



RABIAMMAL AHAMED MAIDEEN COLLEGE FOR WOMEN

Bachelor of Science in Mathematics

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

Team ID: NM2023TMID13550

Team Members:

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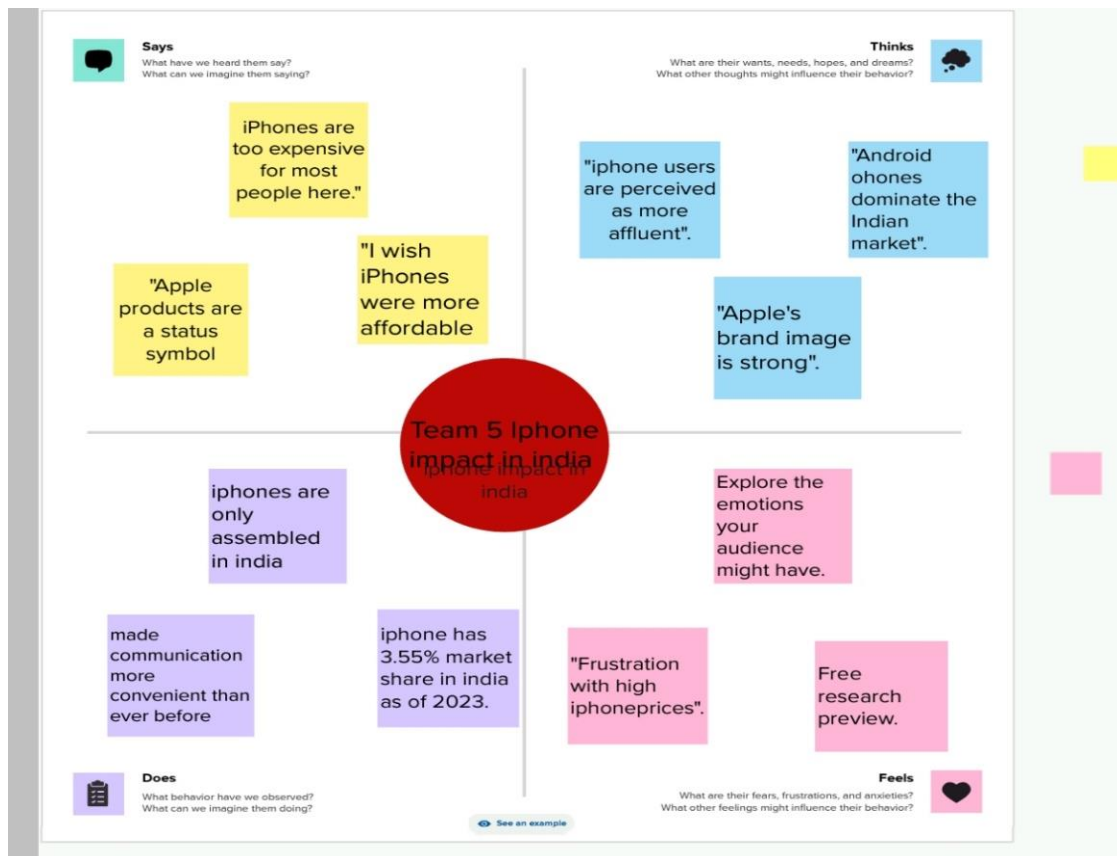
Umairah Mohammed

INTRODUCTION

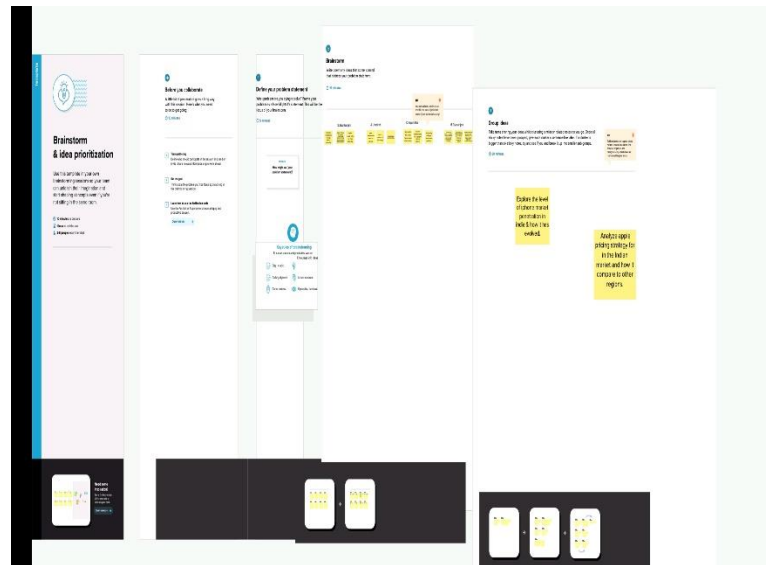
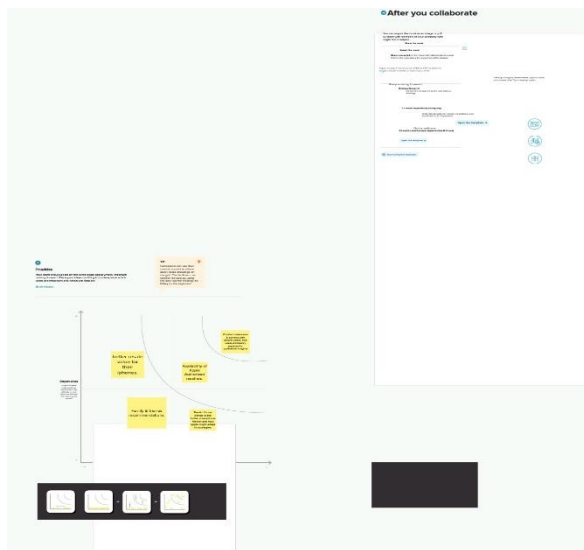
Our project is an exploration of apple's iPhone impact in India involving the collection and analysis of a wide range of data using the analysis tool Tableau.

PROBLEM DEFINITION & DESIGN THINKING

Empathy map



Ideation & Brainstorming Map:



2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

S.SivaRanjani

Improved social status through phone ownership.
Apple's phone is an amazing invention that allows users to get all of their needs done in one device.
better resale value for their iPhones.

A.Umairah

peer pressure to own an iPhone.
online reviews & tech blogs.
Family & friends recommendations.

K.Rajumitha

Access to 4G or 5G networks in urban areas.
Online marketplaces for buying or selling iPhone.
Availability of Apple Authorized resellers.

M.Sivaranjani

Product based cards in the Indian smartphone Market and how Apple might use such strategies.
Use compelling visuals to present your data and findings in an engaging manner.
Conduct interviews & engage with iPhone users, not just a industry expert for qualitative insights.

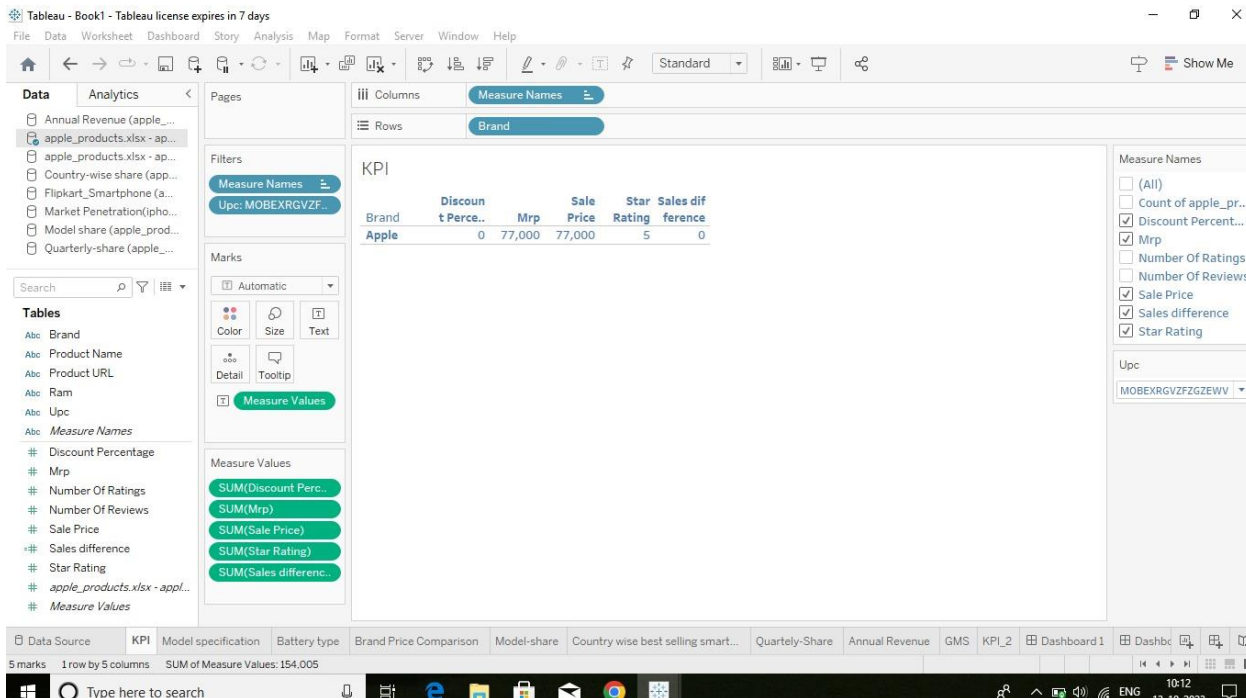
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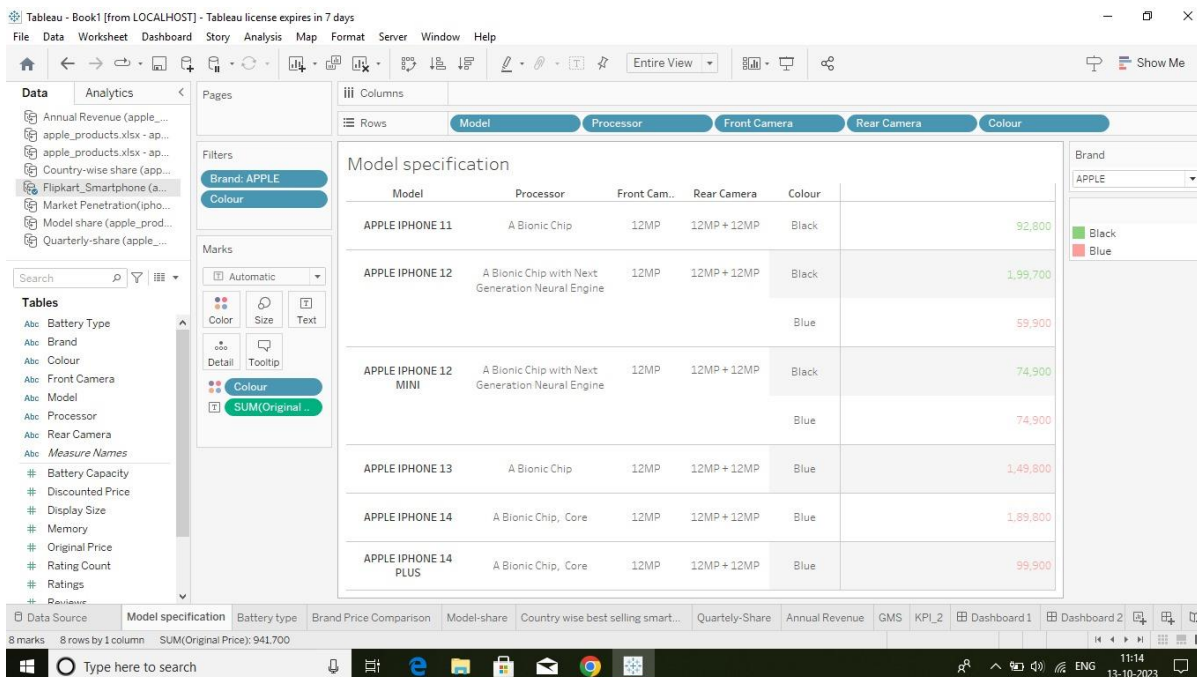
⌚ :

KPI



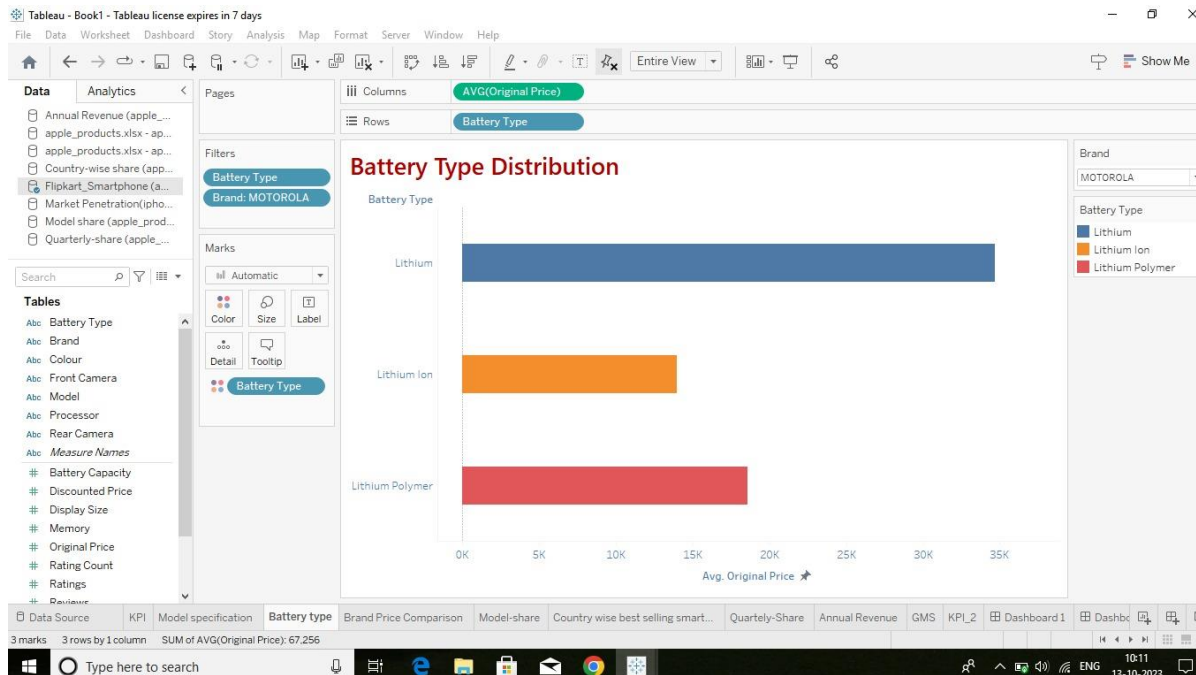
MODEL SPECIFICATION:

The analysis of the flip-kart smartphones contains the model, which processor are used, rear camera and original price of the apple iPhone.



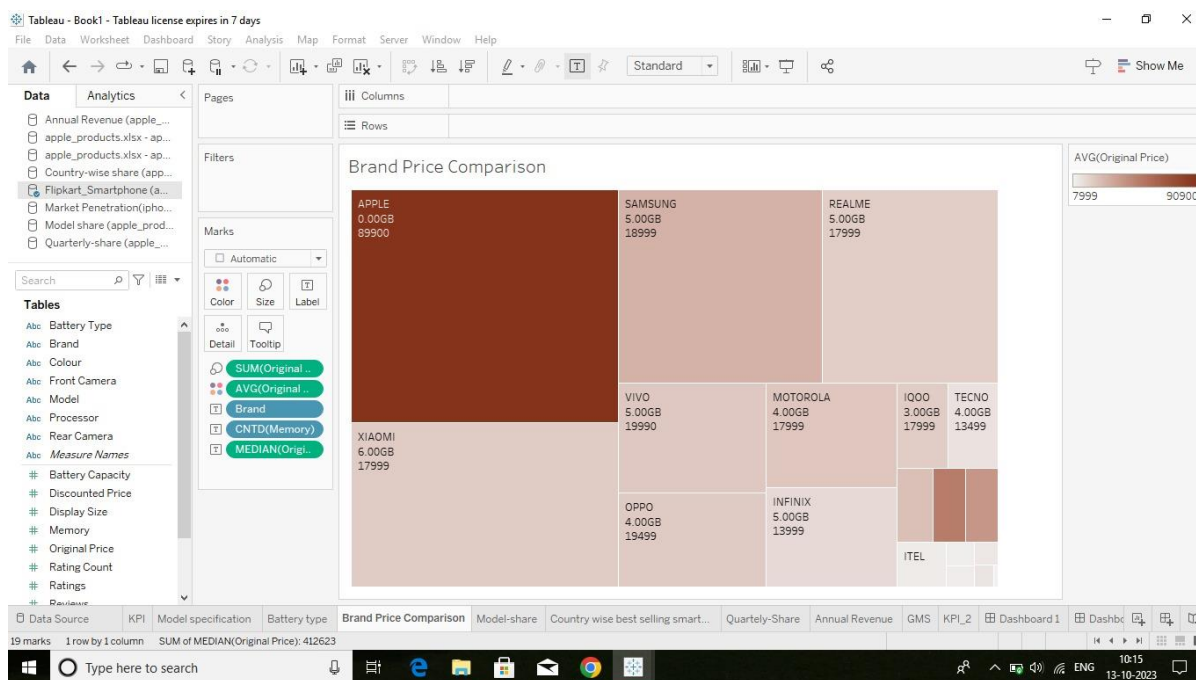
BATTERY TYPE DISTRIBUTION:

In the analysis Lithium battery has a highest price such as 35k compare to other batteries.



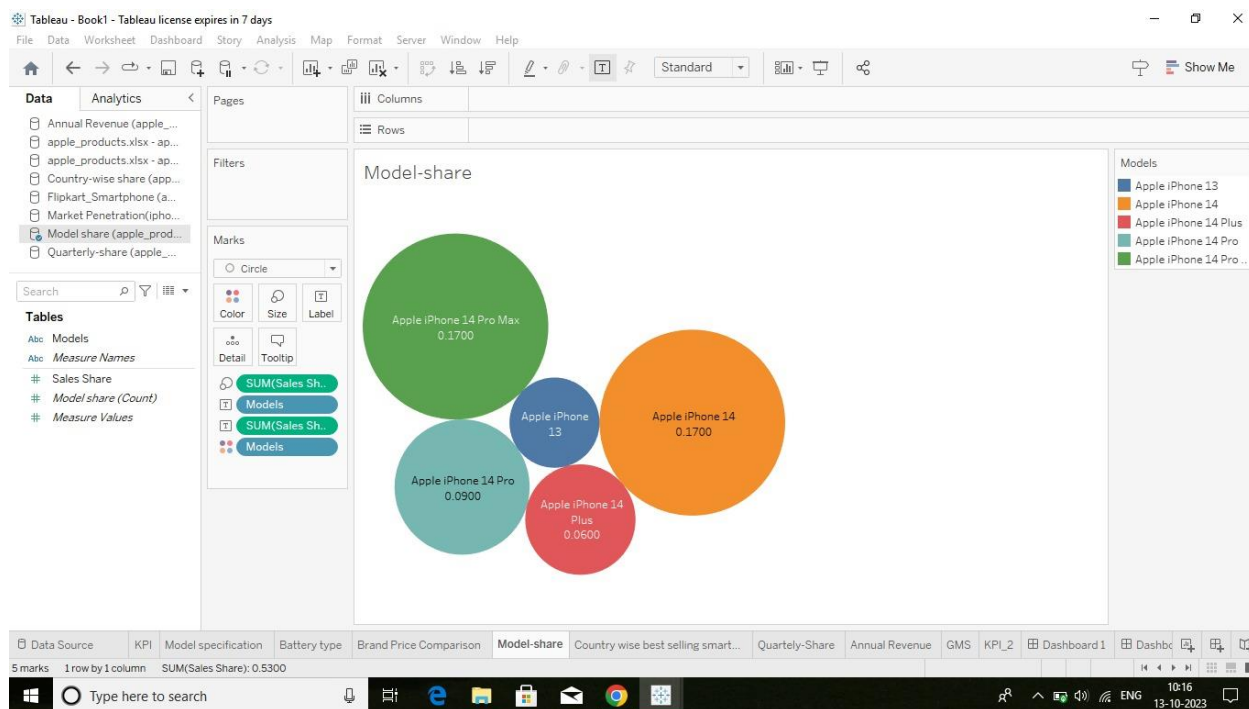
BRAND & PRICE COMPARISON:

Apple phones are compared to other company models with the price and memory. Companies like Oppo, RealMe, Vivo and etc.....



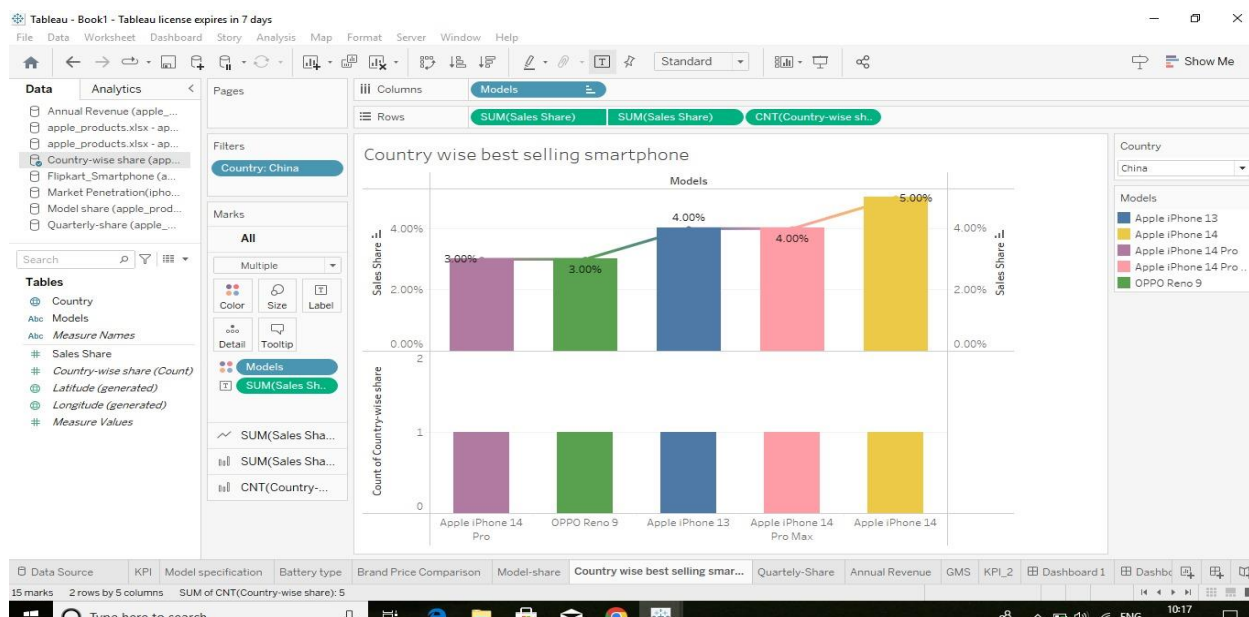
MODEL-SHARE:

Apple phones has a various models based on the internal storage, RAM, ROM, camera quality and others...



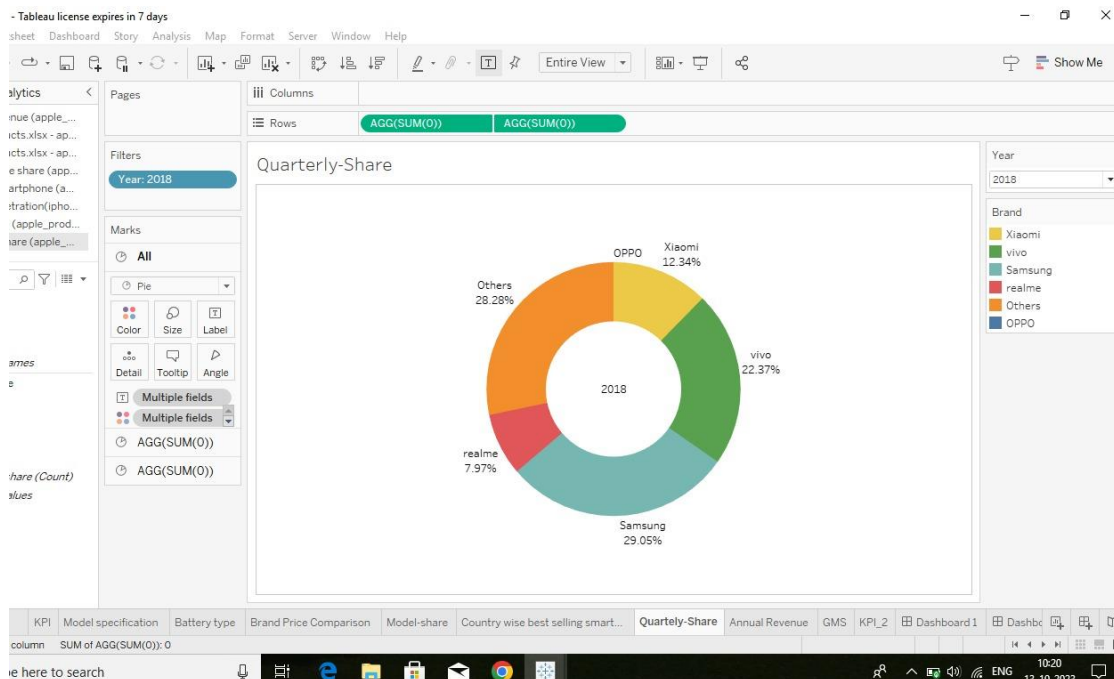
COUNTRY WISE BEST-SELLING SMARTPHONES:

In India apple iPhone has a 3.00% of sales share. Apple iPhone has third place in sales-share. OnePlus has the first place in sales-share (4.00%) of India.



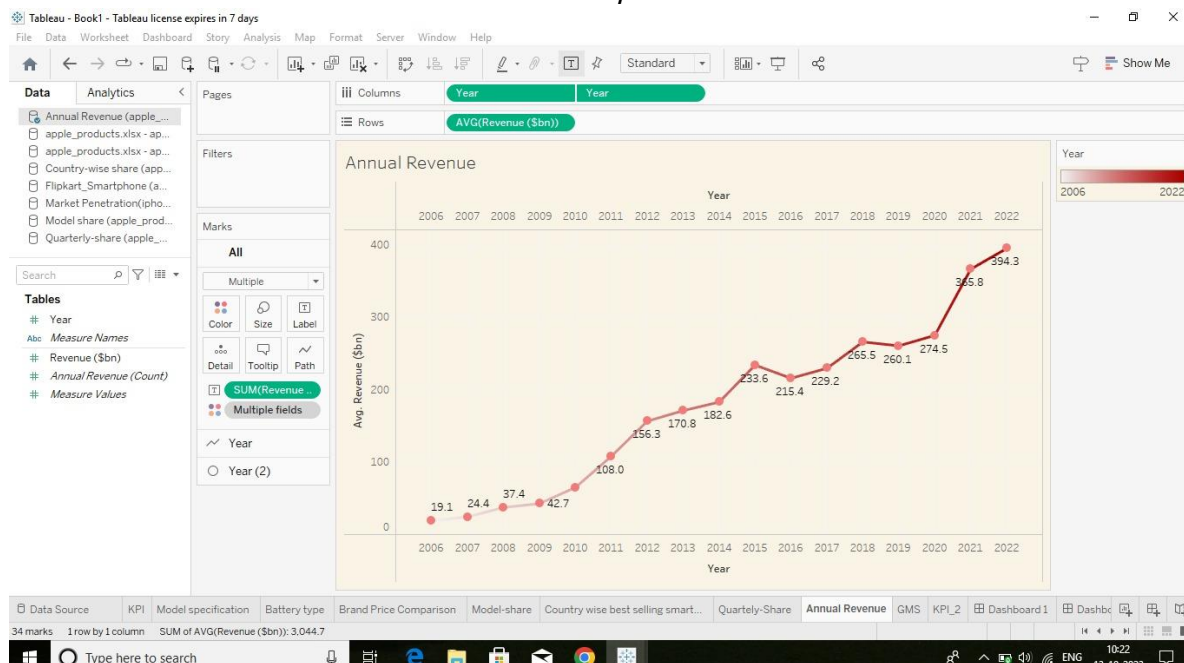
QUALITY-SHARE:

In 2018 we will analysis the quality-share of mobile company models. The year will be changed manually.



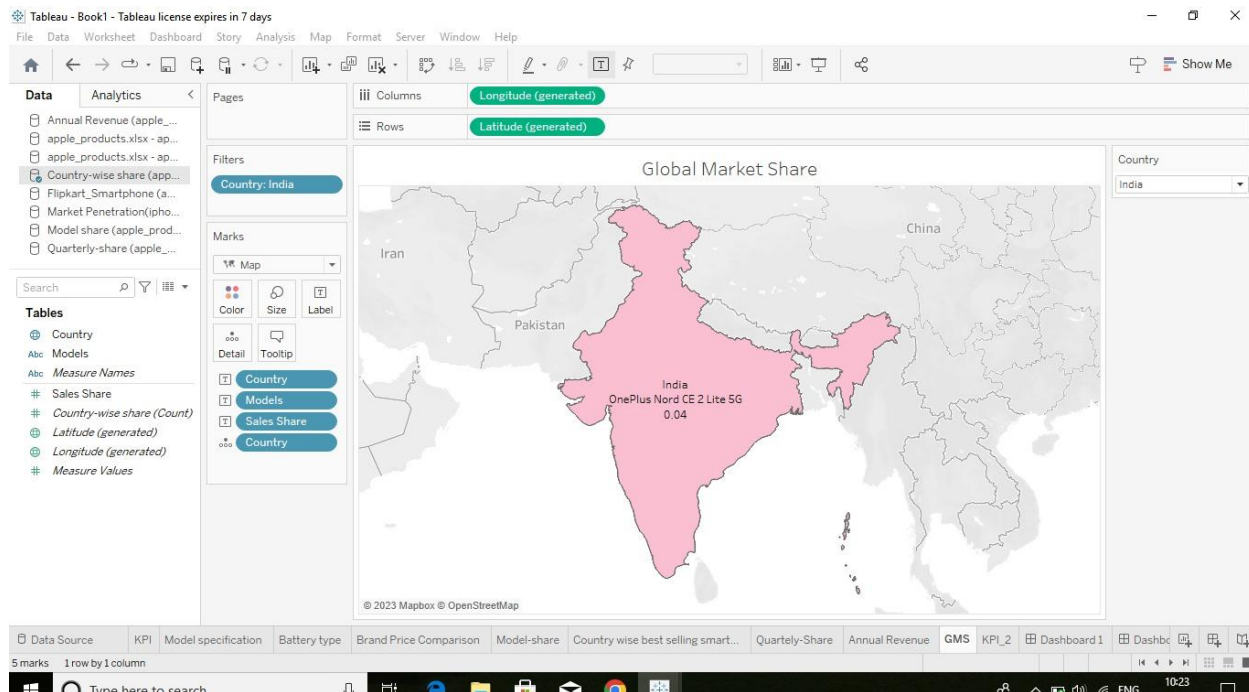
ANNUAL REVENUE:

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

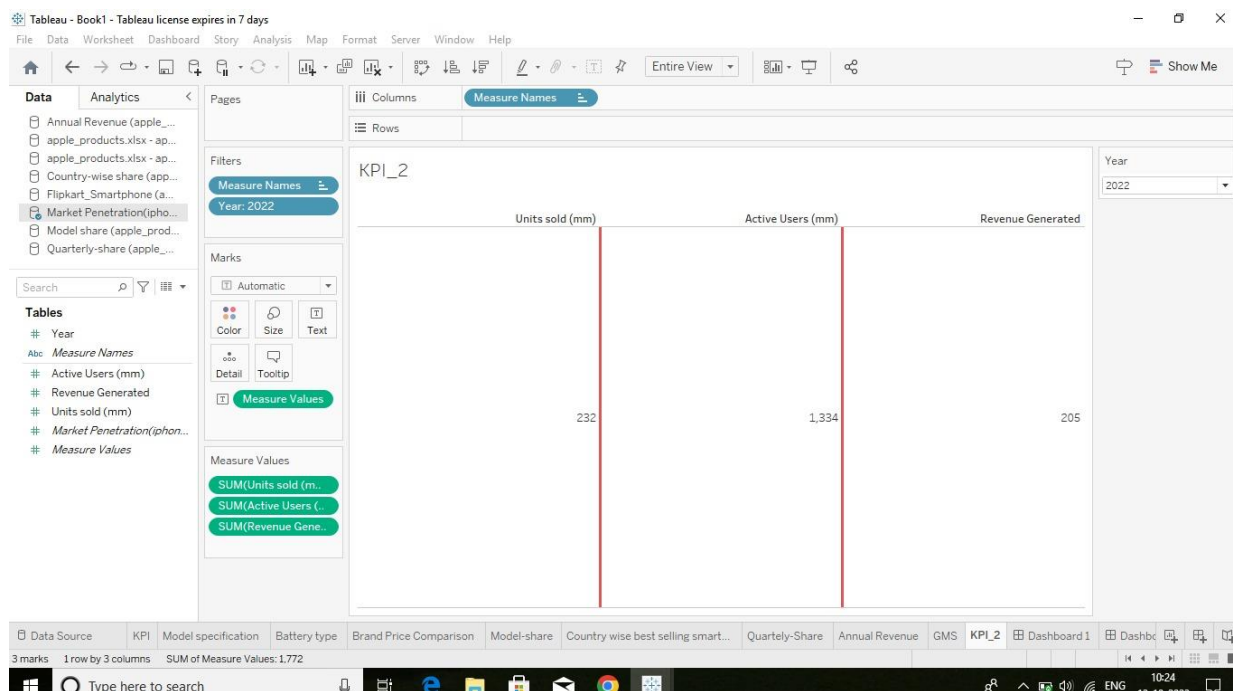


GLOBLE MARKET SHARE:

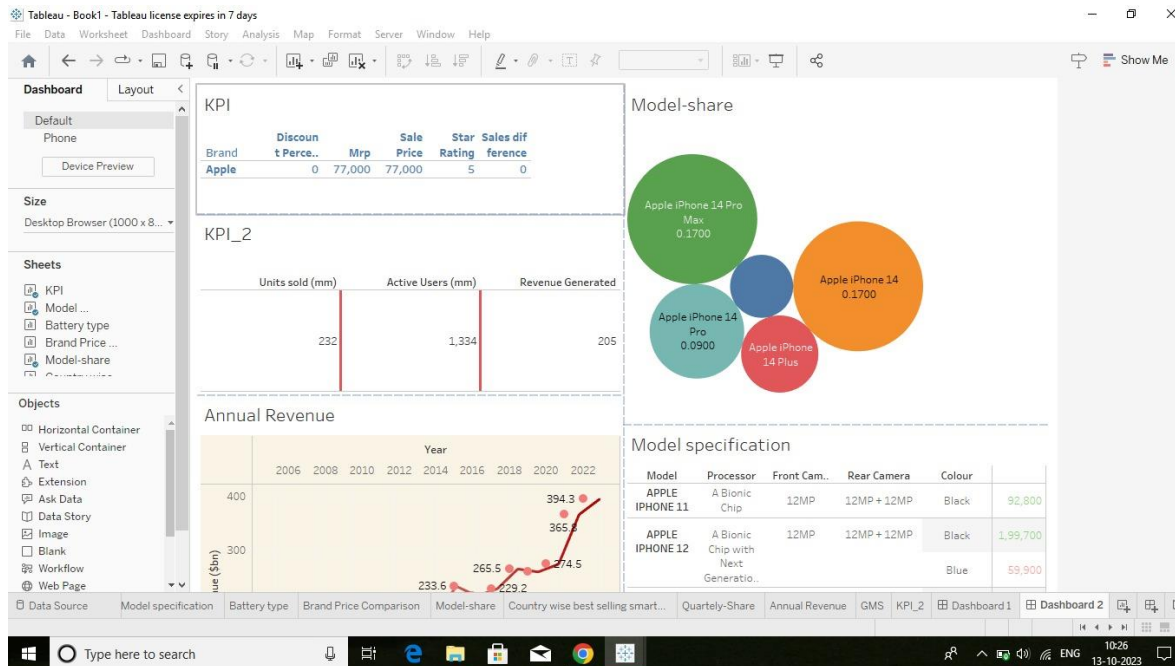
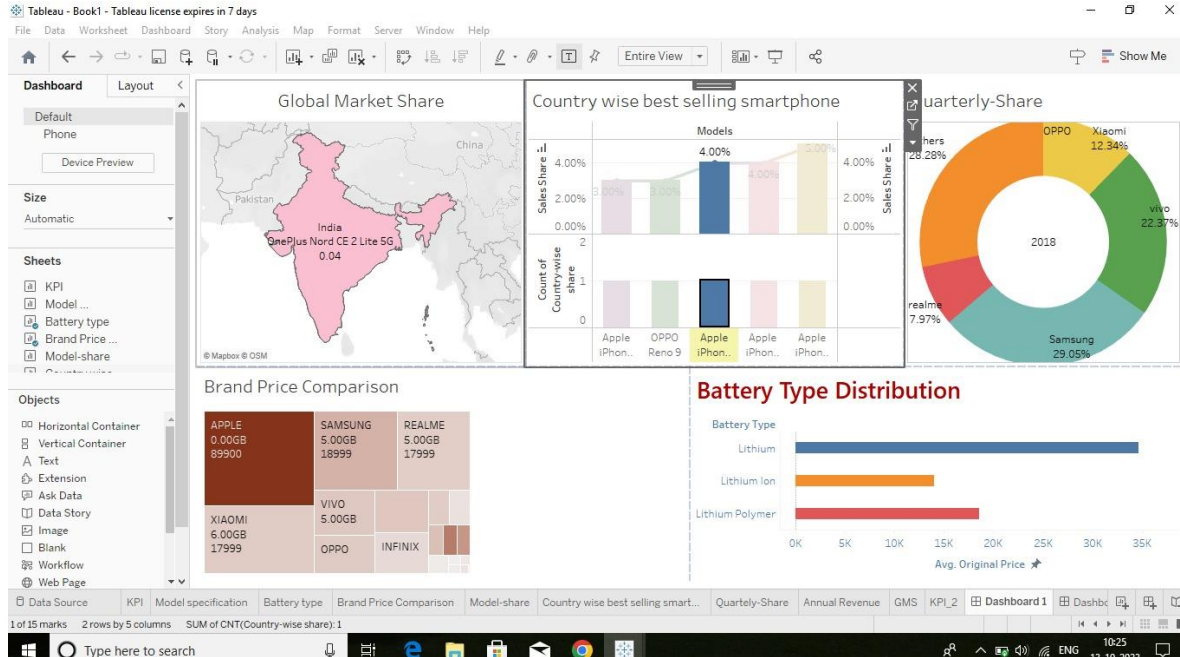
Although the iPhone isn't far behind in the competition, it is yet to scale-up its marketing strategies and policy formulations for Indian audience.

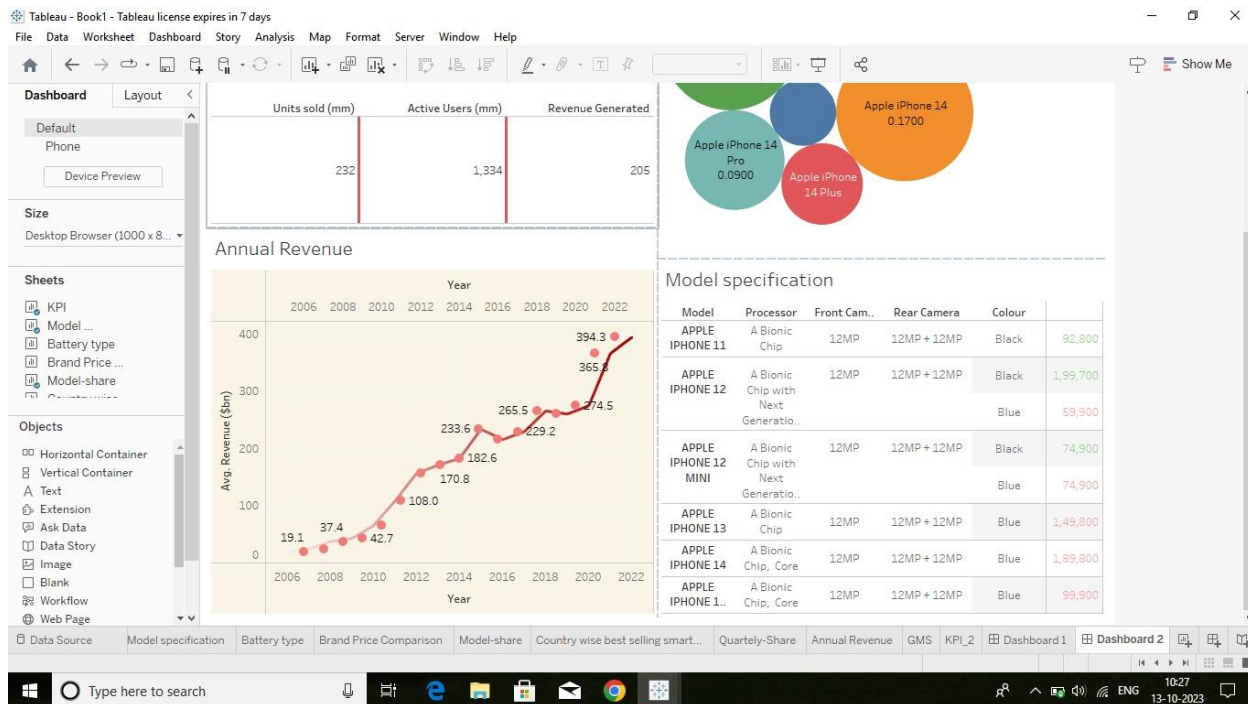


KPI 2

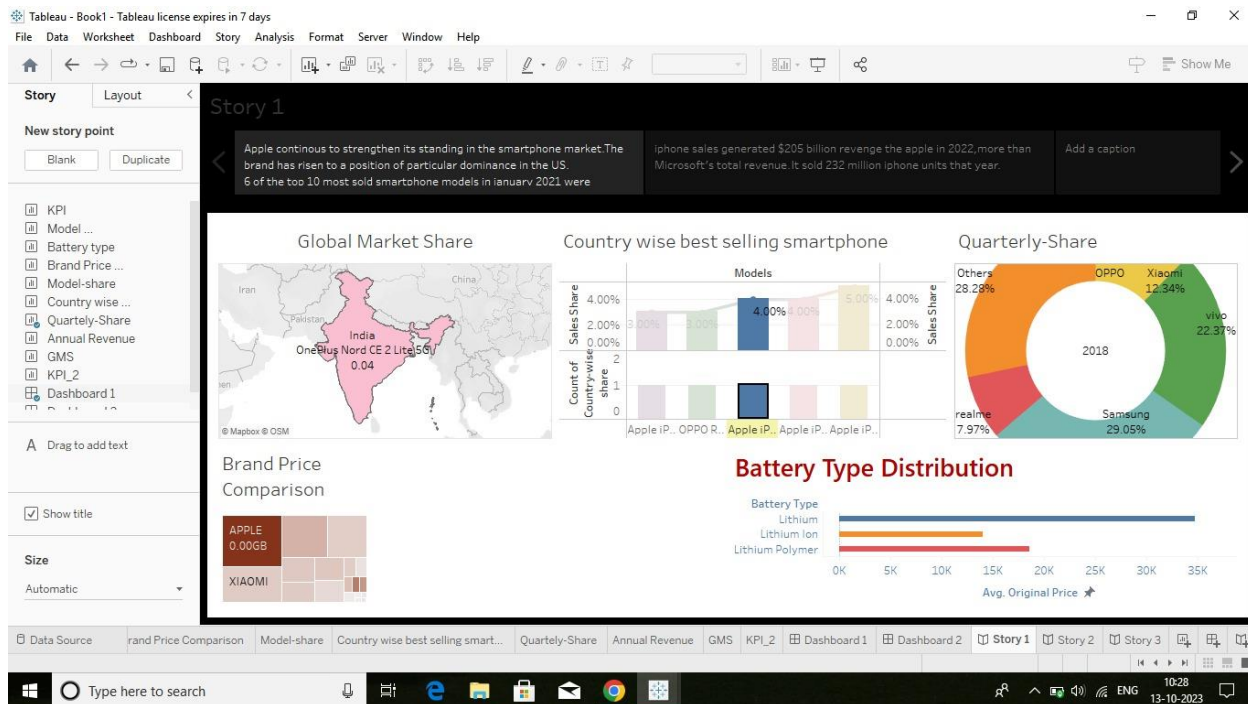


DASHBOARD:





STORIES:



ADVANTAGES & DISADVANTAGES:

ADVANTAGES:

- ✧ Better performance compares to android devices, apple phones offer better performance.
- ✧ The iPhone is better than android, offering timely and instant updates to the users.
- ✧ Another advantage of apple iPhone over android is the ease of use.
- ✧ All apps available in the apple iPhone store go through strict checking.
- ✧ The family sharing feature also makes iPhone better than android.

DISADVANTAGE:

- ✧ Android phone dominate as more affluent.
- ✧ Limited access on the apple store.
- ✧ Software updates consuming too much data.
- ✧ Examine the economic impact of iPhone sales on Apple its suppliers and the Indian economy as a whole.
- ✧ iPhone are too expensive for most people here

"I wish iPhone were more affordable."

CONCLUSION:

This analysis gives the details to find the impact of apple iPhone in India. This helps us to compare Apple iPhone to other company models. It's sales-share less rather than other companies. It was help us to analysis the impact of apple iPhone in India.

FUTURE SCOPE:

After android, iOS is the most extensive mobile operating system. It will have a market share of 277.73% in 2022, gradually increasing due to the popularity of iPhone. As the demand for Apple devices is rising the iOS development market is simultaneously booming.

APPENDIX

Source code Attach for the solution built.

<https://public.tableau.com/app/profile/rajumitha.k/vizzes>

https://github.com/SivaRanjani38/iphones_impact_in_india