



RABIYAMMAL AHAMED MAIDEEN COLLEGE FOR WOMEN- THIRUVARUR

BACHELOR OF SCIENCE
IN
MATHEMATICS

APPLE IPHONE IMPACT IN INDIA

SUBMITTED BY

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2. M.Sivaranjani
3. S.SivaRanjani
4. A.Umairah Mohammed Abdul Rahman



Data Analytics

- Annual Revenue (apple_...
- apple_products.xlsx - ap...
- apple_products.xlsx - ap...
- Country-wise share (app...
- Flipkart_Smartphone (a...
- Market Penetration(iph...
- Model share (apple_prod...
- Quarterly-share (apple_...

Search

Tables

- Brand
- Product Name
- Product URL
- Ram
- Upc
- Measure Names
- Discount Percentage
- Mrp
- Number Of Ratings
- Number Of Reviews
- Sale Price
- Sales difference
- Star Rating
- apple_products.xlsx - appl...
- Measure Values

Pages

Filters

Measure Names

Upc: MOBEXRGVZF..

Marks

Automatic

Color Size Text

Detail Tooltip

Measure Values

Measure Values

SUM(Discount Perc..

SUM(Mrp)

SUM(Sale Price)

SUM(Star Rating)

SUM(Sales differenc..

Columns

Measure Names

Rows

Brand

KPI

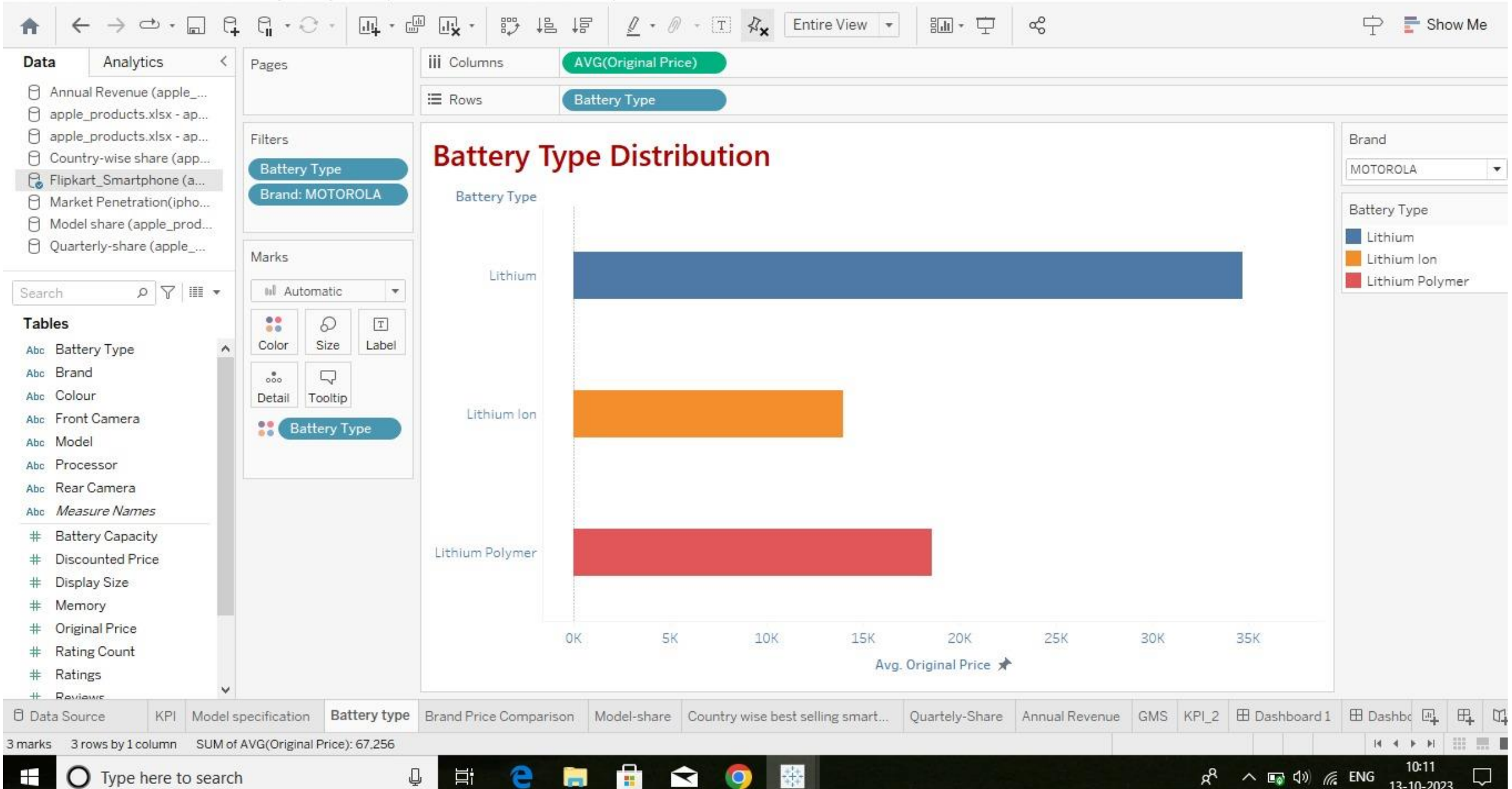
Brand	Discount t Perce..	Mrp	Sale Price	Star Rating	Sales dif ference
Apple	0	77,000	77,000	5	0

Measure Names

- (All)
- Count of apple_pr...
- Discount Percent...
- Mrp
- Number Of Ratings
- Number Of Reviews
- Sale Price
- Sales difference
- Star Rating

Upc

MOBEXRGVZFZGZEWV



Pages

Brand Price Comparison

☐ Automatic

Detail Tooltip

AVG(Original ..

T CNTD(Memory)

T MEDIAN(Orig..

Tables

Abc Brand

Abc Colour

Abc Front Camera

Abc Model

Abc Processor

Abc Rear Camera

Abc *Measure Names*

Battery Capacity

Discounted Price

Display Size

Memory

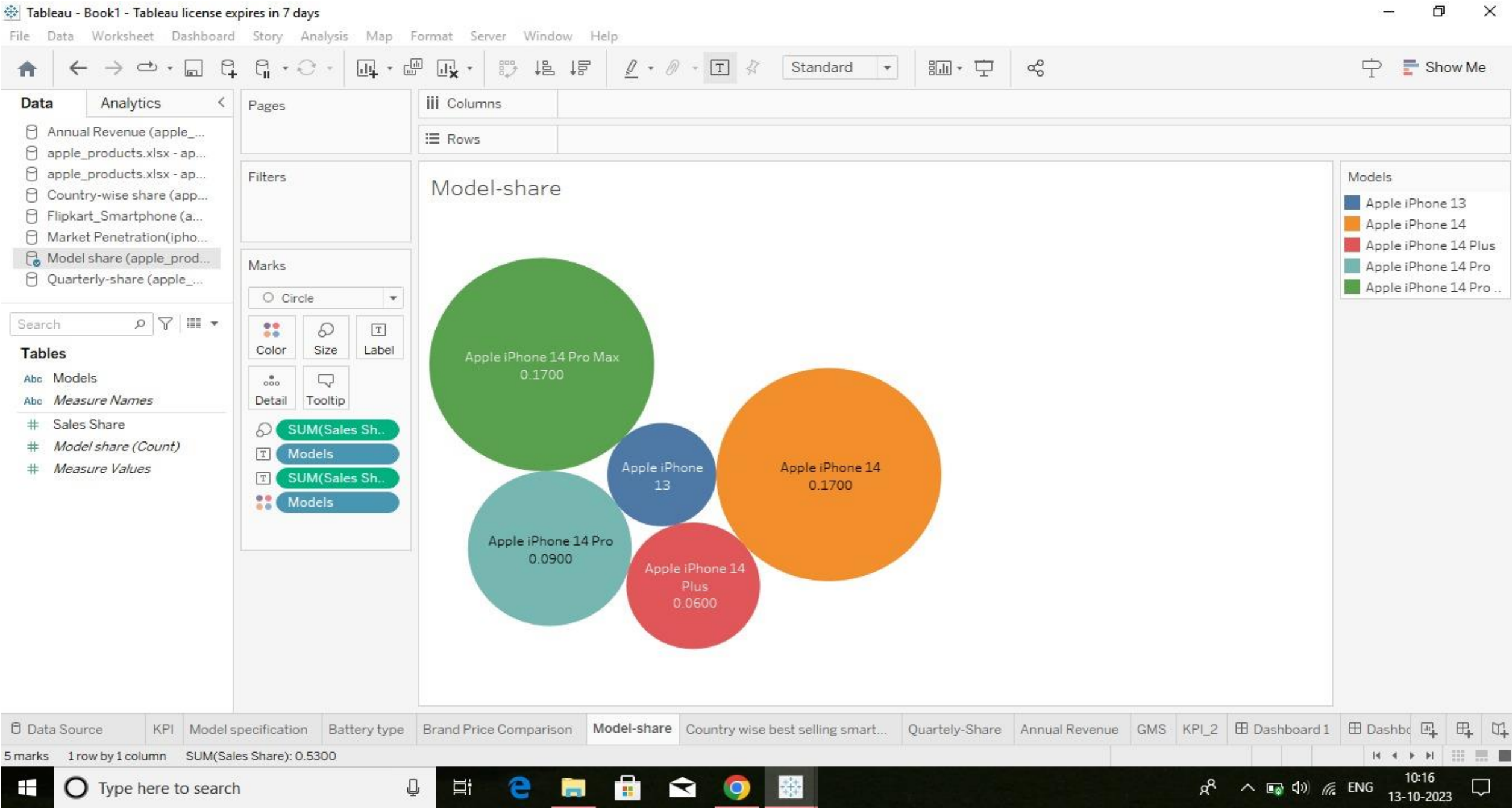
Original Price

Rating Count

Ratings

⚡ Review

19 marks 1 row by 1 column SUM of MEDIAN(Original Price): 412623





Standard



Show Me

Data

Analytics



- Annual Revenue (apple_...
- apple_products.xlsx - ap...
- apple_products.xlsx - ap...
- Country-wise share (app...
- Flipkart_Smartphone (a...
- Market Penetration(ipho...
- Model share (apple_pro...
- Quarterly-share (apple_...

Search

Tables

- Country
- Models
- Measure Names
- Sales Share
- Country-wise share (Count)
- Latitude (generated)
- Longitude (generated)
- Measure Values

Pages

Filters

Country: China

Marks

All

Multiple



Color



Size



Label



Detail



Tooltip



Models



SUM(Sales Sh..)



SUM(Sales Sha...)



SUM(Sales Sha...)



CNT(Country-...)

Columns

Models

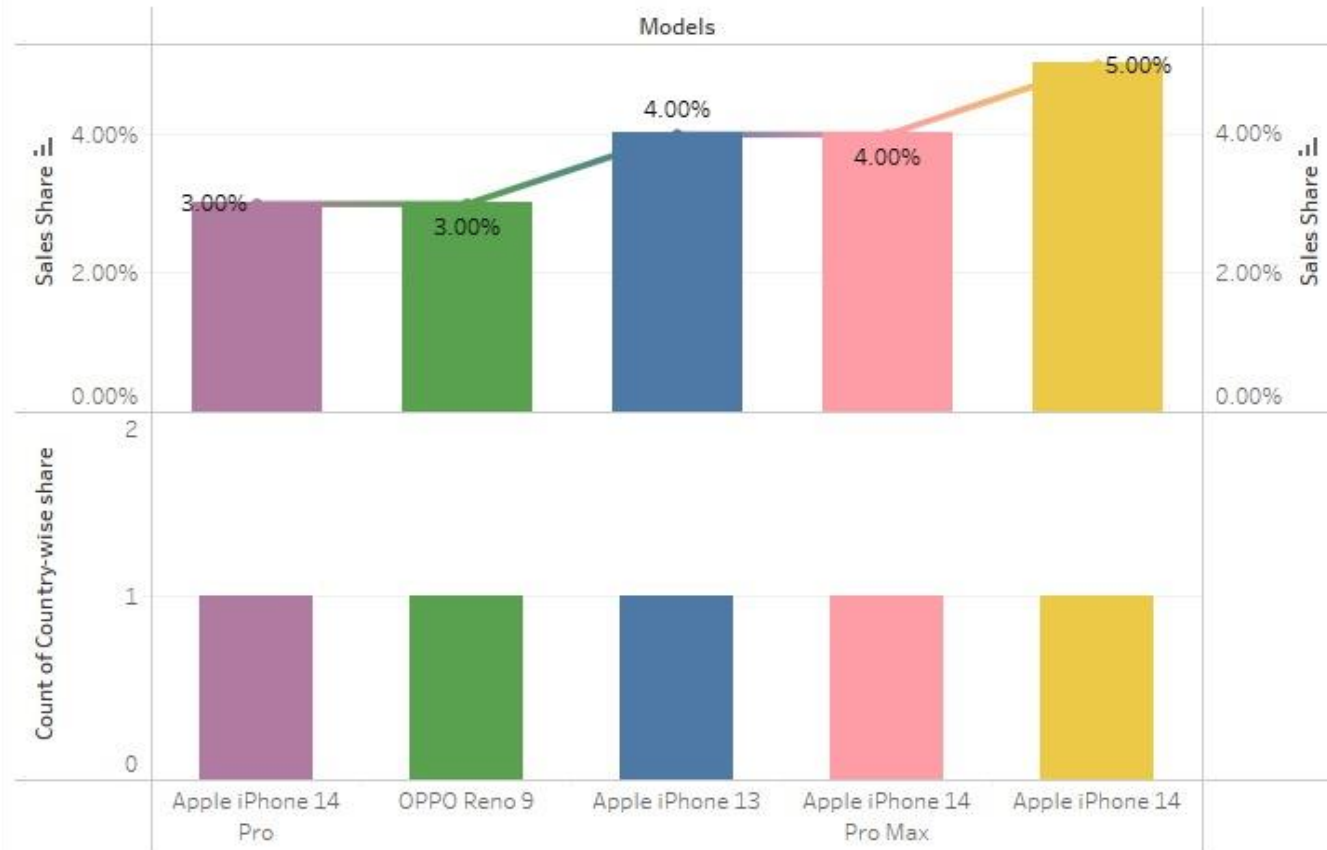
Rows

SUM(Sales Share)

SUM(Sales Share)

CNT(Country-wise sh..)

Country wise best selling smartphone



Country

China

Models

- Apple iPhone 13
- Apple iPhone 14
- Apple iPhone 14 Pro
- Apple iPhone 14 Pro ..
- OPPO Reno 9

analytics
 nue (apple_...
 icts.xlsx - ap...
 icts.xlsx - ap...
 e share (app...
 artpone (a...
 stration(ipho...
 (apple_prod...
 are (apple_...
 names
 e
 share (Count)
 alues

Pages

Columns

Rows

Filters

Year: 2018

Marks

All

Pie

Color Size Label

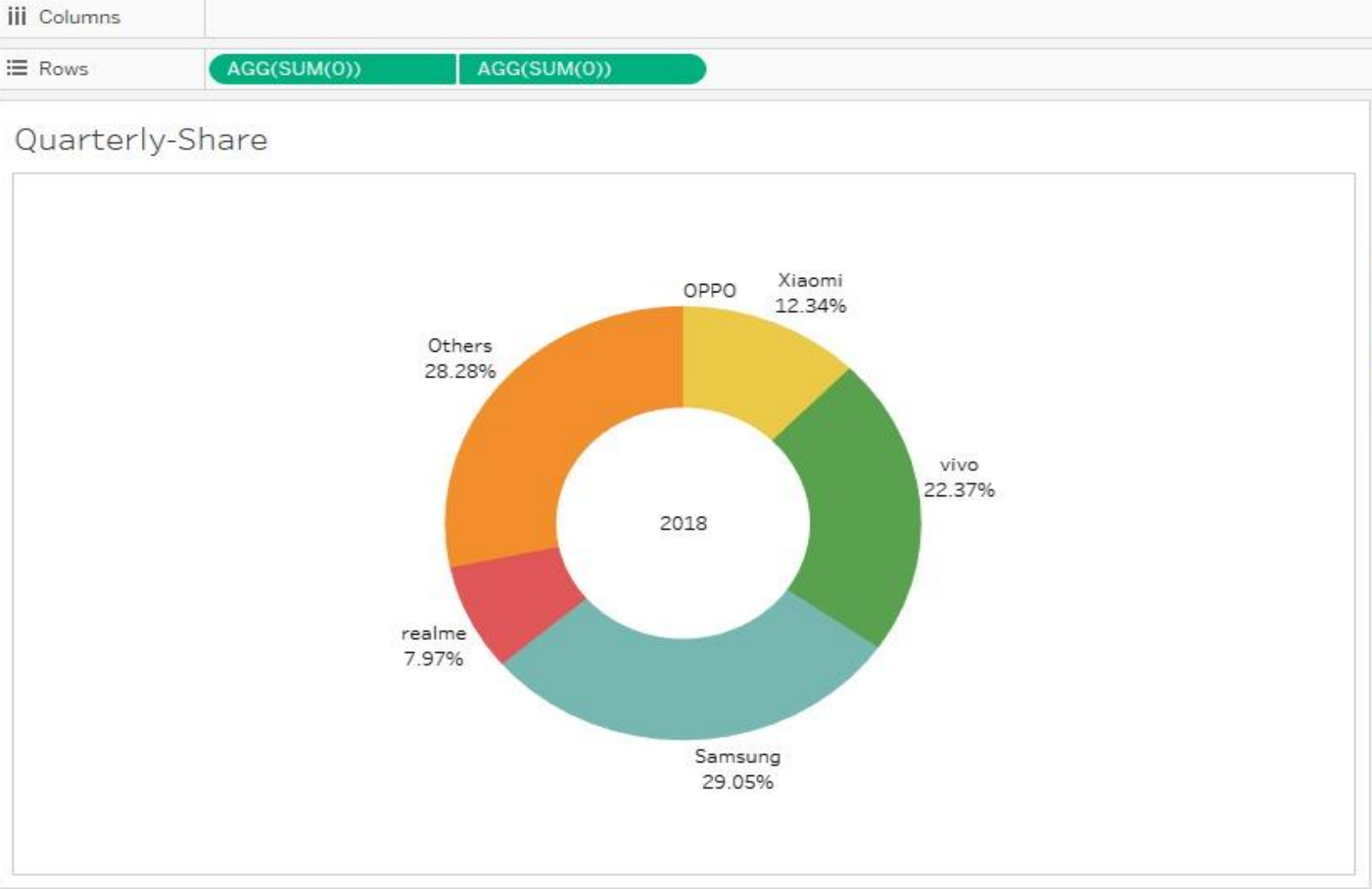
Detail Tooltip Angle

Multiple fields

Multiple fields

AGG(SUM(0))

AGG(SUM(0))

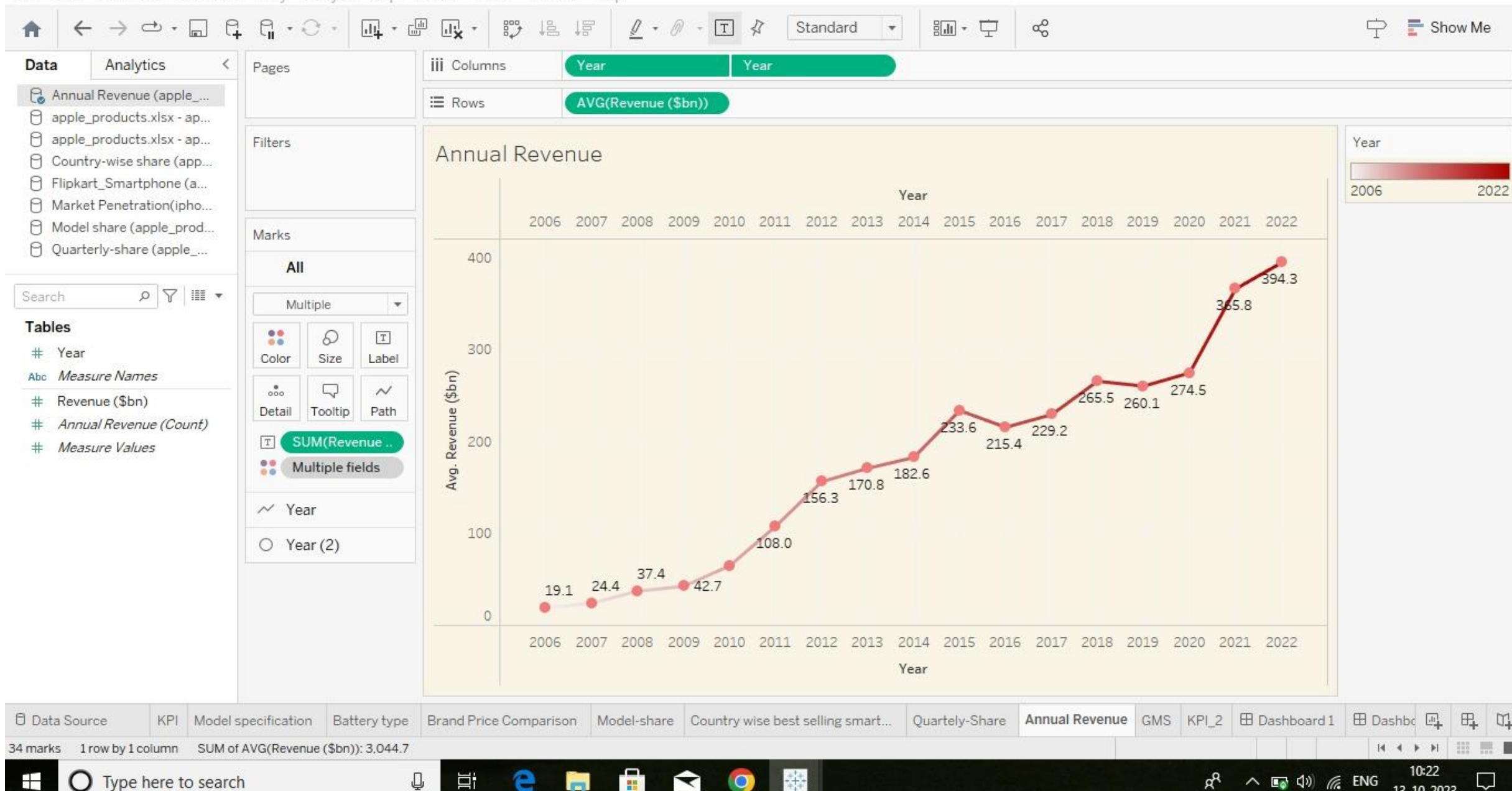


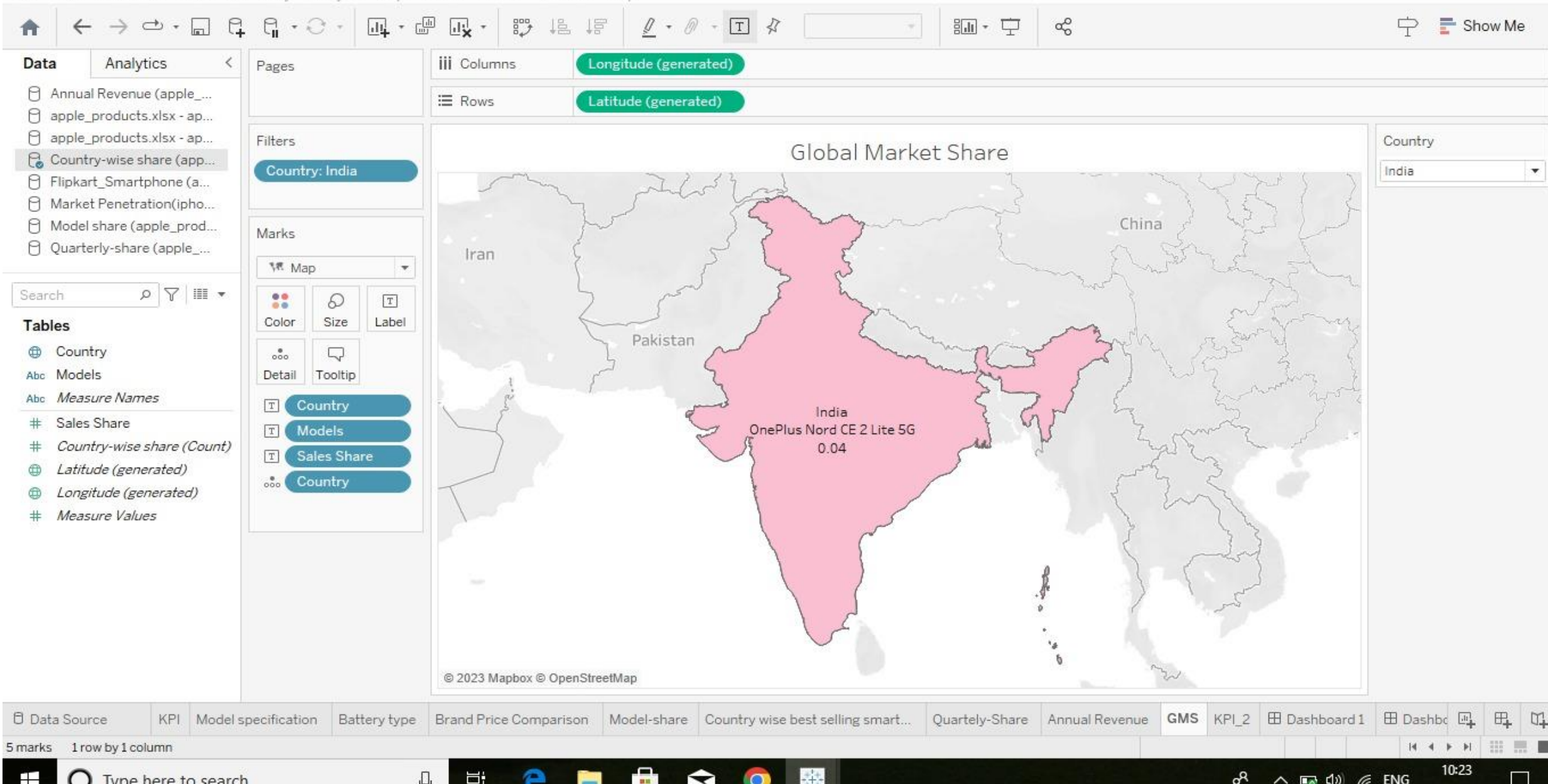
Year

2018

Brand

- Xiaomi
- vivo
- Samsung
- realme
- Others
- OPPO







Data

Analytics

- Annual Revenue (apple_...
- apple_products.xlsx - ap...
- apple_products.xlsx - ap...
- Country-wise share (app...
- Flipkart_Smartphone (a...
- Market Penetration(ipho...
- Model share (apple_prod...
- Quarterly-share (apple_...

Search

Tables

- # Year
- Abc Measure Names
- # Active Users (mm)
- # Revenue Generated
- # Units sold (mm)
- # Market Penetration(iphon...
- # Measure Values

Pages

Columns

Measure Names

Rows

Filters

Measure Names

Year: 2022

Marks

Automatic

Color

Size

Text

Detail

Tooltip

Measure Values

Measure Values

SUM(Units sold (m..

SUM(Active Users (..

SUM(Revenue Gene..

KPI_2

Units sold (mm)

232

Active Users (mm)

1,334

Revenue Generated

205

Year

2022

Dashboard

Layout

Default

Phone

Device Preview

Size

Automatic

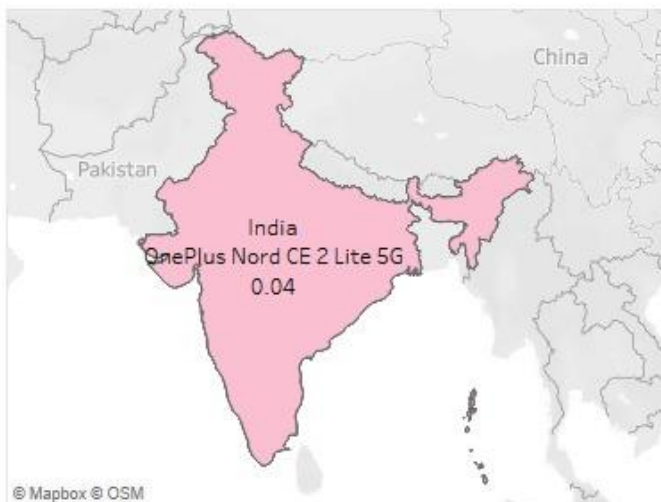
Sheets

- KPI
- Model ...
- Battery type
- Brand Price ...
- Model-share
- Country-wise

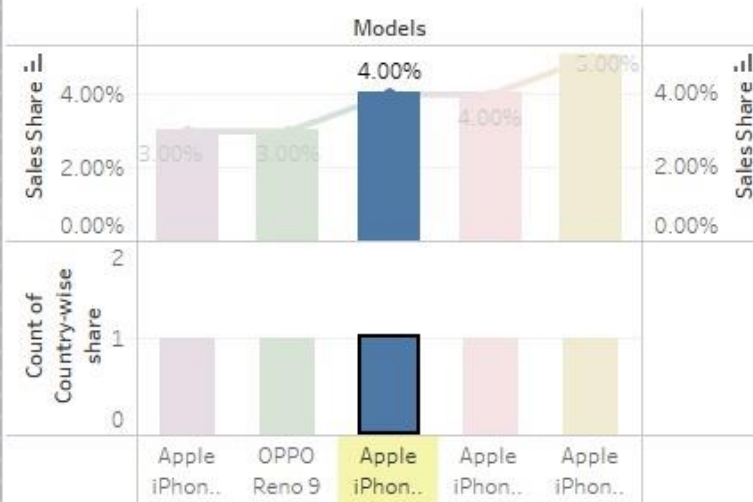
Objects

- Horizontal Container
- Vertical Container
- Text
- Extension
- Ask Data
- Data Story
- Image
- Blank
- Workflow
- Web Page

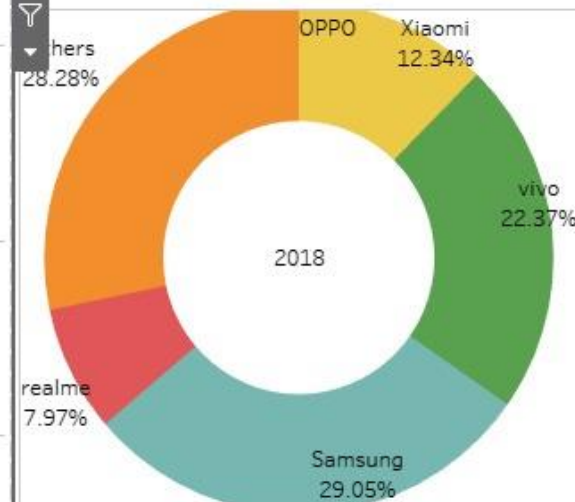
Global Market Share



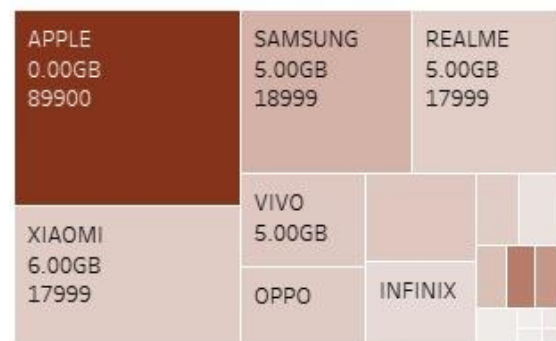
Country wise best selling smartphone



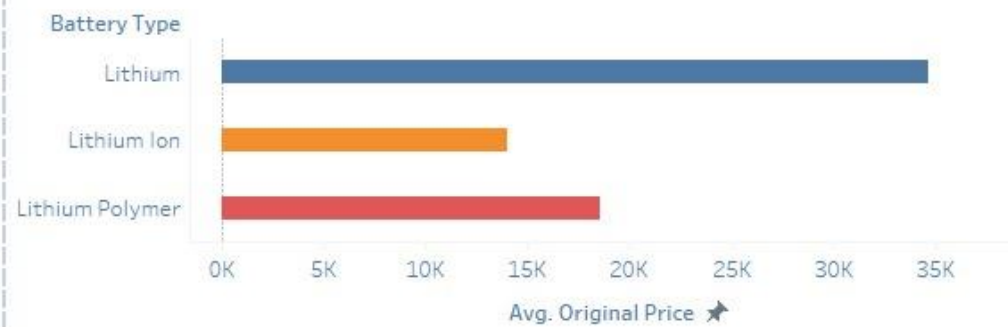
Quarterly-Share



Brand Price Comparison



Battery Type Distribution



File Data Worksheet Dashboard Story Analysis Map Format Server Window Help



Dashboard

Layout

Default

Phone

Device Preview

Size

Desktop Browser (1000 x 800)

Sheets

KPI

Model ...

Battery type

Brand Price ...

Model-share

Country wise

Objects

Horizontal Container

Vertical Container

Text

Extension

Ask Data

Data Story

Image

Blank

Workflow

Web Page

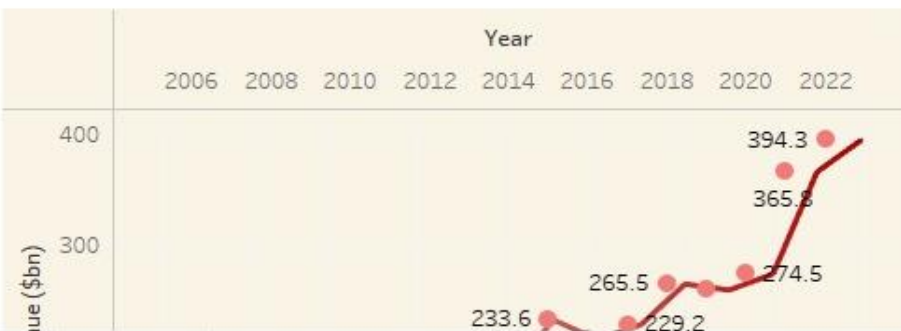
KPI

Brand	Discount Perce..	Mrp	Sale Price	Star Rating	Sales dif
Apple	0	77,000	77,000	5	0

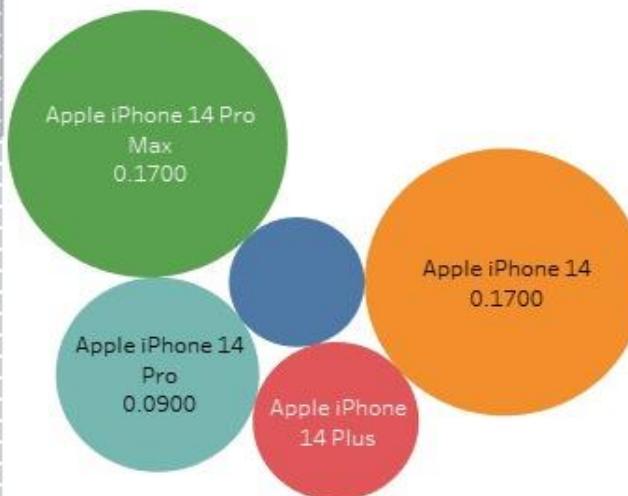
KPI_2

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

Annual Revenue



Model-share



Model specification

Model	Processor	Front Cam..	Rear Camera	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	92,800
APPLE IPHONE 12	A Bionic Chip with Next Generatio..	12MP	12MP + 12MP	Black	1,99,700
				Blue	59,900

Data Source

Model specification

Battery type

Brand Price Comparison

Model-share

Country wise best selling smart...

Quartely-Share

Annual Revenue

GMS

KPI_2

Dashboard 1

Dashboard 2

+

+

+



Type here to search

10:26
13-10-2023

Dashboard

Layout

Default

Phone

Device Preview

Size

Desktop Browser (1000 x 8...

Sheets

KPI

Model ...

Battery type

Brand Price ...

Model-share

Country wise

Objects

Horizontal Container

Vertical Container

Text

Extension

Ask Data

Data Story

Image

Blank

Workflow

Web Page

File

Data

Worksheet

Dashboard

Story

Analysis

Map

Format

Server

Window

Help

Home

Back

Forward

Refresh

Print

Export

Import

Undo

Redo

Copy

Paste

Text

Link

Image

Table

Chart

Tablet

Mobile

Share

Show Me

Units sold (mm)

Active Users (mm)

Revenue Generated

232

1,334

205

Apple iPhone 14

0.0900

Apple iPhone 14 Pro

0.1700

Apple iPhone 14 Plus

Annual Revenue

Avg. Revenue (\$bn)

Year

2006

2008

2010

2012

2014

2016

2018

2020

2022

19.1

37.4

42.7

108.0

170.8

182.6

233.6

229.2

265.5

274.5

365.8

394.3

Model specification

Model	Processor	Front Cam..	Rear Camera	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	92,800
APPLE IPHONE 12	A Bionic Chip with Next Generatio..	12MP	12MP + 12MP	Black	1,99,700
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generatio..	12MP	12MP + 12MP	Blue	59,900
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	74,900
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	1,49,800
APPLE IPHONE 1..	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	1,89,800
					99,900

Data Source

Model specification

Battery type

Brand Price Comparison

Model-share

Country wise best selling smart...

Quartely-Share

Annual Revenue

GMS

KPI_2

Dashboard 1

Dashboard 2



Story

Layout

New story point

Blank

Duplicate

- KPI
- Model ...
- Battery type
- Brand Price ...
- Model-share
- Country wise ...
- Quartely-Share
- Annual Revenue
- GMS
- KPI_2
- Dashboard 1

A

Drag to add text

☒

Show title

Size

Automatic

Story 1

Apple continous 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 january 2021 were

iphone sales generated \$205 billion revegne the apple in 2022,more than Microsoft's total revenue.It sold 232 million iphone units that year.

Add a caption

