

Type your heading...



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?



Type your heading...

**VIJAY S
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iRevolution: A Data-Driven Exploration of Apple's iPhone Impact in India

We need to analyze the iPhone's impact in India using data

I prefer Android because it's more affordable

We want to expand our market in India

"How can we quantify the influence of iPhones on the Indian market?"

How can we adapt our strategy for the Indian market?

Are iPhones really worth the premium price?

Curious, determined to find meaningful insights.

Optimistic but cautious about potential challenges

Skeptical about iPhones, but open to trying them.

Keeps an eye on iPhone reviews and price drops.

Gathers and analyzes data, conducts surveys, and interviews experts

Reviews research findings, strategizes, and plans marketing campaigns.



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?



 [See an example](#)