IREVOLUATION OF APPLE i-PHONE
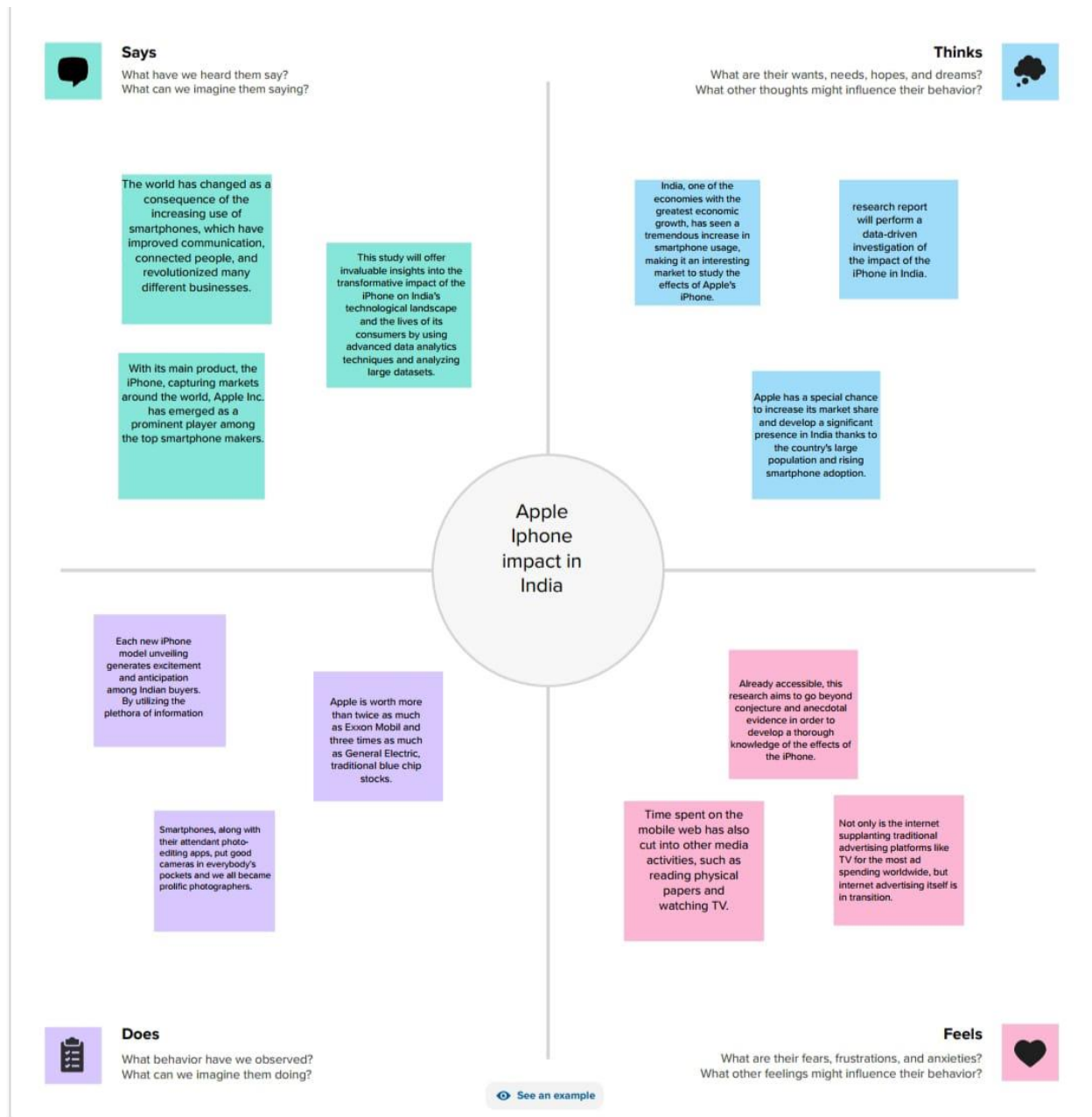
PROJECT REPORT

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.
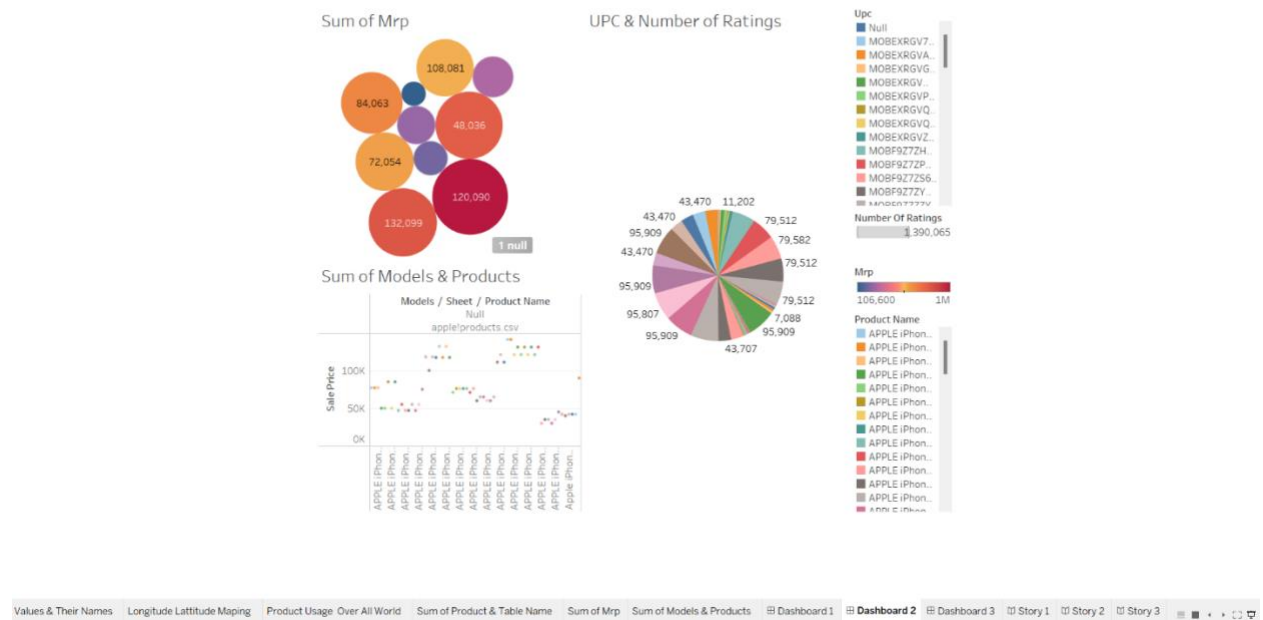
1.2 Purpose:

The first generation iPhone was described as a ``revolution'' for the mobile

Phones, Industries and subsequent models have also garned praise. The i-phone has

Been credited with popularizing the smart phone and state form factor and with

Creating a large market for smart phone apps or app economy.

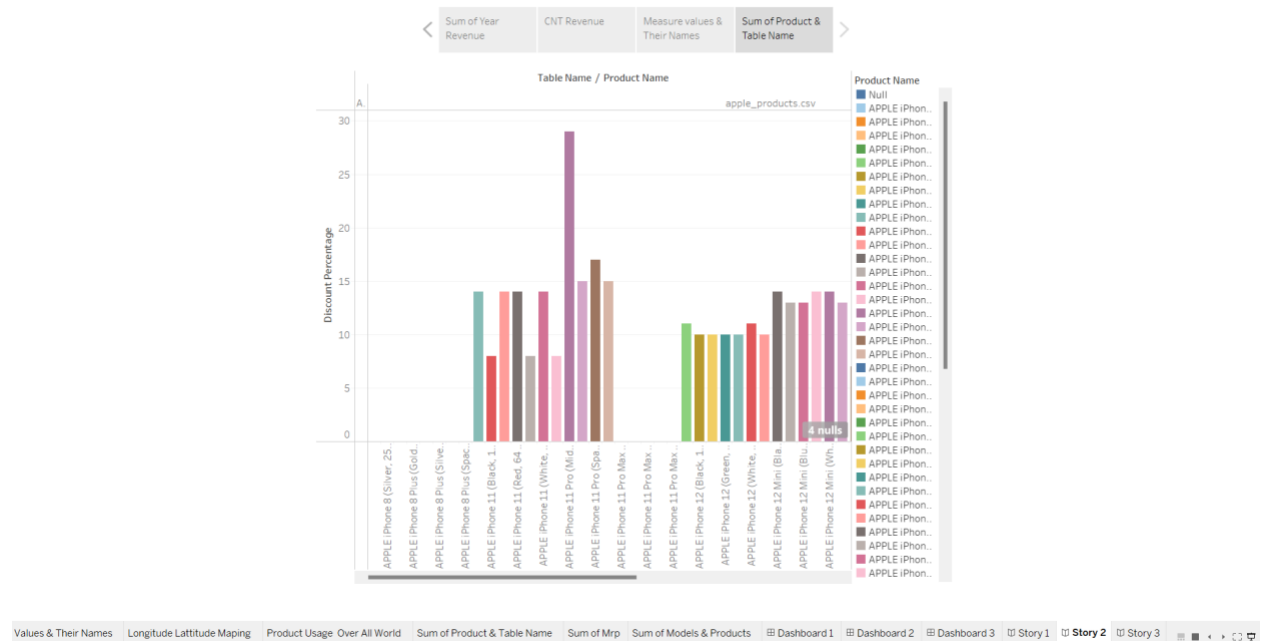## Problem definition and Design thinking:

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

The world has changed as a consequence of the increasing use of smartphones, which have improved communication, connected people, and revolutionized many different businesses.

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.

With its main product, the iPhone, capturing markets around the world, Apple Inc. has emerged as a prominent player among the top smartphone makers.

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

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.

research report will perform a data-driven investigation of the impact of the iPhone in India.

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.

Apple Iphone impact in India

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

Each new iPhone model unveiling generates excitement and anticipation among Indian buyers. By utilizing the plethora of information

Apple is worth more than twice as much as Exxon Mobil and three times as much as General Electric, traditional blue chip stocks.

Smartphones, along with their attendant photo-editing apps, put good cameras in everybody's pockets and we all became prolific photographers.

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

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.

Time spent on the mobile web has also cut into other media activities, such as reading physical papers and watching TV.

Not only is the internet supplanting traditional advertising platforms like TV for the most ad spending worldwide, but internet advertising itself is in transition.

See an example

Result:

Sum of Mrp

UPC & Number of Ratings

108,081
84,063
48,036
72,054
120,090
132,099
1 null

43,470   11,202
95,909   79,512
43,470   79,582
95,909   79,512
95,807   79,512
95,909   7,088
95,909
43,707

Upc
Null
MOBEXRGV7...
MOBEXRGVA...
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MOBEXRGVP...
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MOBEXRGVQ...
MOBF9Z7ZH...
MOBF9Z7ZP...
MOBF9Z7ZS6...
MOBF9Z7ZY...
MOBF9Z77ZY...

Number Of Ratings
1,390,065

Mrp
106,600   1M

Product Name
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APPLE iPhon...
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Sum of Models & Products

Models / Sheet / Product Name
Null
apple!products.csv

Sale Price
100K
50K
0K

Story 2

| Sum of Year Revenue | CNT Revenue | Measure values & Their Names | Sum of Product & Table Name |

Table Name / Product Name

apple_products.csv

A.
30
25
20
15
10
5
0

Discount Percentage

4 nulls

APPLE iPhone 8 (Silver, 25...
APPLE iPhone 8 Plus (Gold...
APPLE iPhone 8 Plus (Silve...
APPLE iPhone 8 Plus (Spac...
APPLE iPhone 11 (Black, 1...
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APPLE iPhone 11 (White,...
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APPLE iPhone 11 Pro (Spa...
APPLE iPhone 11 Pro Max...
APPLE iPhone 11 Pro Max...
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APPLE iPhone 12 Mini (Wh...

Product Name
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Advantages:

The I-phone was the first device to truly bring a mobile computing experience to something you could put in your poclet No keyboard, no styles, just a finger or two and you can do amazing things. Perhaps the most revolutionary things was the fact it had apps.

Disadvantages:

Limited Customization : One of the disadvantages of the I-phone is that it has limited cumtomization options. Unlike Android devices, Users cannot customize Their phone

interface which can be a disadvantage for Some people.

Application:

A Software application that runs under Ios which is the operating system that powers. Apple's mobile devices. In most cases any application that runs on an iphone also runs on an ipad and ipod touch. However apps designed strictly for ipads which have large screens do not work on iphones and ipods.

Conclusion:

It is apparent that the iphone was and still a remarkable invension of technological of advancement. The iphone provided a new way of mobile phones communication and usability. Its revolutionary technology has led to the variety of smart phones that are in use today.

Future Scope:

In the short term ,we are likely to see incremental improvements like higher quality cameras and giant displays . But over the next decade, the I phone put evolve into a hub for smart glasses and other devices.Air pods ,apps,watches and carplay enbled which may be just the start.