

# **PROJECT REPORT**

## **i-Revolution: A Data-Driven Exploration Of Apple's i-Phone Impact In India**

### **1. INTRODUCTION**

#### **1.1. 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.

In order to shed light on important factors like market penetration, customer preferences, economic ramifications, and societal changes, this research report will perform a data-driven investigation of the impact of the iPhone in India. This study will offer invaluable insights into the transformative impact of the iPhone on India's technological landscape and the lives of its

consumers by using advanced data analytics techniques and analyzing large datasets.

Apple has a special chance to increase its market share and develop a significant presence in India thanks to the country's large population and rising smartphone adoption. Each new iPhone model unveiling generates excitement and anticipation among Indian buyers. By utilizing the plethora of information

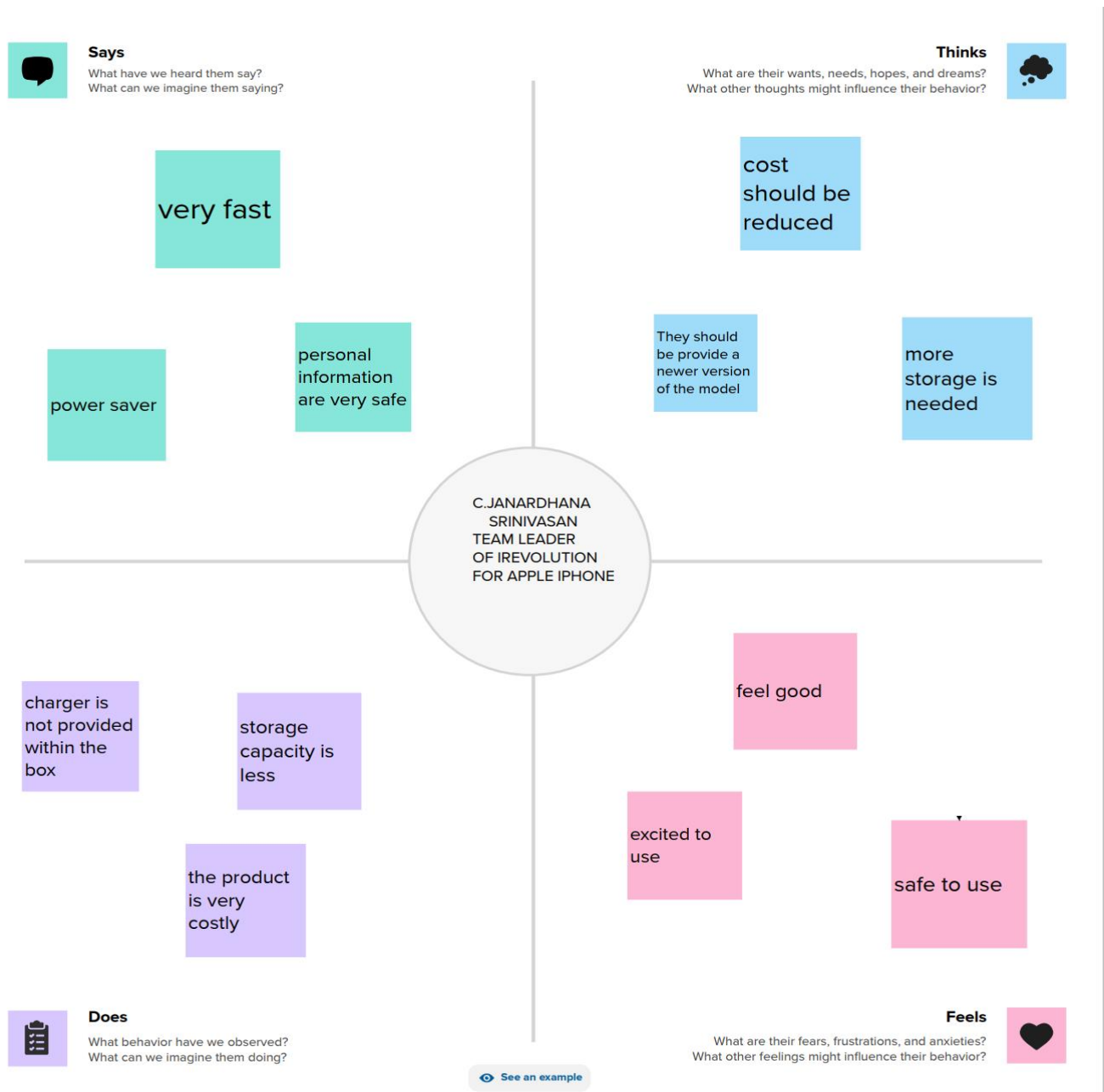
Already accessible, this research aims to go beyond conjecture and anecdotal evidence in order to develop a thorough knowledge of the effects of the iPhone.

## **1.2 PURPOSES**

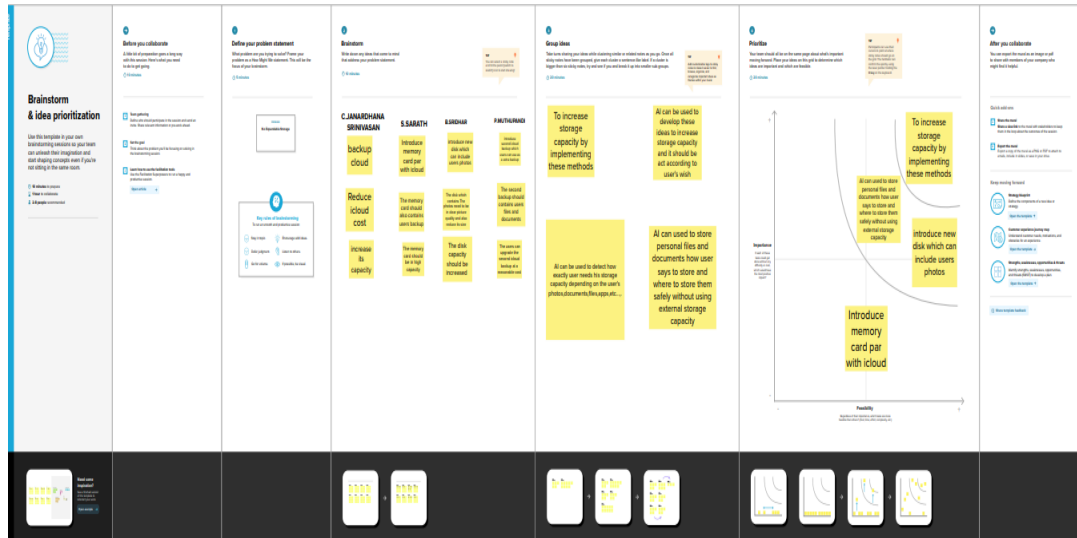
This project is mainly based on Apple's iPhone success because it made communication more convenient than ever before. It allowed people to access information through digital media on their phones. Apple's iPhone is an amazing invention that allows users to get all of their needs done in one device.

## 2 PROBLEM DEFINITION & DESIGN THINKING

### 2.1. EMPATHY MAP



## 2.2 IDEATION & BRAINSTORMING MAP



## 3 RESULT

### 3.1 SOCIAL IMPACT

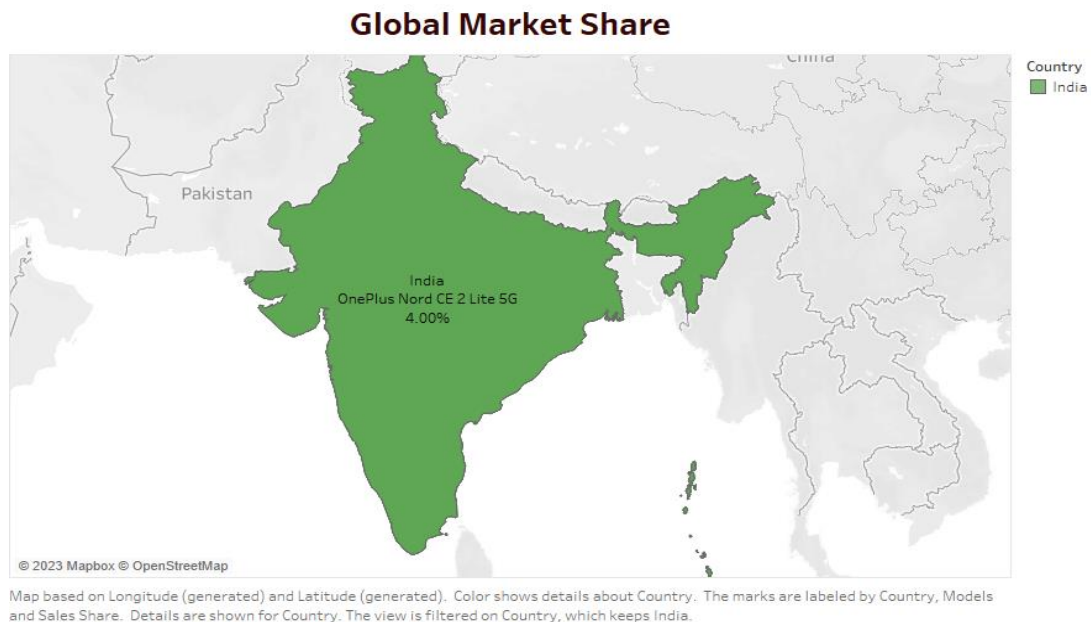
An important component of this study is the societal impact of Apple's iPhone in India. We intend to investigate how the iPhone has altered communication, information access, and social relationships in Indian society through data analytics and Tableau visualizations. Studying the impact of iPhones on social media use, online content consumption, and the broader digital divide are all included in this. Policymakers and organizations can better manage the benefits and difficulties brought on by the expanding smartphone adoption by understanding the social impact.

## BUSINESS MODEL / IMPACT

Research must focus on how Apple's iPhone has affected business in India. We seek to examine the economic effects of iPhone uptake in the Indian market using data analytics and Tableau visualizations. Examining iPhone sales data, market share, revenue creation, and its effects on different industries like e-commerce, app development, and digital payments are all part of this. Organizations can find possibilities for growth and innovation by understanding the business impact and using it to help them position themselves in their markets and make strategic decisions.

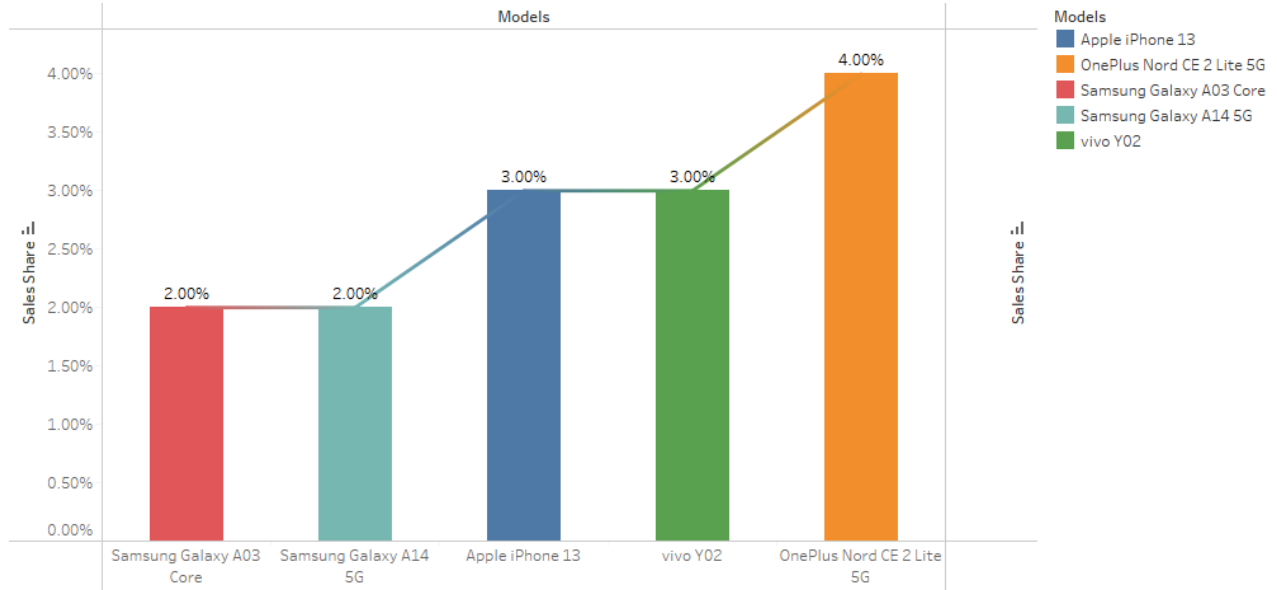
### 3.2. ACTIVITY & SCREENSHOT

#### SHEET – 10



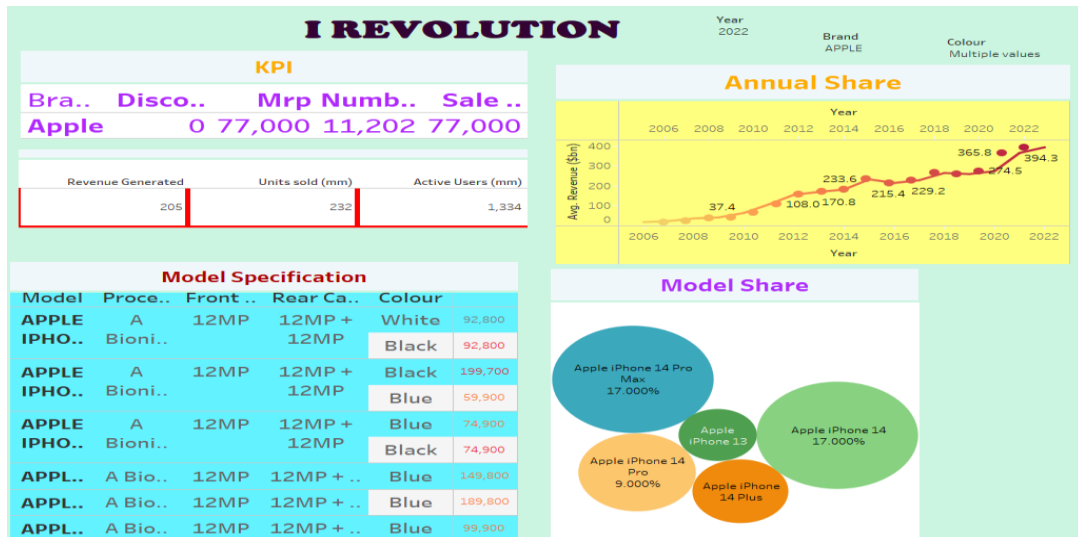
## SHEET - 6

### Country Wise Best Selling Smartphone

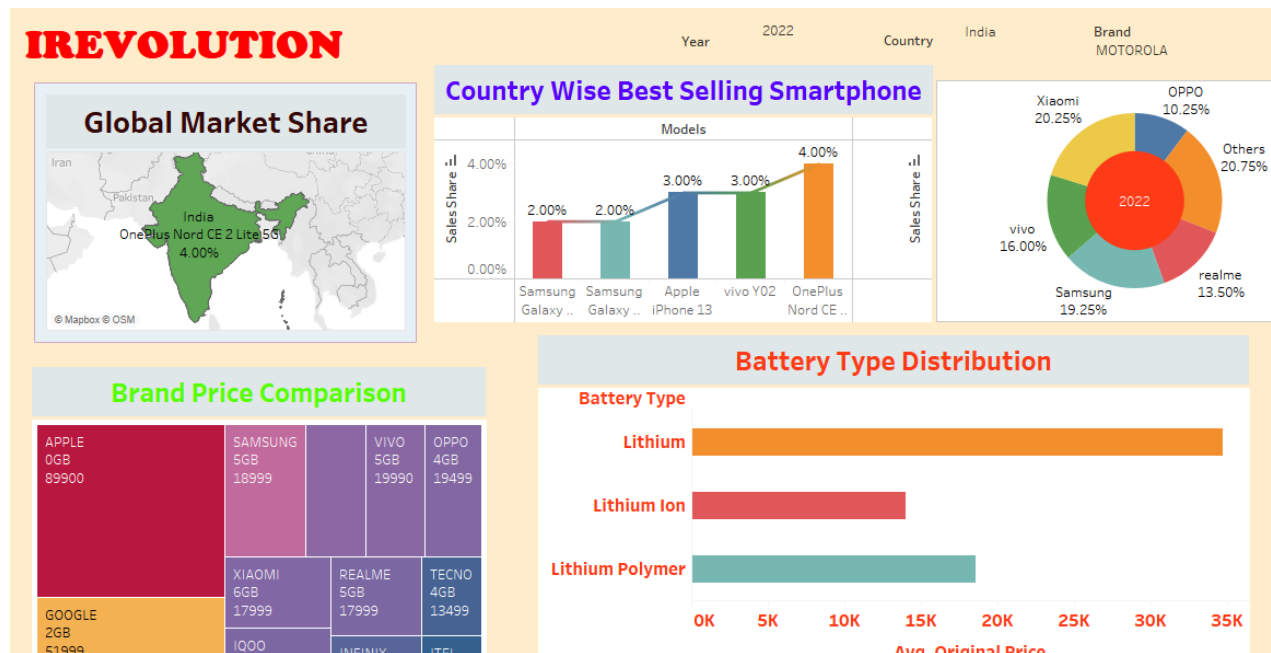


The trends of sum of Sales Share and sum of Sales Share for Models. Color shows details about Models. The data is filtered on Country, which keeps India.

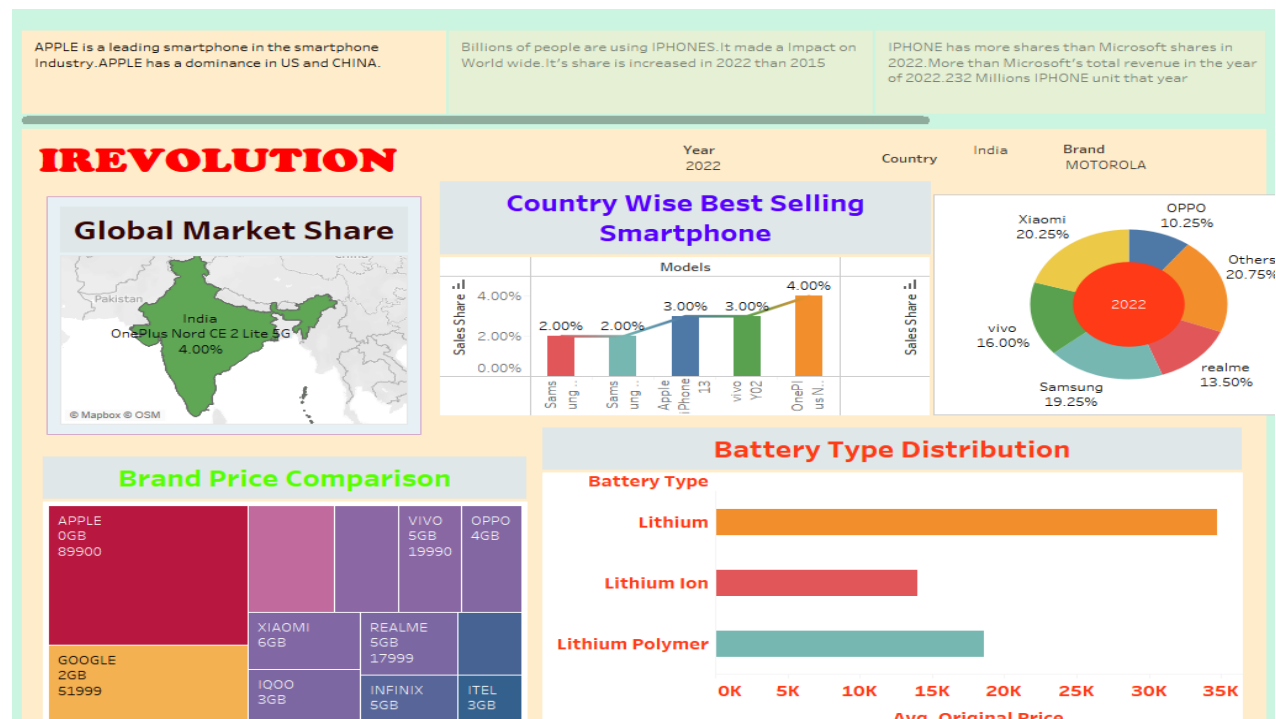
## DASHBOARD - 1



## DASHBOARD-2



## STORY



## 4 TEAM DETAILS

Team Lead – C. JANARDHANA SRINIVASAN

Team Member 1 –S.SARATH

Team Member 2 – B.SRIDHAR

Team Member 3 – P.MUTHU PANDI

## 5 ADVANTAGES & DISADVANTAGES

### ADVANTAGES

**1. User-Friendly Interface:** The iPhone has an intuitive user interface that makes it easy to navigate. The touch screen interface is easy to use, and the iPhone's smooth operating system is simple to learn and use.

**2. High-Quality Display:** The iPhone's Retina display is one of the best in the market. With a density of over 300ppi, pictures and videos appear clear and crisp. This high-quality display is perfect for streaming TV shows, movies, and graphic-intensive games.

**3. Advanced Camera:** iPhone devices have some of the best cameras in the market. They have been known to produce stunning images and videos of the highest quality. They also come with image stabilization features that help reduce blur and take better pictures in low light

### DISADVANTAGES:



**1. Cost:** The iPhone is one of the most expensive smartphones on the market. High-end models can cost over \$1000, which makes it a luxury item for many people.

**2. Non-Removable Battery:** The iPhone's batteries are non-removable, which means that users cannot replace them. This can be a disadvantage for people who rely heavily on their phones and have to replace them regularly.

## 6.APPLICATION

1.Entertainment

2.Games

3.Communication

4.Live Tracking

## 7.CONCLUSION

We can conclude that iphone has major advantages and the project we demonstrated shows the impact of iphone in India.

## 8.FUTURESCOPE

iphone is yet to make an impact in India. The problems we described here should be cleared and iphone will reach the first position in india. iphone will rule India in future if all the problems are solved.

## **APPENDIX**

### **SOURCE CODE - DASHBOARD -1**

[https://public.tableau.com/views/TOTALTABLEAUPROJECTCOMPLETED/Dashboard1?:language=en-US&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/TOTALTABLEAUPROJECTCOMPLETED/Dashboard1?:language=en-US&:display_count=n&:origin=viz_share_link)

### **SOURCE CODE - DASHBOARD -2**

[https://public.tableau.com/views/APPLEIREVOLUTIONSTORY/Story1?:language=en-US&publish=yes&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/APPLEIREVOLUTIONSTORY/Story1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link)

### **SOURCE CODE - STORY**

[https://public.tableau.com/views/APPLEIREVOLUTIONSTORY/Story1?:language=en-US&publish=yes&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/APPLEIREVOLUTIONSTORY/Story1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link)