

Dr. ZAKIR HUSAIN COLLEGE, ILAYANGUDI.

PG DEPARTMENT OF MATHEMATICS

PROJECT TITLE:

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

SUBMITTED BY:

TEAM MEMBERS NAME	UNIVERSITY REGISTRATION NUMBER	NAAN MUDHALVAN ID	SMARTINTERNZ ID
SATHIS KUMAR. S	0621121058	asalu6621121058	NM2023TMID13095
IRUDHAYA JOHN. M	0621121043	asalu6621121043	NM2023TMID13095
MOHMED AASIM. S	0621121048	asalu6621121048	NM2023TMID13095
YOKESWARAN. R	0621121060	asalu6621121060	NM2023TMID13095

FACULTY INCHARGE:

Dr.B. FATHIMA KANI

ASSISTANT PROFESSOR

DEPARTMENT OF MATHEMATICS

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1.INTRODUCTION

1.OVERVIEW:

The world has changed as a consequence of the increasing use of smartphones, which have improved communication, connected people, and revolutionized many different businesses. With its main product, the iPhone, capturing markets around the world, Apple Inc. has emerged as a prominent player among the top smartphone makers. India, one of the economies with the greatest economic growth, has seen a tremendous increase in smartphone usage, making it an interesting market to study the effects of Apple's iPhone.

1.2. PURPOSE:

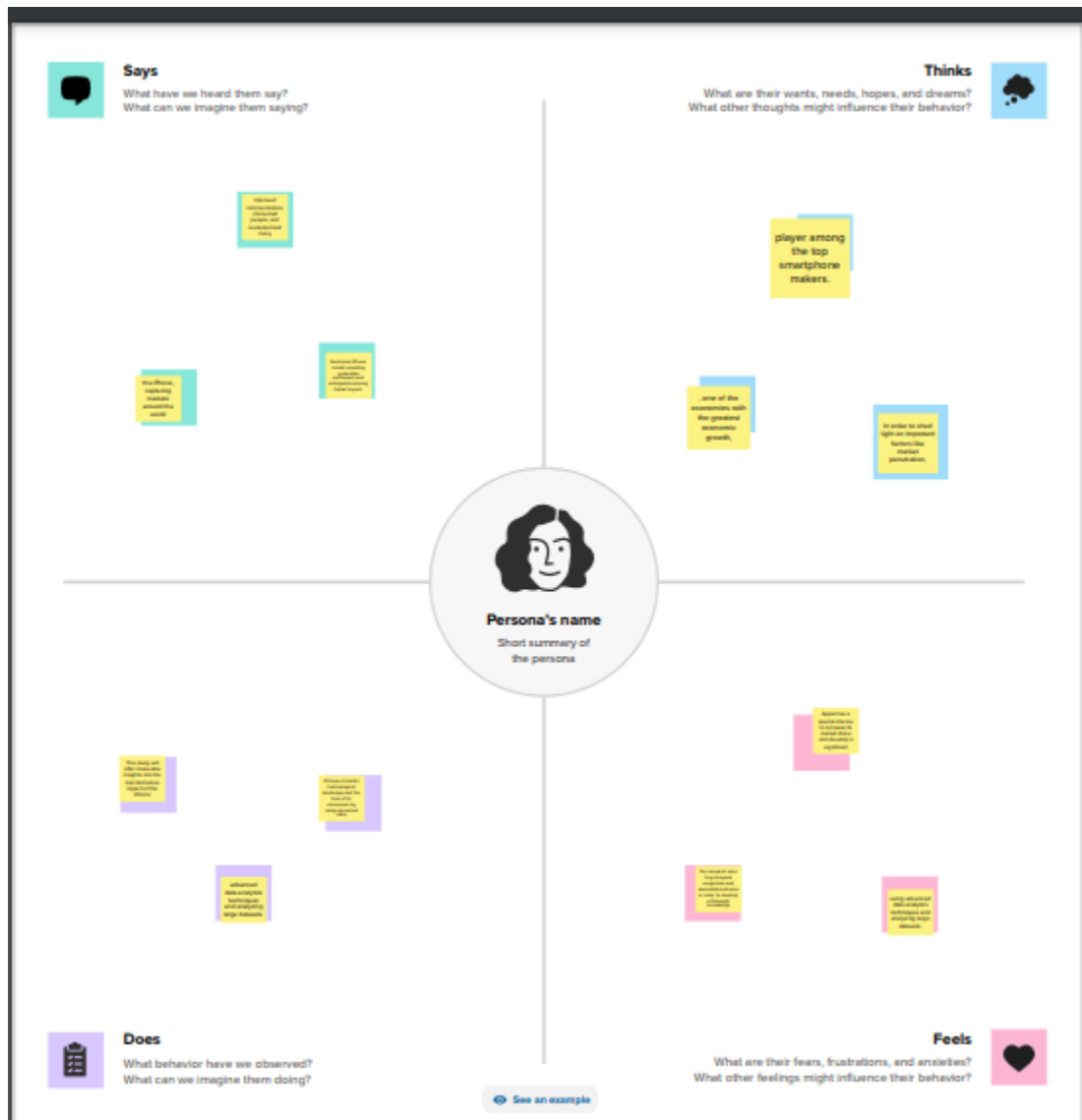
In September 2016, Apple prepared to launch a new version of its flagship product, the iPhone 7. The new product, termed "the best, most advanced iPhone ever," was priced at three times its cost in the U.S. market. However, Apple had witnessed an 18 per cent year-on-year dip in iPhone revenues in the first calendar quarter of 2016, dragging down Apple's revenues for the first time in 13 years. The leader in the smartphone market was ousted from its number one position in fiscal year 2016 by the Samsung Group, which had a 20.5 per cent market share. A multitude of factors had caused a dip in the sales of iPhones in the United States and China-Apple's key markets. Apple was now eyeing India, the third-largest smartphone market in the world, to replicate its China growth story. The India launch of the iPhone 7 was planned for October 7, 2016..

The base model was priced at the equivalent of over US\$900, about 39 per cent higher than the U.S. phone price. Did Apple have the pricing power to charge more than three times the cost of the iPhone in the Indian market? What would be Apple's best pricing strategy in a market like India? How could Apple grow its revenues and profits in one of the fastest-growing smartphone markets in the world? Tulsi Jayakumar is affiliated with SP Jain Institute of Management & Research..

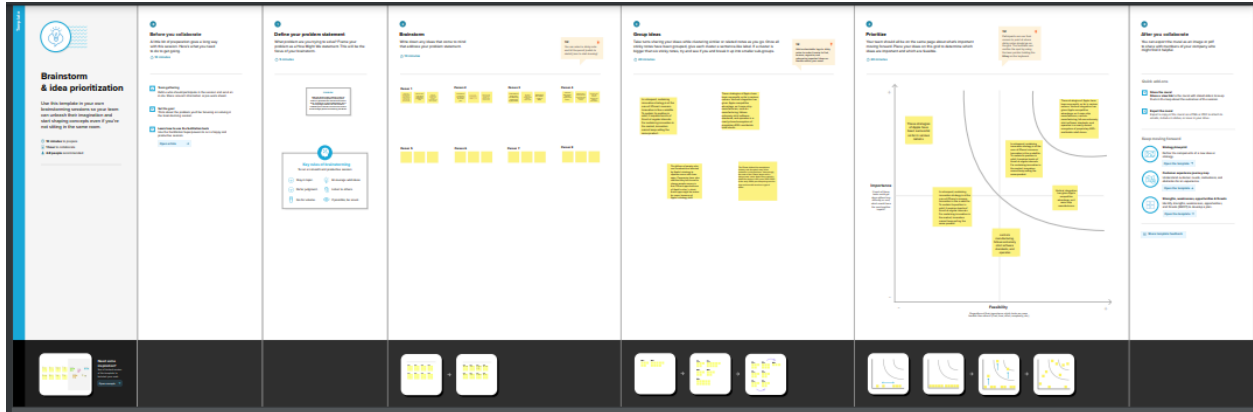
Product Market segmentation in BCG Growth Share matrix should be done with great care as there can be a scenario where Apple can be market leader in the industry without being a dominant player or segment leader in any of the segments.

2. PROBLEM DEFINITION AND DESIGN THINKING

2.a. EMPATHY MAP:



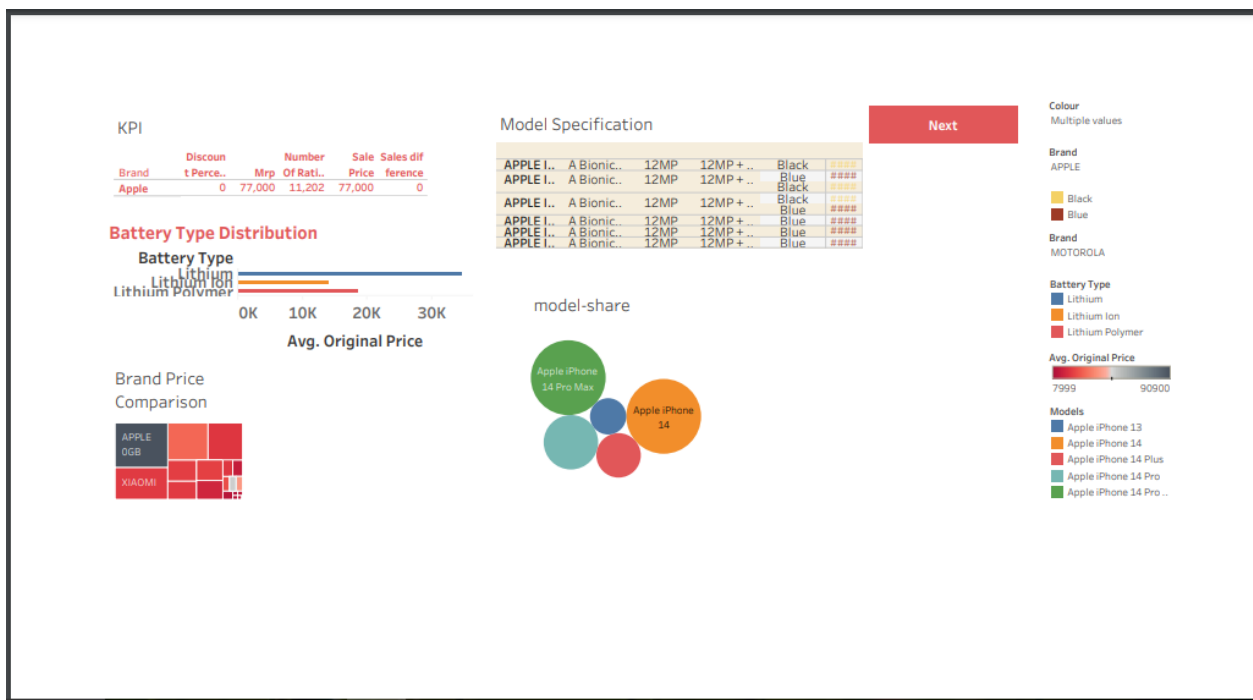
2.b. IDEATION AND BRAINSTORMING MAP:



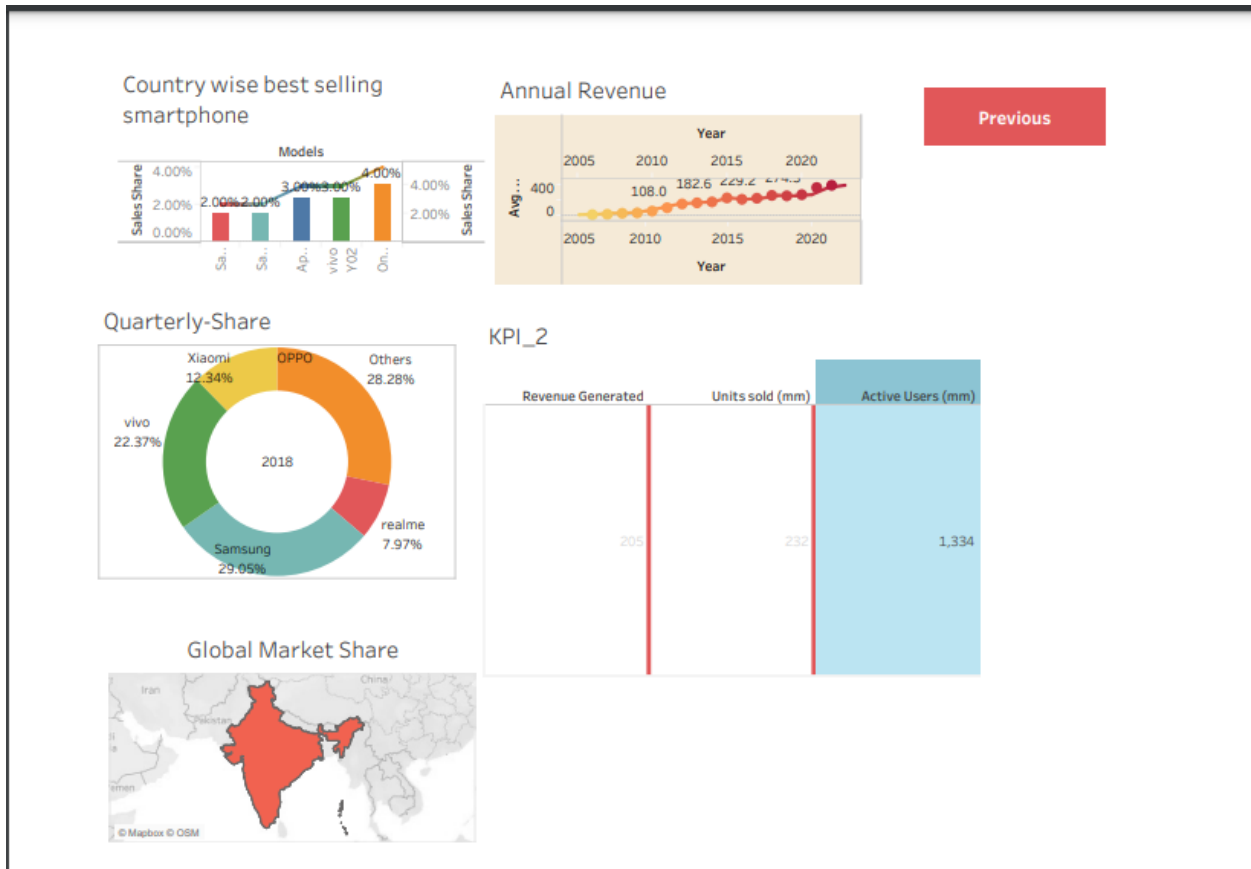
3. RESULTS

DASHBOARD AND STORIES:

DASHBOARD; 1



DASHBOARD;2



STORY:

Story 1

More than 1 billion consumers currently use iPhones. Since its initial launch, more than 1.9 billion iPhones have been sold. iPhone sales in 2021 surpassed the 2015 peak, but declined in 2022 to 232.2 million units.

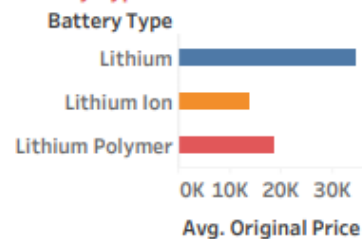
Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance in the US. 6 of the top 10 most sold smartphone models in January 2021 were designed by Apple.

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

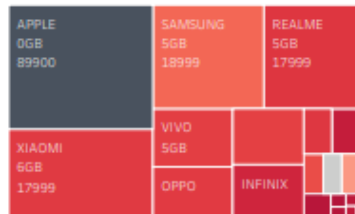
KPI

Brand	Discount Percentage	Number of Units Sold	Sales Price
Apple	0	77,000	11,202

Battery Type Distribution



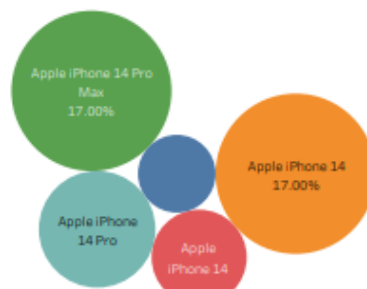
Brand Price Comparison



Model Specification

Model	Process..	Front Ca..	Rear Ca..
APPLE I..	A Bionic..	12MP	12MP + ..
APPLE ..	A Bionic..	12MP	12MP + ..
IPHONE ..	Chip wit..	12MP	12MP
APPLE ..	A Bionic..	12MP	12MP + ..
IPHONE ..	Chip wit..	12MP	12MP
APPLE I..	A Bionic..	12MP	12MP + ..
APPLE I..	A Bionic..	12MP	12MP + ..
APPLE I..	A Bionic..	12MP	12MP + ..

model-share



Next

Colour multiple values

and APPLE

Black Blue

Brand MOTOROLA

Battery Type

Lithium Lithium Ion Lithium Polymer

Avg. Original Price

7999 90900

Models

Apple iPhone 13 Apple iPhone 14 Apple iPhone 14 Plus Apple iPhone 14 Pro Apple iPhone 14 Pro ..

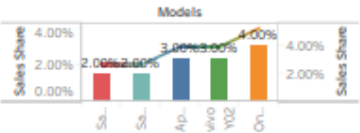
Story 1

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Apple continuous 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 designed by Apple.

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Country wise best selling smartphone

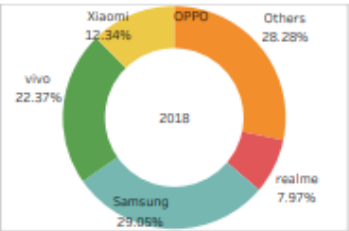


Annual Revenue



Previous

Quarterly-Share



KPI_2

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

Global Market Share

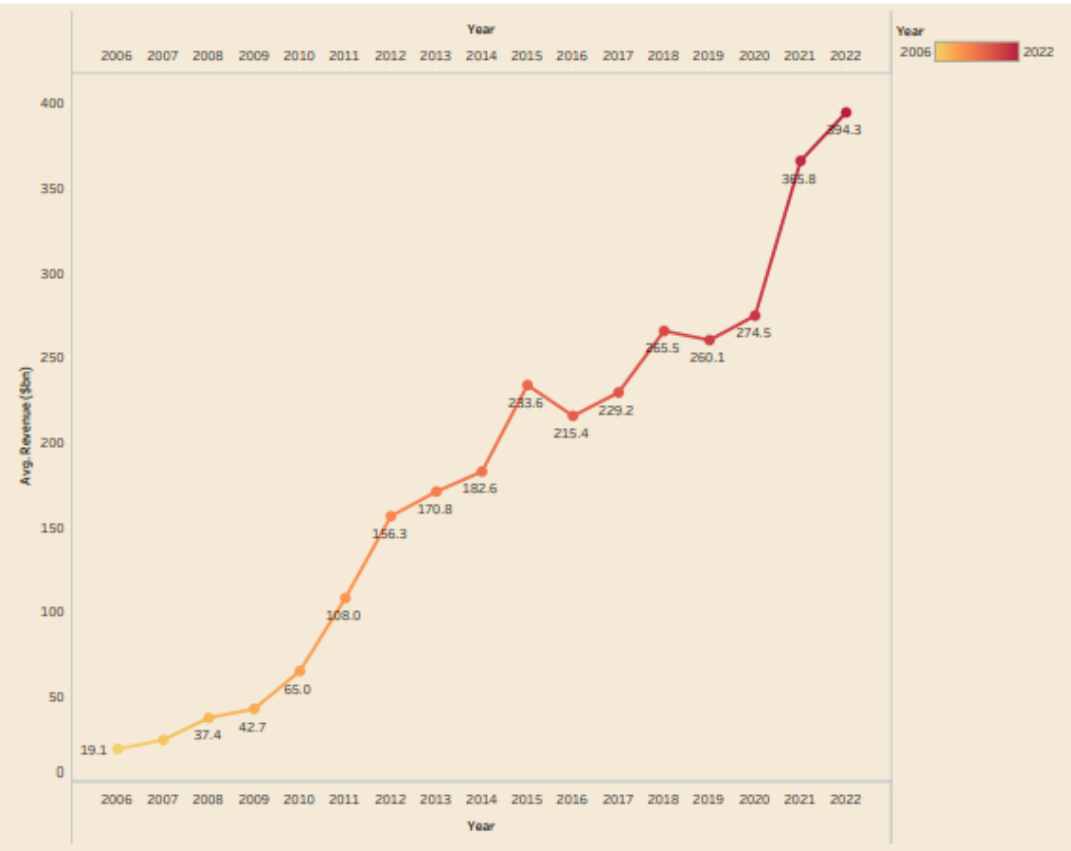


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Comparative analysis amongst various other leading brands in the smartphone industry shows that iphone is yet to make it's impact in India. Its 3% market share in the global market is depicted in the line-bar graph.

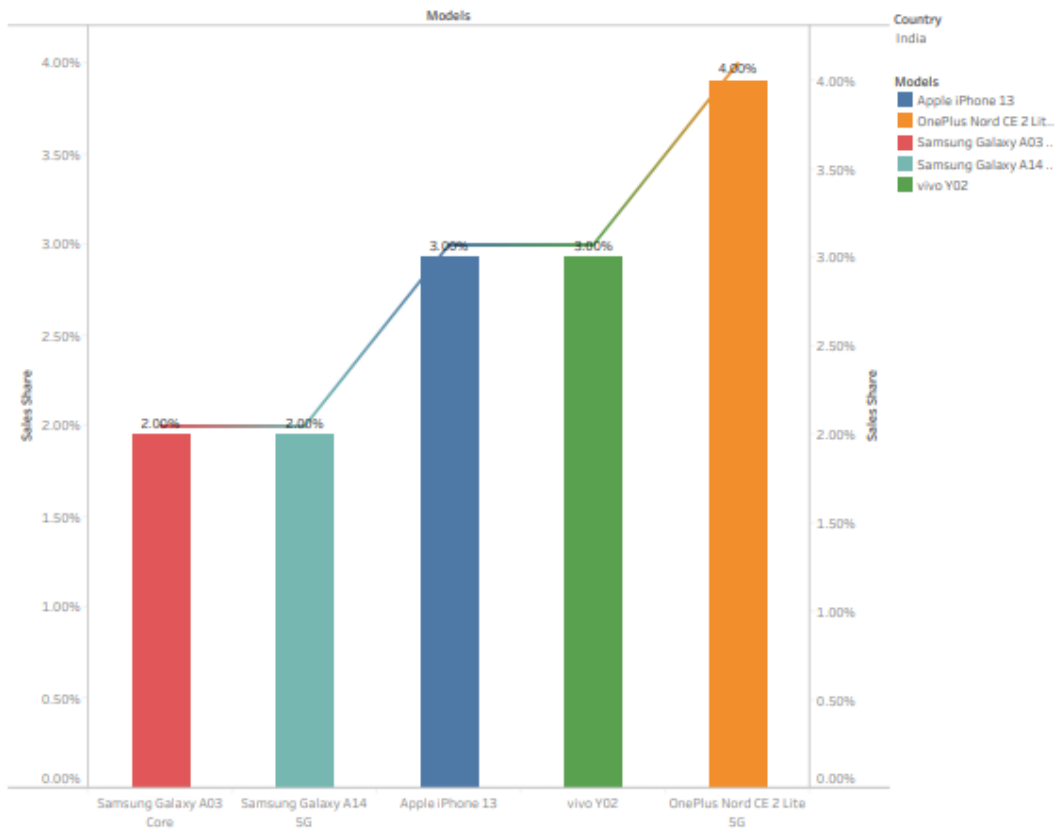


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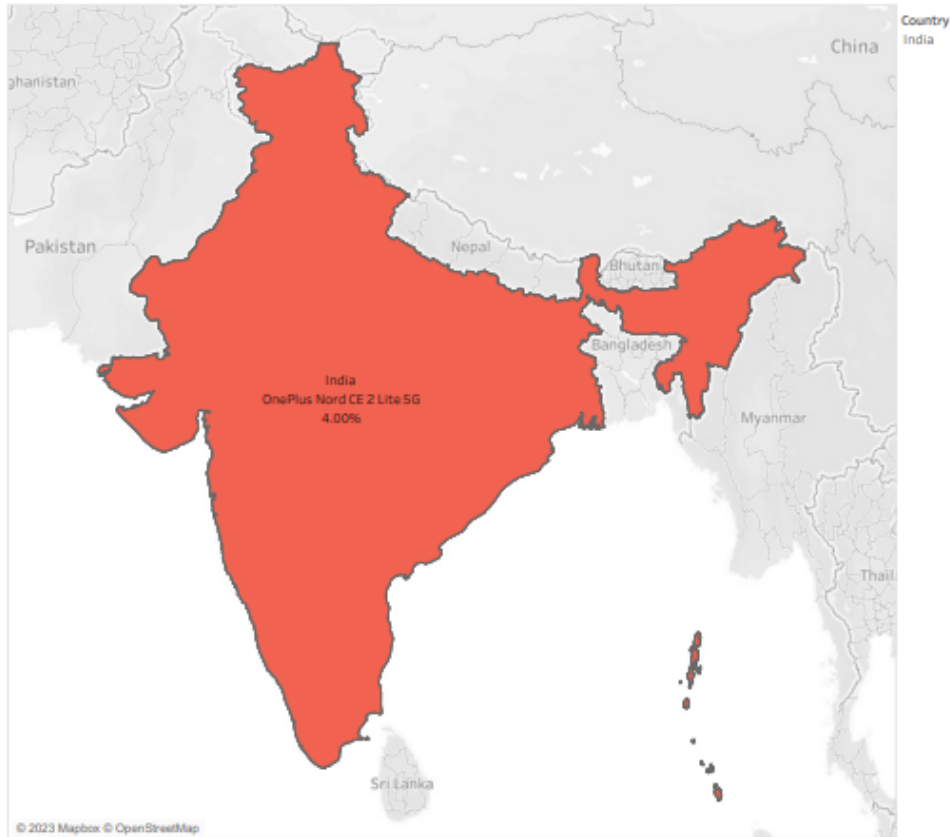


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ADVANTAGES OF APPLE IPHONE:

1. Premium Design and Build Quality:

One of the most obvious advantages of the iPhone is its sleek and sophisticated design. With a combination of high-quality materials and impeccable attention to detail, Apple has consistently produced smartphones that look and feel premium. From the polished glass and stainless steel of the **iPhone 14 Pro Max** to the sleek aluminum of the **iPhone SE**, each model boasts a unique and distinctive aesthetic that sets it apart from its competitors.

But it's not just about looks. The iPhone's build quality is second to none, with sturdy construction and reliable durability that make it resistant to scratches, cracks, and other forms of damage. Whether you're looking for a smartphone that can withstand the wear and tear of everyday use or one that can stand up to more extreme conditions, the iPhone is a reliable and robust choice.

2. Powerful Hardware:

Under the hood, the iPhone is a powerhouse of technology, with powerful hardware that enables lightning-fast performance and smooth multitasking. From the **A16 Bionic chip** in the iPhone 14 Pro to the **A15 Bionic chip** in the iPhone 13, each model is equipped with cutting-edge processing power that can handle even the most demanding apps and games.

3. High-Quality Camera:

The iPhone's camera is another significant benefit of owning the device. The iPhone's camera has evolved significantly over the years, and the current models are capable of taking stunning photos and videos. The iPhone's camera has features like optical image stabilization, **HDR**, and night mode that allow users to take great photos in any lighting conditions.

The iPhone's camera also has advanced editing tools that allow users to edit their photos and videos right on the device. Users can adjust brightness, contrast, and saturation, and even apply filters and other effects to their photos and videos. Whether you're an amateur photographer looking to capture your everyday life or a professional videographer shooting for a client, the iPhone's camera is a versatile and reliable tool.

4. Powerful Accessibility Features:

Apple has always placed a strong emphasis on accessibility, and the iPhone is no exception. The iPhone offers a wide range of accessibility features that make it easier for users with disabilities to use the device. These features include voiceover, which reads out loud the text on the screen, and assistive touch, which allows users to perform gestures and functions without having to physically touch the screen.

DISADVANTAGES OF APPLE IPHONE:

1.Price:

The price of an iPhone is high and can be out of reach for many people.

2.Limited Storage Space:

One disadvantage to the iPhone is that it has limited storage space, which means you may have to purchase iCloud or other external memory options if you want more room on your device.

3.Quick battery drain:

Another disadvantage to the iPhone is that it can sometimes have quick battery life and frequently recharge.

4.Lack of customization options:

There are only very limited customizing options available with the iPhone, which means you are stuck with the phone you have.

5.The limited number of apps available:

Although there are over one million different apps for iPhones, it is still possible to not be able to find certain types of apps or programs that might exist for Android phones but not iPhones.

6.Security concerns:

The biggest security concern when owning an iPhone is being hacked. Many people have had their iPhones hacked and data stolen because of hacking into iCloud, which is a backup system that iPhones use to store information.

7. Not as many features available for emailing, texting, etc.:

Although millions of apps can be downloaded to make your iPhone experience better by allowing you access to different functions through an app, not all apps may have these added functionalities. It can lead some people to look for more options when using their phones.

8. Limited options for calling and texting people:

You can only use the iPhone to call or text someone through a number that you have programmed into your phone, which means if they change phones, then you may no longer be able to contact them as easily.

9. Overheating:

If you use an iPhone for too long, then it can start to heat up and eventually become unusable.

10. No option to add additional memory or storage space:

There is no way of adding more memory when using an iOS phone, so if you run out of room on your device, there are very limited options available, which may lead people to need to delete apps or content in order to make space for other things.

APPLICATION OF APPLE IPHONE IMPACT

1. The iPhone put the internet in everyone's pocket

When Steve Jobs first unveiled the iPhone, he described it as “a revolutionary mobile phone,” a “widescreen iPod with touch controls” and a “breakthrough Internet communications device.”

While it's called the *iPhone*, it's that last part — the internet device — that has had the biggest effect on the world. That's most obvious in this Ericsson chart showing the usage of mobile voice — relatively steady growth — and exploding mobile internet traffic — boosted by iOS and Android apps, photos and especially video — over the years.

2. The iPhone transformed photography from a hobby to a part of everyday life

Smartphones, along with their attendant photo-editing apps, put good cameras in everybody's pockets and we all became prolific photographers. The simultaneous rise of social media platforms, in turn, gave us a place and a reason to post our photos.

This year, 1.2 trillion digital photos will be taken worldwide, and most of those — 85 percent — will be taken on phones, according to market research firm KeyPoint Intelligence (formerly known as InfoTrends). That's up from the 400 billion digital photos taken in 2011.

3. The iPhone App Store changed the way software was created and distributed

Apple launched its App Store in 2008 — a year after the iPhone's launch — with 500 apps. Now there are 2.1 million on the App Store and 3.4 million on its Android competitor Google Play, according to app measurement company App Annie.

Apps have turned phones into everything from a bank to a motion-sensitive video game device. Indeed, a warehouse of nostalgia could be stuffed with the everyday

items that smartphones replaced: Maps, flashlights, clocks, scanners, video cameras, calendars, calculators, computers, iPods and more.

CONCLUSION:

In the years before the iPhone's launch, Apple was still struggling. The iPod was a big growth driver, but it was nothing like what the iPhone would do starting in around 2008. These days, Apple is worth more than twice as much as Exxon Mobil and three times as much as General Electric, traditional blue chip stocks.

These days, iPhones have a lot of cheaper competition and [sales have shrunk](#). In 2018, Apple is expected to sell 241 million phones, compared with Samsung's 404 million, according to data from research firm Canaccord Genuity. Remember that iPhones are more expensive than most smartphones, so while Apple's unit sales aren't the biggest, its revenue per phone is.

Perhaps more interesting: The many things the iPhone has changed that are a degree or two away, and perhaps difficult to isolate or measure.

Have drug dealing and other illegal activities become more efficient thanks to the smartphone's discreet payment model? Has English become more prominent as English-language-based mobile apps connect the developing world? Have smartphones and the omnipresent connectedness they provide enabled the rise of helicopter parents, niche communities or better literacy?

We'd love to follow up with more trends like this — especially if you have the data or know where to find it. Reach me at rani@recode.net.