



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

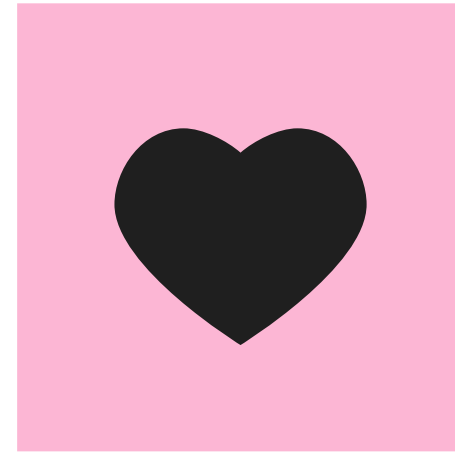
iPhone on India's
technological
landscape and the
lives of its
consumers by
using advanced
data

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?