

Irevolution: A data driven exploration of Apple's Iphone Impact in India

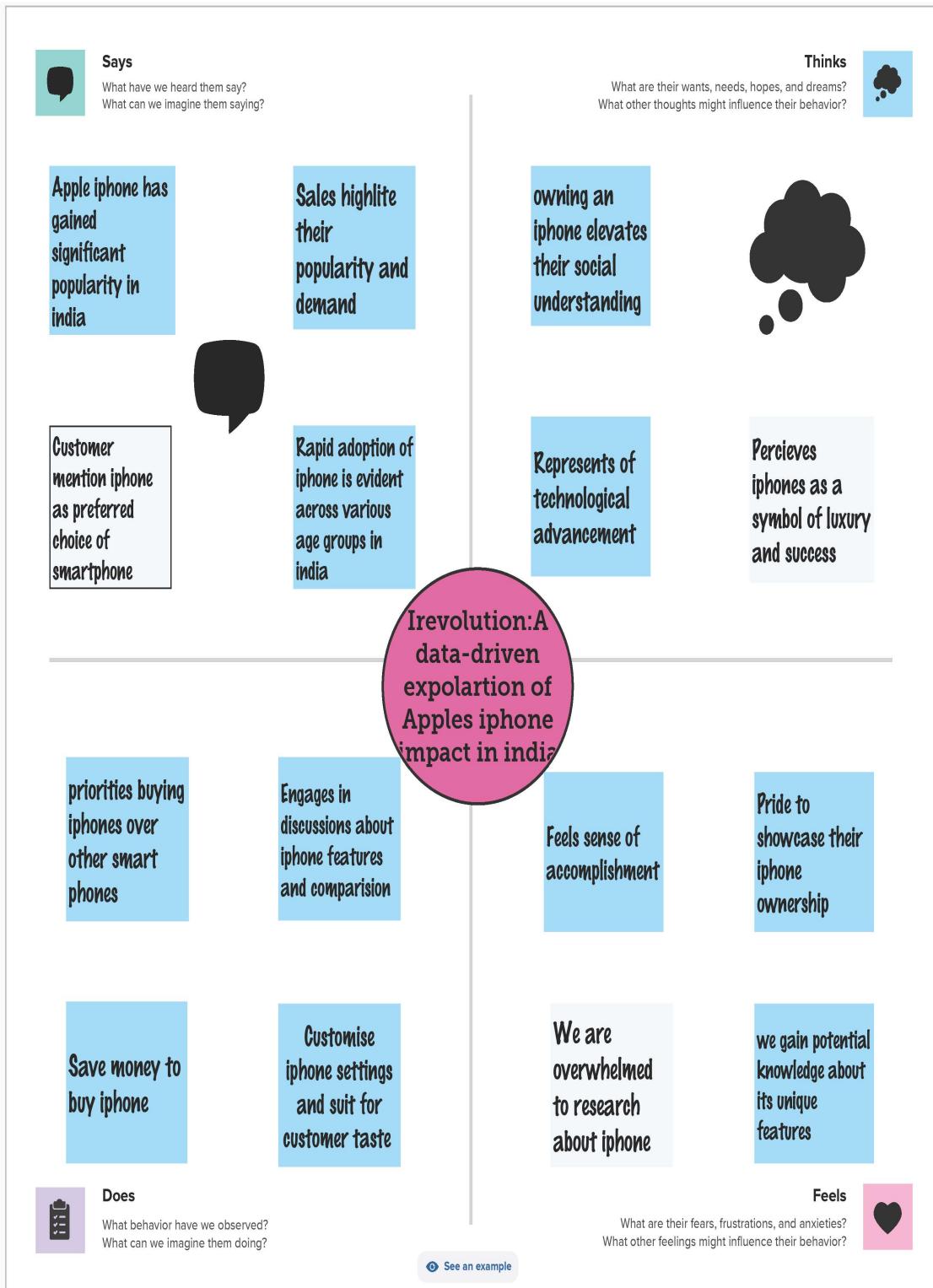
OVERVIEW:

In today's world the use of smartphone has drastically increased which have improved communication, connected people across the world and revolutionized many different businesses. Iphone plays major role with its main product capturing markets around the world, Apple Inc. has emerged key player among the top smart phone makers. India is one of the economies with the greatest economic growth, has been a tremendous increase in smartphone usage, making it an interesting market to study the effects of Apple's Iphone. It has greater opportunity to increase its market share in India because of its growing population and rising smartphone adoption. IPHones are popular because of its unique features.

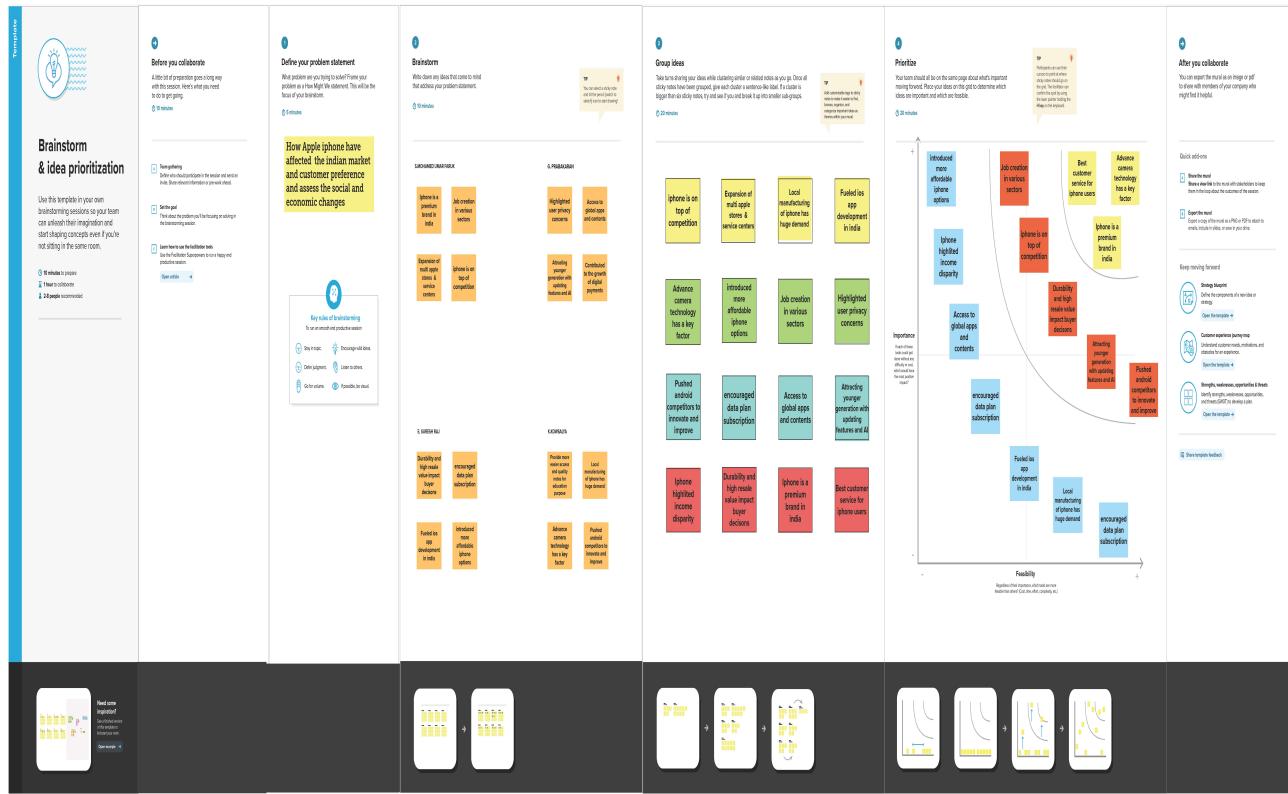
Purpose:

How apple iPhone would affect and influenced various aspects of Indian market & society. The systematically analyze and understand the multifaceted influence of Apple's Iphone on the Indian market. This study aims to shed light on aspects such as market dynamics, economic contributions, consumer behavior, ecosystem development, policy implications, sociocultural effects, and environmental considerations, providing valuable insights into how this iconic product has shaped and continues to impact India's tech landscape, economy, and society as a whole.

EMPATHY MAP

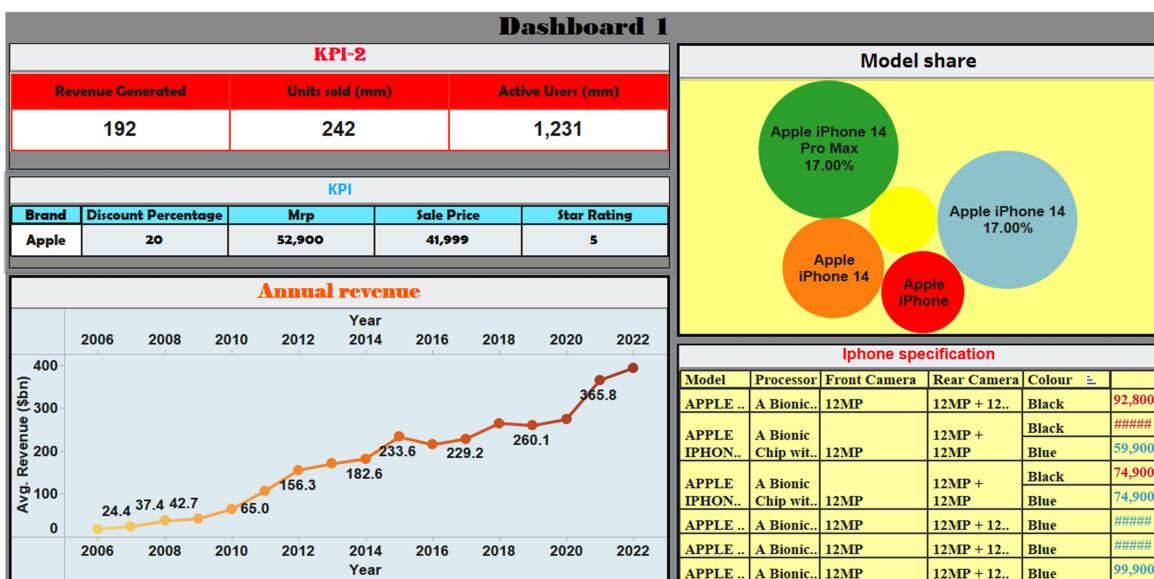


BRAINSTORMING MAP

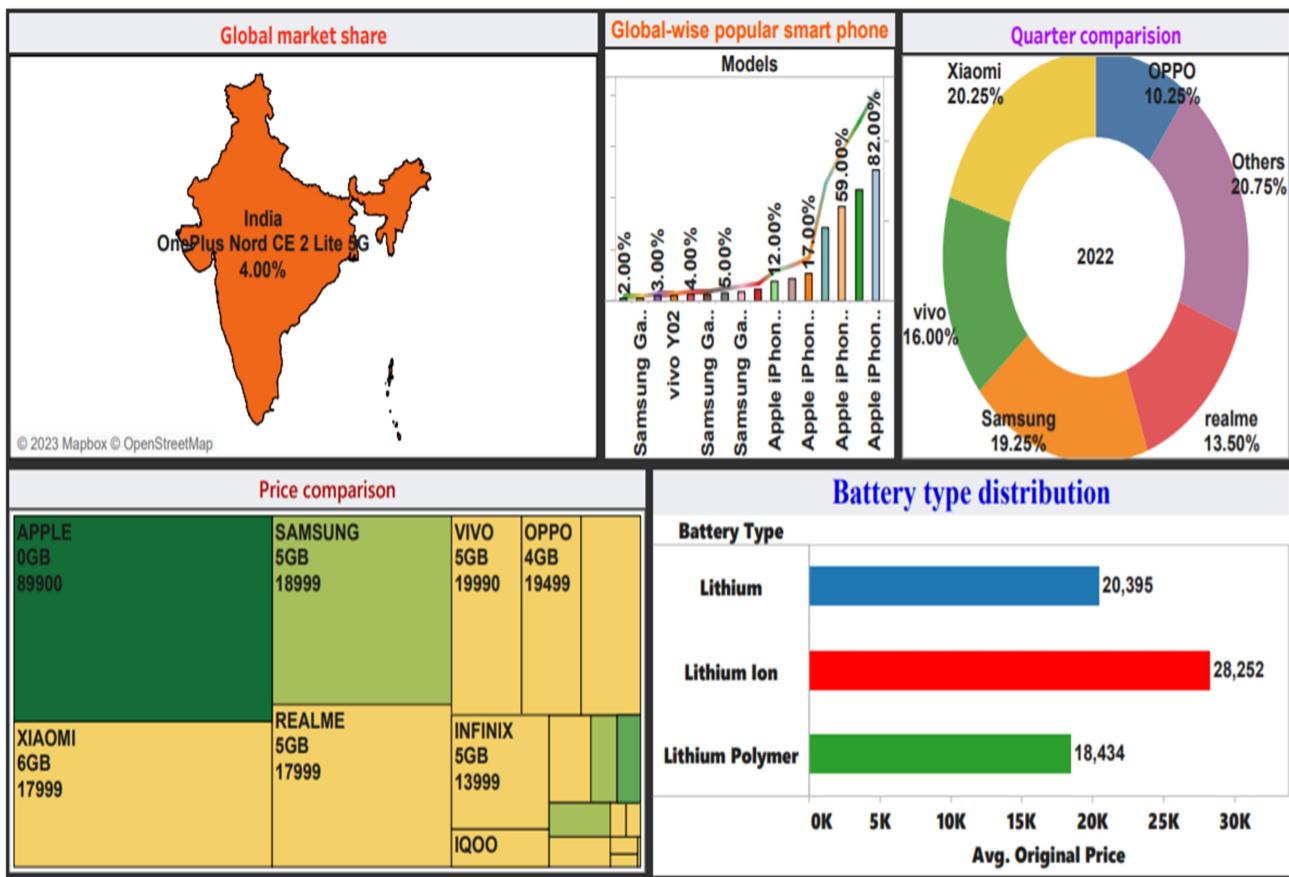
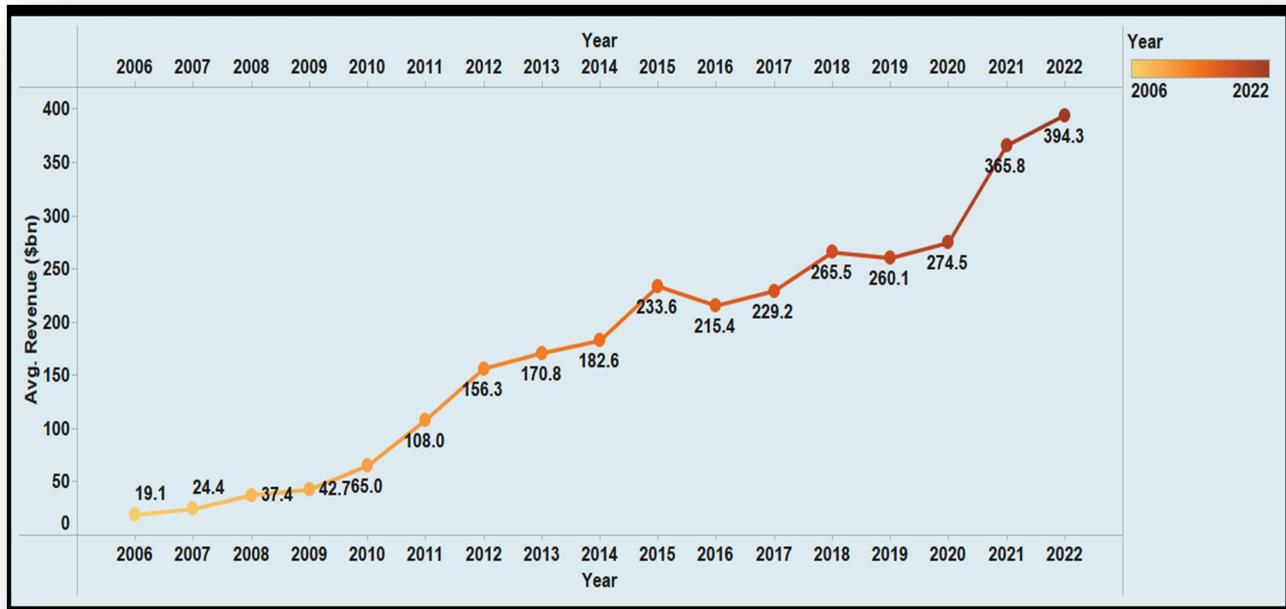


RESULT

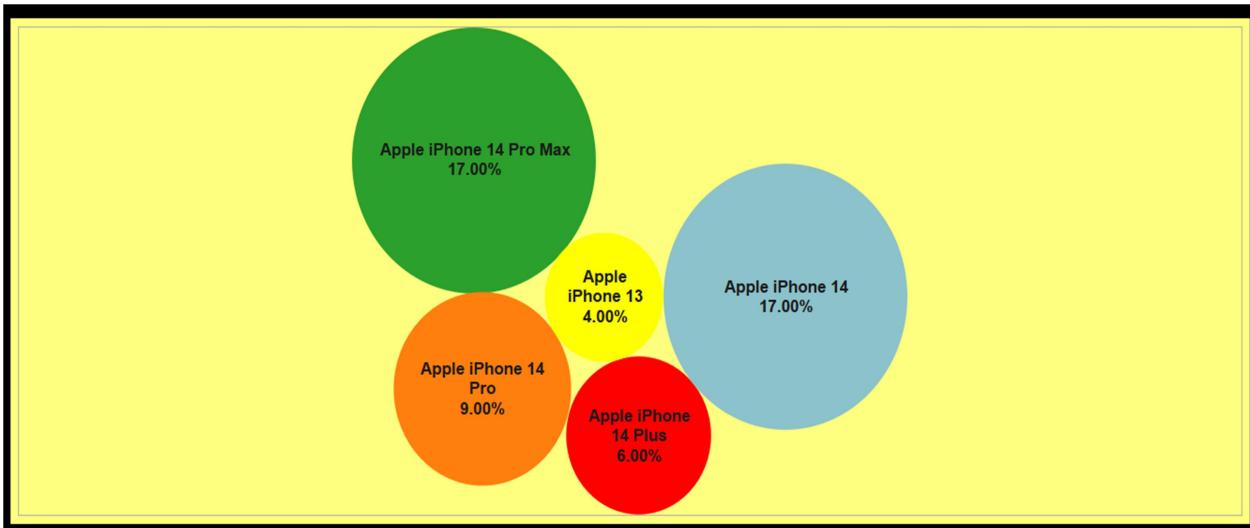
The result of Irevolution provides valuable insights into the impact of Apple's Iphone in Indian market. It reveals patterns, trends, and correlations between brand names, sales price etc. It helps in understanding market dynamics, pricing strategies and consumer preference.



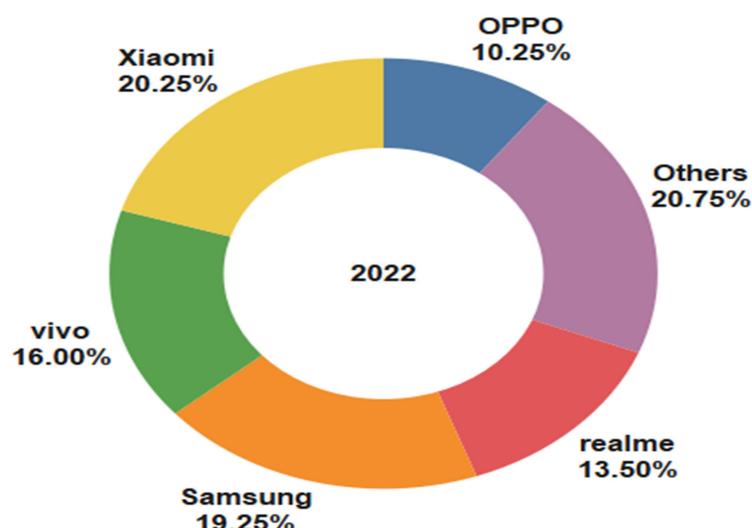
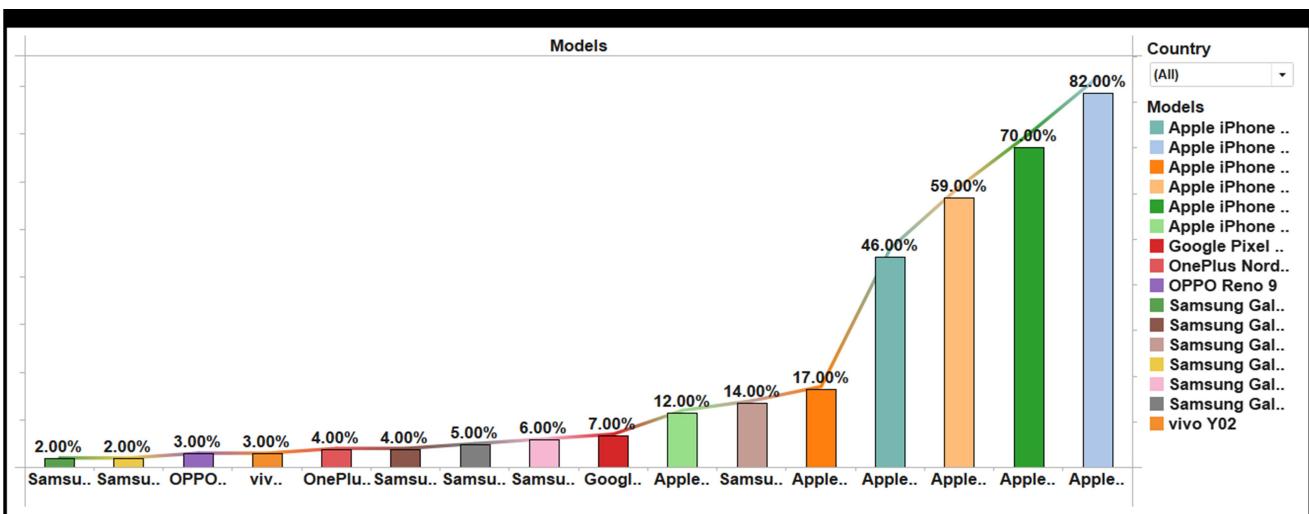
Since its initiation in 2006 it has seen the tremendous increase in sale and revenue generation over the year though slight bump in year 2016 but ever since it has increased to \$394.3bn in 2022.



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



Comparative analysis amongst various other leading brands in the smartphone industry shows that Iphone is yet to make its impact in India.



Advantages

- ❖ High-quality and premium design that appeal to consumers looking for a status symbol.
- ❖ User-friendly interface and seamless integration with other Apple devices, making it convenient for users who already own Apple products.
- ❖ Advanced camera technology and software features, allowing users to capture high-quality photos and videos.
- ❖ Strong app ecosystem with a wide range of optimized applications available on the App Store.
- ❖ Excellent customer support and after-sales service, ensuring a positive user experience.

Disadvantages

- ❖ High price point compared to other smartphone brands, making it less accessible to budget-conscious consumers.
- ❖ Limited customization options, as Apple restricts the level of personalization available on Iphone.
- ❖ Incompatibility with certain software and file formats, leading to potential compatibility issues.
- ❖ Reliance on proprietary connectors and accessories, making it less convenient for users who prefer a universal standard.
- ❖ Limited battery life compared to some competitor devices, requiring frequent charging.

Applications

- Business strategy
- Market Analysis
- Government policy
- Consumer awareness
- Media and journalism

Conclusion

It can be concluded that the Iphone had both advantages and disadvantages in the Indian market. Despite these drawbacks, the Iphone has been successful in India due to its innovative features, effective marketing strategies, and the reputation of Apple as a leading brand . By addressing the drawbacks and capitalizing on the advantages, Iphone manufacturers can continue to establish a strong foothold in the Indian market and cater to the evolving needs and preferences of Indian consumers.

Future scope

The future scope for the impact of Apple's Iphone in India looks promising. With the increasing popularity of IOS development and the preference for the Iphone as a platform for Internet of Things (IOT) Compatibility, there is a bright future for IOS app development in India. The scope includes opportunities for cross-device development, globalization, monetization possibilities, and a steady supply of Iphones. Furthermore, Apple's decision to manufacture the latest Iphone 14 in India showcases the company's commitment to the Indian market and opens up new avenues for growth and expansion. With continuous innovation, strategic marketing, and addressing the drawbacks, Apple can further strengthen its position in India's evolving smartphone market.

Reference link

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