



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



Persona's name  
Short summary of the persona

player among  
the top  
smartphone  
makers.

, one of the  
economies with  
the greatest  
economic  
growth,

In order to shed  
light on important  
factors like  
market  
penetration,

Apple has a  
special chance  
to increase its  
market share  
and develop a  
significant

this research aims  
to go beyond  
conjecture and  
anecdotal evidence  
in order to develop  
a thorough  
knowledge

using advanced  
data analytics  
techniques and  
analyzing large  
datasets.

the iPhone,  
capturing  
markets  
around the  
world

improved  
communication,  
connected  
people, and  
revolutionized  
many

Each new iPhone  
model unveiling  
generates  
excitement and  
anticipation among  
Indian buyers.

This study will  
offer invaluable  
insights into the  
transformative  
impact of the  
iPhone

iPhone on India's  
technological  
landscape and the  
lives of its  
consumers by  
using advanced  
data

advanced  
data analytics  
techniques  
and analyzing  
large datasets.



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?