

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

PROJECT REPORT

INTRODUCTION

Overview:

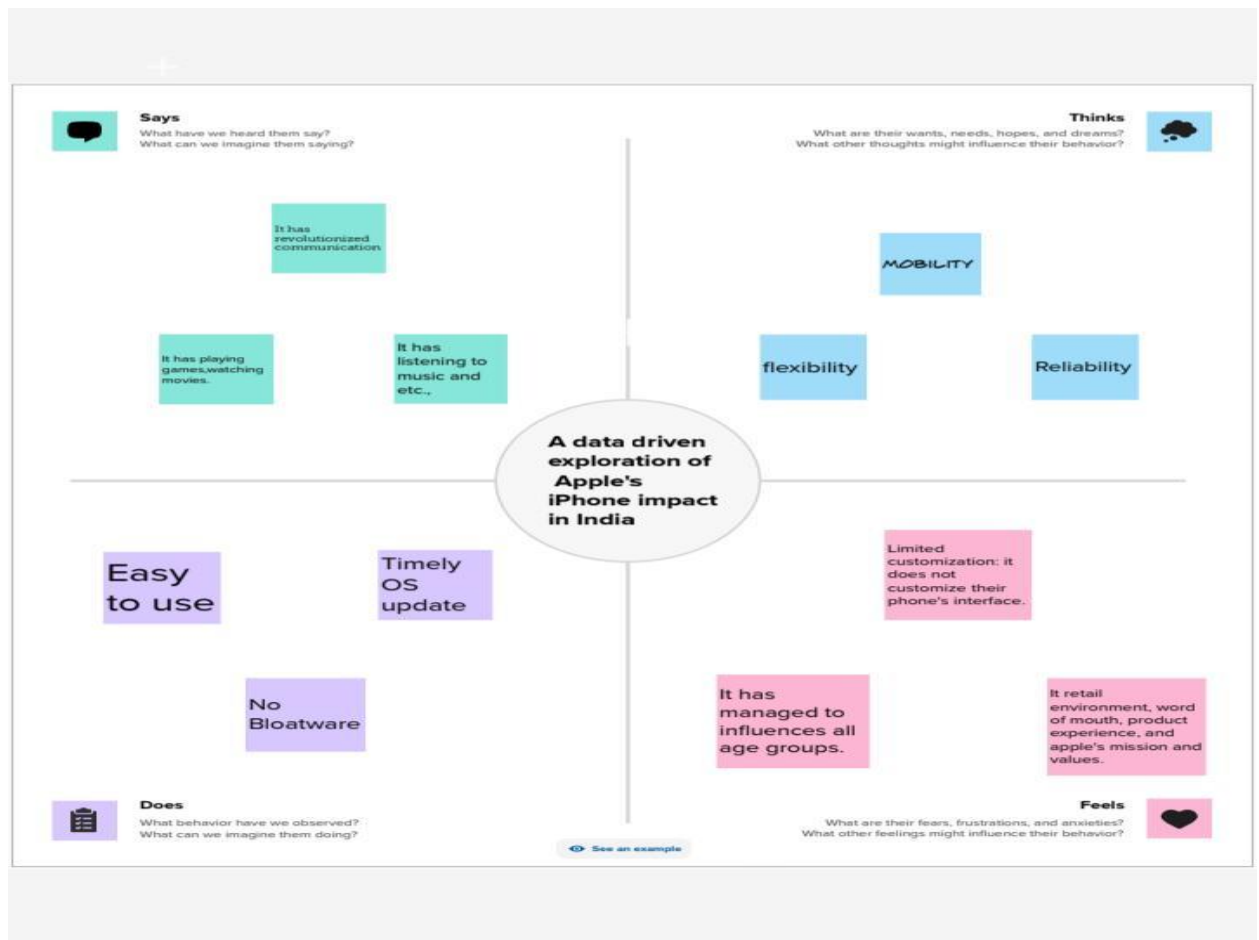
iPhone is a line of smartphones produced by Apple Inc. That use Apple's own iOS mobile operating system. The first-generation iPhone was announced by then-Apple CEO Steve Jobs on January 9, 2007. Apple Inc (Apple) designs, manufactures, and markets smartphones, tablets, personal computers, and wearable devices. The company offers software applications and related services, accessories, and third-party digital content.

Purpose:

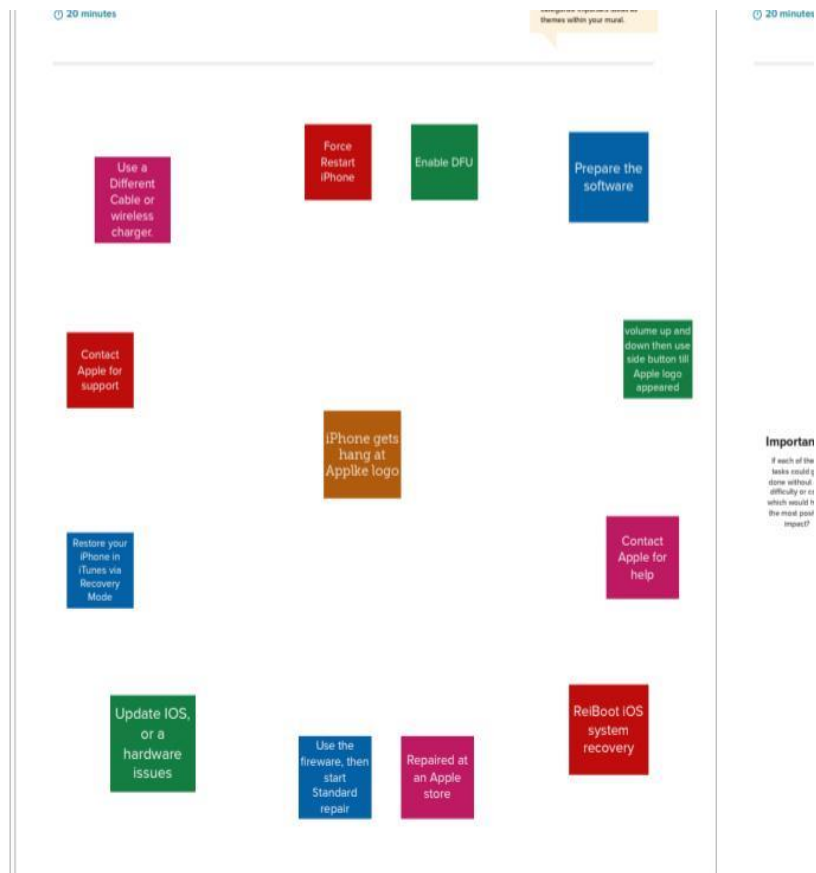
The iPhone is a smartphone made by Apple that combines a computer, iPod, digital camera and cellular phone into one device with a touchscreen interface. Apple's mission statement is "to bring the best user experience to customers through innovative hardware, software, and services." Apple's vision statement is "to make the best products on earth and to leave the world better than we found it."

PROBLEM DEFINITION & DESIGN THINKING

Empathy map:



BRAINSTORM



RESULTS

KPI

KPI					
Brand	Discount P.	Mrp	Number Of ..	Sale Price	Star Rating
Apple	0	77,000	794	77,000	5

MODEL SPECIFICATIONS

Model	Processor	Front Cam.	Rear Camera	Colour	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	Black	62,999
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Blue	Blue	59,900
				Black	Black	59,900
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	Black	74,000
				Blue	Blue	74,000
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	Blue	1,40,800
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	Blue	1,09,800
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	Blue	90,900

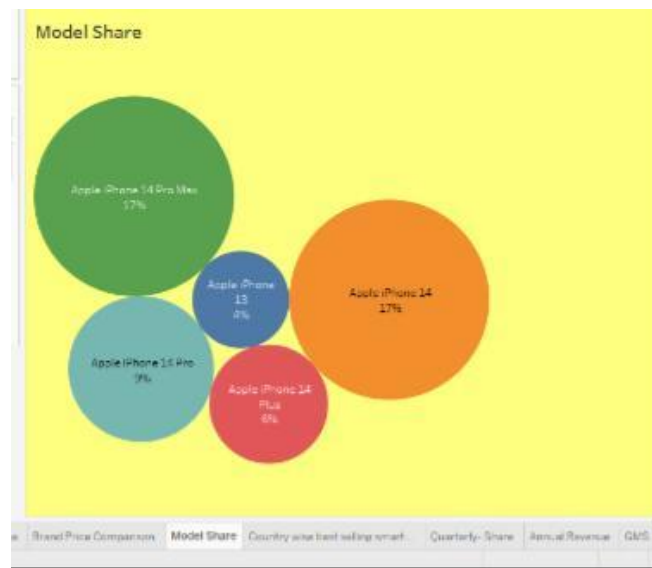
BATTERY TYPE



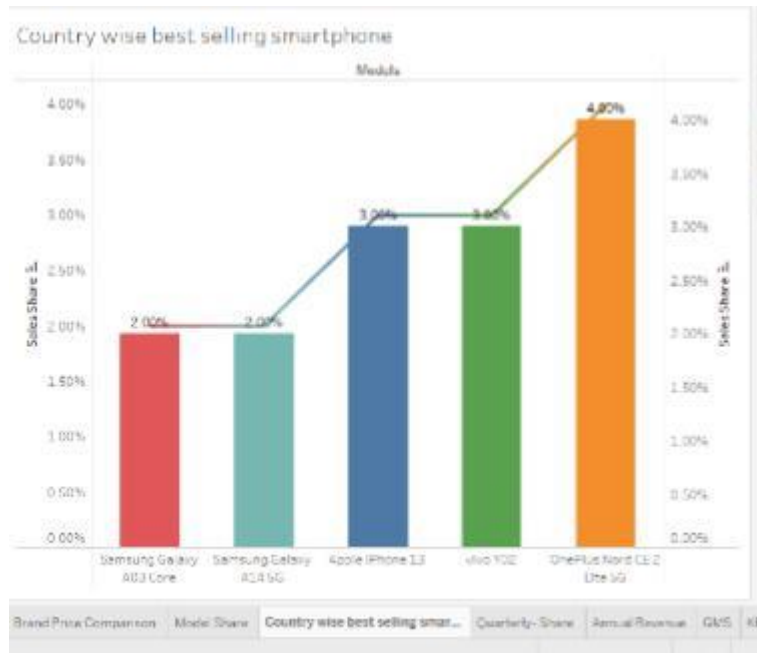
BRAND PRICE COMPARISON



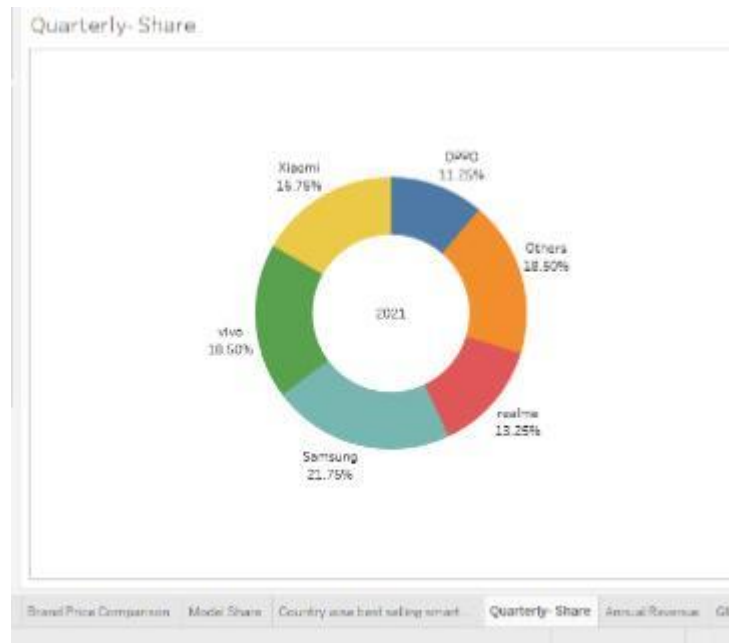
MODEL SHARE



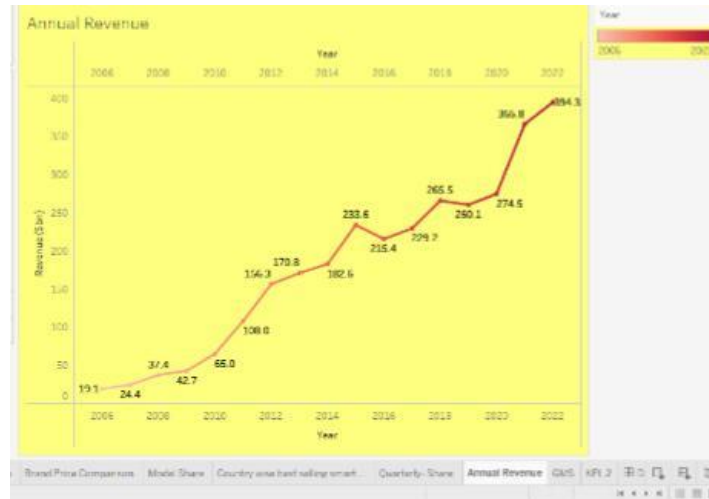
COUNTRY WISE BEST SELLING SMARTPHONE



QUARTERLY SHARE



ANNUAL REVENUE



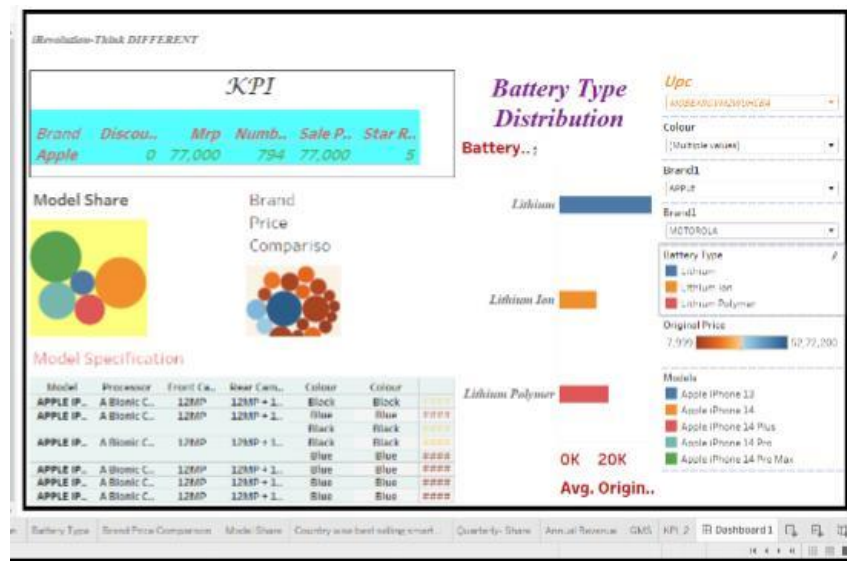
GLOBAL MARKET SHARE(GMS)



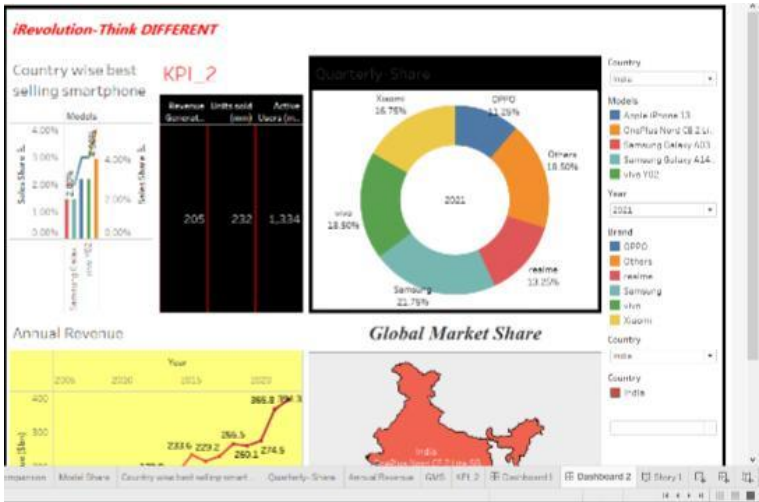
KPI 2



DASHBOARD 1



DASHBOARD 2



STORY

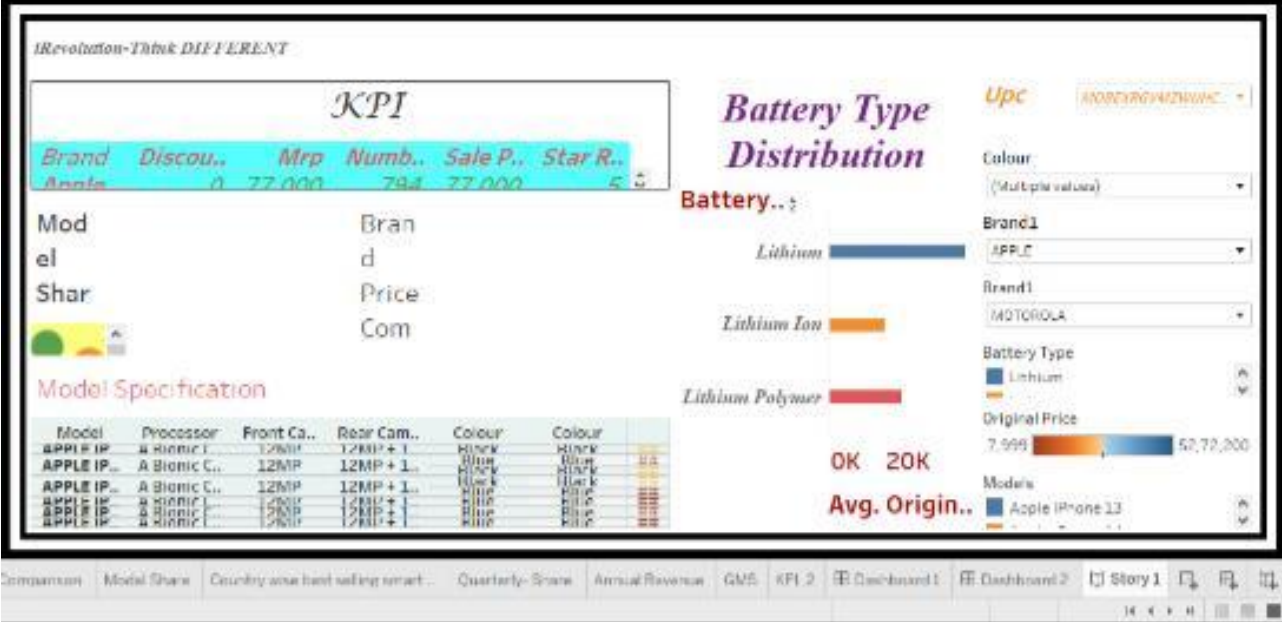
Story 1

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

More than 2 billion consumers currently use iPhones. Since its initial launch more than 1.9 billion iPhones have been sold. iPhones sales in 2021 surpassed the 2015 peak, but declined in 2022 to 232.2 million

iPhone sales generated \$226 billion revenue for Apple in 2022, more than Microsoft's total revenue. It sold 232 million iPhone units that year

comparative analysis among leading brands in the brand smartphone industry shows yet to make its impact in market share in the global



ADVANTAGES AND DISADVANTAGES

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.

APPLICATIONS

A software application that runs under iOS, which is the operating system that powers Apple's mobile devices. In most cases, any application that runs on an iPhone also runs on an iPad and iPod touch. However, apps designed strictly for iPads, which have larger screens, do not work on iPhones and iPods.

CONCLUSION

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.