE AND SHARE

MOBILE MODELS AND THEIR SALES SHARE



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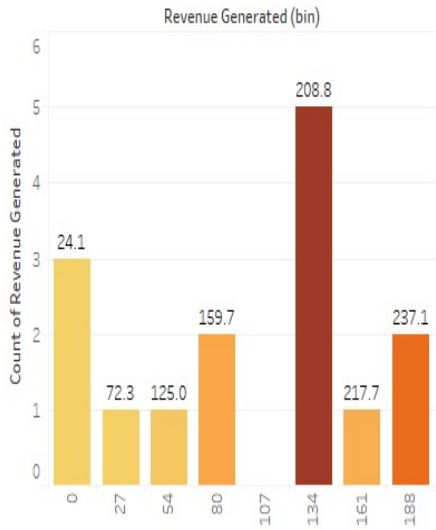

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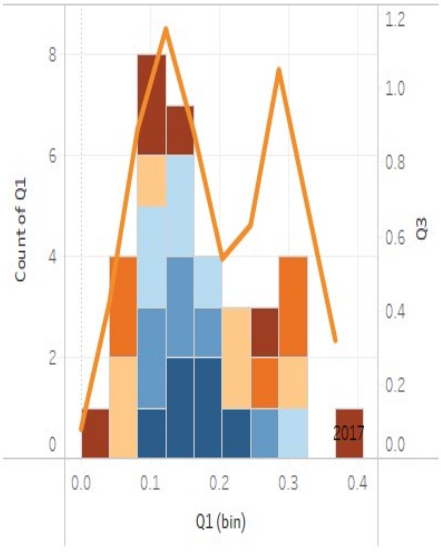

ADVANTAGES

1. User-Friendly Interface: The iPhone has an intuitive user interface that makes it easy to navigate. The touch screen interface is easy to use, and the iPhone's smooth operating system is simple to learn and use.

2. High-Quality Display: The iPhone's Retina display is one of the best in the market. With a density of over 300ppi, pictures and videos appear clear and crisp. This high-quality display is perfect for streaming TV shows, movies, and graphic-intensive games.

3. Advanced Camera: iPhone devices have some of the best cameras in the market. They have been known to produce stunning images and videos of the highest quality. They also come with image stabilization features that help reduce blur and take better pictures in low light.

4. Apps Ecosystem: The App Store is unparalleled in terms of access and ease of use. With millions of apps to choose from, users have access to a plethora of tools, games, and services that cater to their needs.

5. Seamless Integration with other Apple devices: The iPhone has a seamless integration with other Apple devices such as MacBook, iPad, and Apple Watch. It allows users to access and transfer data across multiple devices.

DISADVANTAGES

1. Cost: The iPhone is one of the most expensive smartphones on the market. High-end models can cost over $1000, which makes it a luxury item for many people.

2. Non-Removable Battery: The iPhone's batteries are non-removable, which means that users cannot replace them. This can be a disadvantage for people who rely heavily on their phones and have to replace them regularly.

3. Limited Customization: One of the disadvantages of the iPhone is that it has limited customization options. Unlike Android devices, users cannot customize their phone's interface, which can be a disadvantage for some people.

4. No Expandable Storage: Another disadvantage of the iPhone is that it has no expandable storage options. Users have to purchase iPhones with larger storage capacities, which can be costly.

5. Frailty: The iPhone is known to be fragile and prone to breaking if dropped. Many users have reported cracking or shattering their screens after accidentally dropping their devices.

In conclusion, the iPhone has been a game-changer in the technological world. It has revolutionized the way people communicate and access information. However, its advantages and disadvantages must be weighed carefully by potential buyers. Ultimately, the choice of whether to purchase an iPhone depends on the user's preference, needs, and budget.

APPLICATIONS

- **Information security. Information security companies unanimously agree that Apple devices are more secure than Android devices.**

- **The Apple ecosystem**

- **Ease of use**

- **Get the best apps first**

- **Apple Pay**

- **Family Sharing**

- **iPhones hold their value**

Conclusion

In this project (**IRevolution: A Data-driven Exploration of Apple's iPhone Impact in India**), I have explained about the topic by providing full detail on it. This project also emphasises on main ideas related to the topic .I took the ideas and researched about this topic from the websites and some books which are mentioned in the bibliography.

Future scope

The above said in terms of technology is ever changing and evolving. The mating between hardware and software is optimal. iOS development has a bright future, as iOS is the most preferred platform where most of the Internet of Things (IoT) get complete compatibility and support. Moreover, ultra modern home automation apps are getting developed using iOS only.

The things changes drastically, if not given attention, it is difficult to handle the upcoming challenges.