

## **irevolution : A Data-Driven Exploration of Apple's iPhone Impact in India**

### **Introduction :**

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.

The smartphones uses of insights of the world in the improved by the usage of marketing of dashboard and story of the application of Apple's iPhone in India. We employed in the tool bar.

### **1.1 Overview:**

Apple's local market share in the smartphone market is also expected to grow. According to Singh, Apple could ship up to 9 million iPhones in India this year. - up nearly 40% from the 6.5 million iPhones that it shipped last year.

### **1.2 Purpose:**

- ❖ Apple is contributing to the nation's industrial growth, inculcating technological innovation, and creating thousands of jobs.
- ❖ A combination of the iPod, a revolutionary mobile and a breakthrough Internet communicator.

### **Problem Statement & Design thinking:**

The overall problem at Apple Inc. is a stagnant iPhone growth problem due to decreased innovation and marketing efforts. Apple has hit a static point in its growth and



## Says

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

Apple iPhone has  
been a success and  
it's a great  
product. It's a  
great product.

Apple iPhone has  
been a success and  
it's a great  
product. It's a  
great product.

Apple iPhone has  
been a success and  
it's a great  
product. It's a  
great product.

The first  
iPhone was  
released in  
2007.

Apple iPhone has  
been a success and  
it's a great  
product. It's a  
great product.

Apple iPhone has  
been a success and  
it's a great  
product. It's a  
great product.



## Does

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

# IPHONE USERS

[See an example](#)

## Thinks

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



Apple iPhone has  
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product. It's a  
great product.

Apple iPhone has  
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it's a great  
product. It's a  
great product.

Apple iPhone has  
been a success and  
it's a great  
product. It's a  
great product.

The iPhone is  
one of the most  
popular  
smartphones  
in the world.

Apple iPhone has  
been a success and  
it's a great  
product. It's a  
great product.

Apple iPhone has  
been a success and  
it's a great  
product. It's a  
great product.

## Feels

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





## Stärken & Schwächen

Stärken:  
- Einfach zu verstehen  
- Schnelle Identifizierung von Chancen und Risiken

Schwächen:  
- Keine quantitativen Aussagen  
- Keine Priorisierung



## SWOT-Analyse

Stärken:  
- Einmalige Analyse  
- Einmalige Bewertung

Schwächen:  
- Keine Priorisierung  
- Keine Quantifizierung



## Portfoliomatrix

Stärken:  
- Einmalige Analyse  
- Einmalige Bewertung

Schwächen:  
- Keine Priorisierung  
- Keine Quantifizierung



## BCG-Matrix

Stärken:  
- Einmalige Analyse  
- Einmalige Bewertung

Schwächen:  
- Keine Priorisierung  
- Keine Quantifizierung



## Portfoliomatrix

Stärken:  
- Einmalige Analyse  
- Einmalige Bewertung

Schwächen:  
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## Portfoliomatrix

Stärken:  
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- Einmalige Bewertung

Schwächen:  
- Keine Priorisierung  
- Keine Quantifizierung

Standard

Show Me

Data Analytics

Annual Revenue (apple\_products)  
apple\_products.csv (apple\_products)  
Country-wise share (apple\_products)  
Flipkart\_Smartphone (apple\_produc...  
Model share (apple\_products)  
Quarterly-share (apple\_products)

Search

Tables

Abc Brand  
Abc Product Name  
Abc Product URL  
Abc Ram  
Abc Upc  
Abc Measure Names

# Sales difference  
# Discount Percentage  
# Mrp  
# Number Of Ratings  
# Number Of Reviews  
# Sale Price  
# Star Rating  
# apple\_products.csv (Count)  
# Measure Values

Pages

Columns Measure Names

Rows Brand

Filters

Measure Names  
Upc: MOBEXRGVZF..

Marks

Automatic

Color Size Text

Detail Tooltip

Measure Values

SUM(Discount Perc...  
SUM(Mrp)  
SUM(Star Rating)  
SUM(Sale Price)  
SUM( Sales differen..

KPI

Brand	Discount t Perce..	Mrp	Star Rating	Sale Price	Sales di fference
Apple	0	77,000	5	77,000	0

Measure Names

☐ (All)  
☒ Sales difference  
☐ Count of apple\_pr...  
☒ Discount Percent...  
☒ Mrp  
☐ Number Of Ratings  
☐ Number Of Reviews  
☒ Sale Price  
☒ Star Rating

Upc

MOBEXRGVZFZGZEWV

Data Source KPI modal specification Battery type Brand price comparison Modal- share country wise best selling smart... Quartly share Annual revenue Sheet 9 Dashboard 1 Dashboard

5 marks 1 row by 5 columns SUM of Measure Values: 154,005

Maheshwari ...



Standard

Data Analytics

Annual Revenue (apple\_products)  
apple\_products.csv (apple\_products)  
Country-wise share (apple\_products)  
Flipkart\_Smartphone (apple\_produc...  
Model share (apple\_products)  
Quarterly-share (apple\_products)

Search

Tables

Battery Type  
Brand  
Colour  
Front Camera  
Model  
Processor  
Rear Camera  
Measure Names

Battery Capacity  
Discounted Price  
Display Size  
Memory  
Original Price  
Rating Count  
Ratings  
Reviews  
Storage  
Flipkart\_Smartphone (Count)

Filters

Brand: APPLE  
Colour

Marks

Automatic  
Color Size Text  
Detail Tooltip  
Colour  
SUM(Original ..

Columns

Rows

Model Processor Front Camera Rear Camera Colour

modal specification

Model	Processor	Front Ca..	Rear Camera	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	92,800
APPLE IPHONE 12	A Bionic Chip with ..	12MP	12MP + 12MP	Black	1,99,700
				Blue	59,900
APPLE IPHONE 12 ..	A Bionic Chip with ..	12MP	12MP + 12MP	Black	74,900
				Blue	74,900
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	1,49,800
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	1,89,800
APPLE IPHONE 14 P..	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	99,900

Colour

☒ Black  
☐ Black Carbon  
☐ Black Dusk  
☐ Black Engine  
☐ Blade Silver  
☐ Blaster Green  
☒ Blue  
☐ Blue Flame  
☐ Blue Tide  
☐ Bright Silver  
☐ Bronze  
☐ Brown  
☐ Carbon Black  
☐ Carbon Gray  
☐ Caribbean Green  
☐ Celestial Magic  
☐ Celestial Silver  
☐ Celestial Snow  
☐ Chalk  
☐ Champagne  
☐ Champagne Gold

Brand

APPLE

Data Source modal specification Battery type Brand price comparison Modal- share country wise best selling smart... Quartly share Annual revenue Sheet 9 Dashboard 1 Dashboard 2

8 marks 8 rows by 1 column SUM(Original Price): 941,700

Maheshwari ...

## Data

## Analytics

- Annual Revenue (apple\_products)
- apple\_products.csv (apple\_products)
- Country-wise share (apple\_products)
- Flipkart\_Smartphone (apple\_produc...
- Model share (apple\_products)
- Quarterly-share (apple\_products)

Search

## Tables

- Battery Type
- Brand
- Colour
- Front Camera
- Model
- Processor
- Rear Camera
- Measure Names
- Battery Capacity
- Discounted Price
- Display Size
- Memory
- Original Price
- Rating Count
- Ratings
- Reviews
- Storage
- Flipkart\_Smartphone (Count)

## Pages

## Filters

Battery Type

Brand: MOTOROLA

## Marks

Automatic

Color

Size

Label

Detail

Tooltip

Battery Type

## Columns

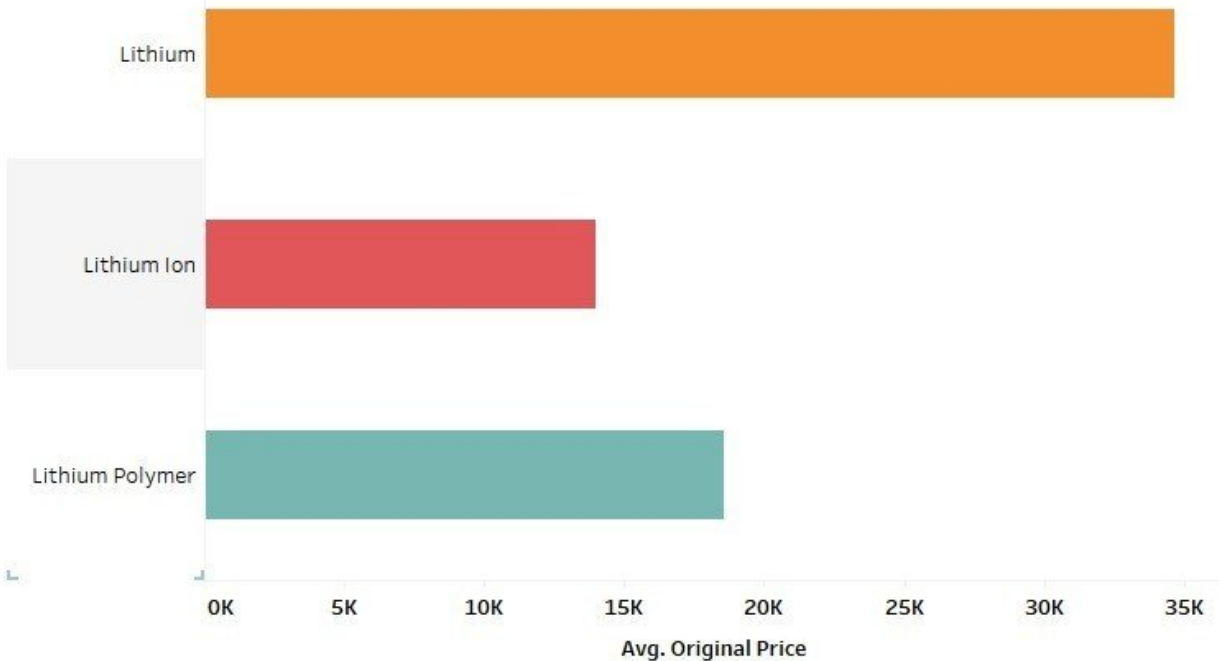
AVG(Original Price)

## Rows

Battery Type

## Battery type distribution

Battery Type



## Battery Type

- Lithium
- Lithium Ion
- Lithium Polymer

Data Source

Battery type

Brand price comparison

Modal- share

country wise best selling smart...

Quartly share

Annual revenue

Sheet 9

Dashboard 1

Dashboard 2

Story 1

Sheet 10

3 marks 3 rows by 1 column SUM of AVG(Original Price): 67,256

Maheshwari ...

## Format Lines

A  Fields

Sheet Rows Columns

## Lines

Grid Lines: None

Zero Lines:

Trend Lines:

Ref Lines:

Drop Lines:

Axis Rulers:

Axis Ticks:

Clear

## Pages

## Filters

Battery Type

Brand: MOTOROLA

## Marks

Automatic

Color

Size

Label

Detail

Tooltip

Battery Type

Columns

AVG(Original Price)

Rows

Battery Type

## Battery type distribution

*Battery Type**Lithium**Lithium Ion**Lithium Polymer*

0K 5K 10K 15K 20K 25K 30K 35K

*Avg. Original Price*

## Brand

- ☐ (All)
- ☐ APPLE
- ☐ GOOGLE
- ☐ I KALL
- ☐ INFINIX
- ☐ IQOO
- ☐ ITEL
- ☐ LAVA
- ☐ MARQ
- ☐ MICROMAX
- ☒ MOTOROLA
- ☐ NOKIA
- ☐ NOTHING
- ☐ ONEPLUS
- ☐ OPPO
- ☐ REALME
- ☐ SAMSUNG
- ☐ TECNO
- ☐ VIVO
- ☐ XIAOMI

## Battery Type

- ☒ Lithium
- ☐ Lithium Ion
- ☐ Lithium Polymer

Data Source KPI modal specification Battery type

3 marks 3 rows by 1 column SUM of AVG(Original Price): 67,256



## Format Alignment

A  Fields

Sheet Rows Columns

## Default

Pane: Middle Cent... ▾

Header: Center ▾

## Total

Pane: Middle Cent... ▾

Header: Center ▾

## Grand Total

Pane: Middle Cent... ▾

Header: Center ▾

Clear

## Pages

Columns

Rows

Model

Processor

Front Camera

Rear Camera

Colour

## Filters

Brand: APPLE

Colour

## Marks

Automatic

Color

Size

Text

Detail

Tooltip

Colour

SUM(Original ..

## Sheet 2

Model	Processor	Front Ca..	Rear Cam..	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	92,800
APPLE IPHONE 12	A Bionic Chip with Next Gen..	12MP	12MP + 12MP	Black	1,99,700
				Blue	59,900
APPLE IPHONE 12 MINI	A Bionic Chip with Next Gen..	12MP	12MP + 12MP	Black	74,900
				Blue	74,900
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	1,49,800
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	1,89,800
APPLE IPHONE 1..	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	99,900

## Colour

- ☐ Cloud Lavender
- ☐ Cloud Navy
- ☒ Cool Blue
- ☐ Cool Grey
- ☐ Copper
- ☐ Copper Blush
- ☐ Coral Green
- ☐ Coral Orange
- ☐ Cosmic Black
- ☐ Cosmic Grey
- ☐ Cosmic White
- ☐ Country Green
- ☒ Couture Blue
- ☐ Cream
- ☐ Creamy White
- ☐ Cross Black
- ☐ Cross Blue

## Brand

APPLE ▾

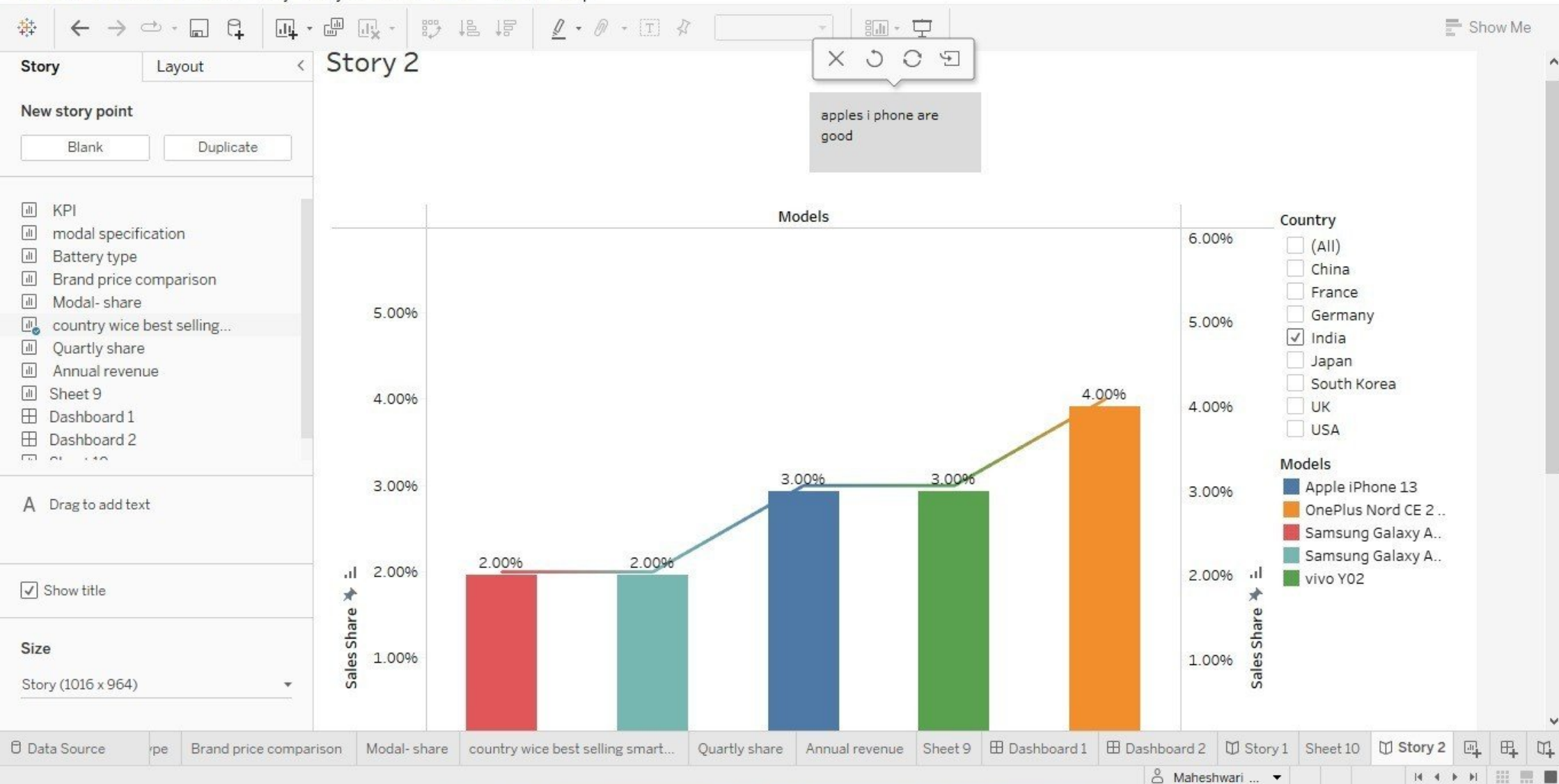
## Colour

- ☒ Black
- ☒ Blue

Data Source KPI Sheet 2

8 marks 8 rows by 1 column SUM(Original Price): 941,700 Highlighting on Colour







## Story

Layout

## Story 1

## New story point

Blank

Duplicate

- KPI
- modal specification
- Battery type
- Brand price comparison
- Modal- share
- country wice best selling...
- Quartly share
- Annual revenue
- Sheet 9
- Dashboard 1
- Dashboard 2

A Drag to add text

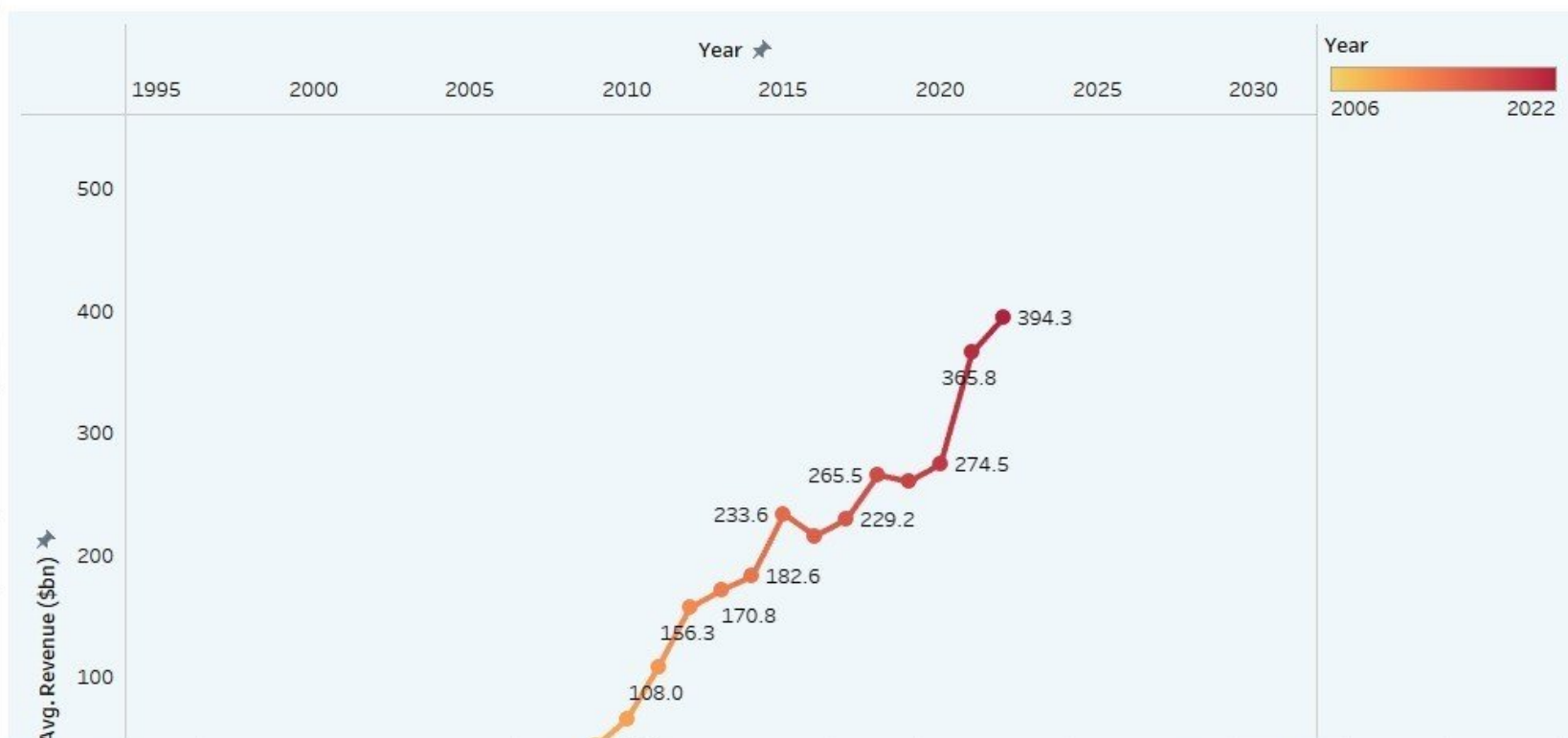
☒ Show title

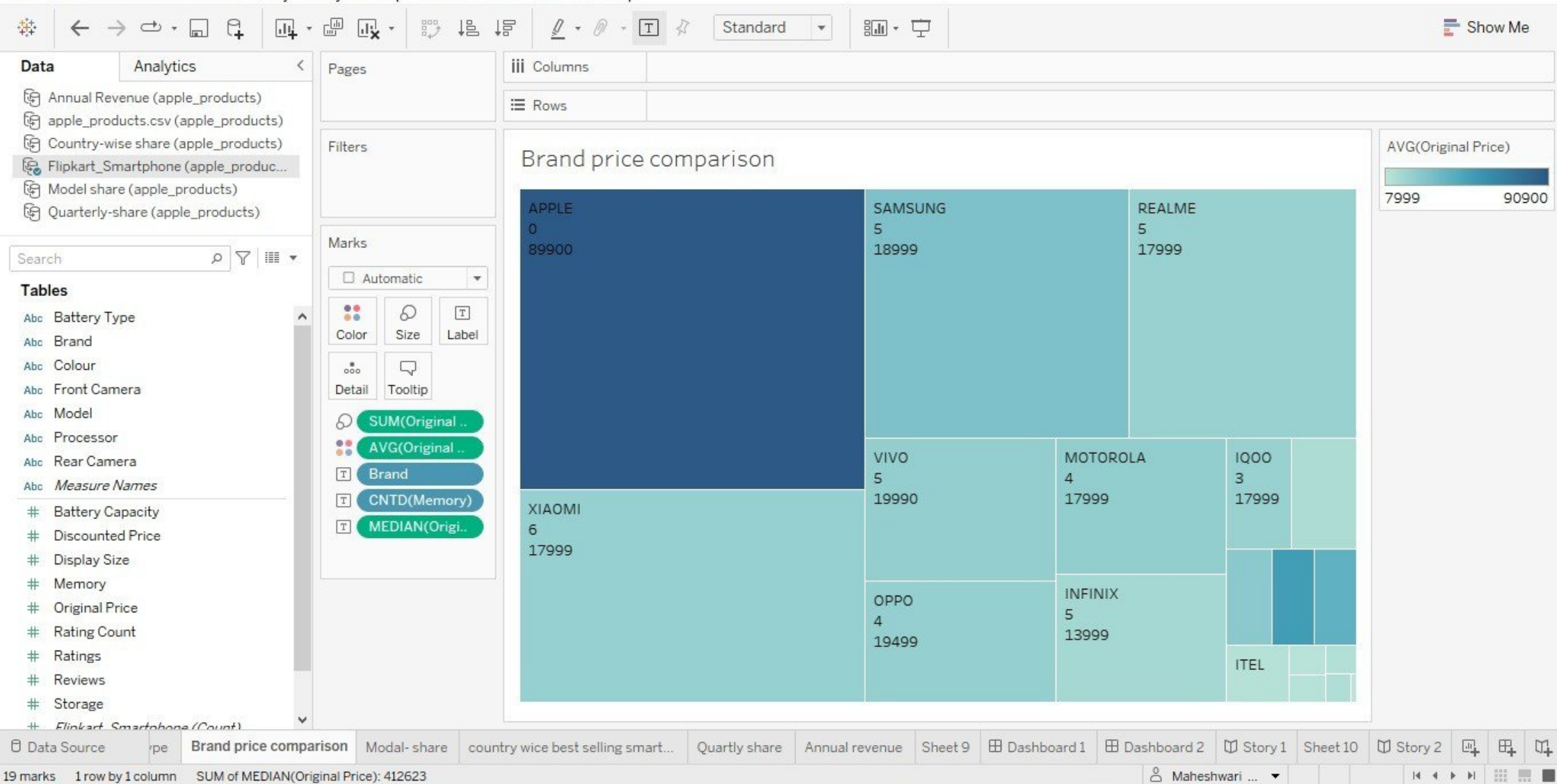
## Size

Story (1016 x 964)

years through a silght bump is being obserbed 2016 but ever since it has increased to 394.3\$n in 2022

Add a caption







## Data Analytics

- Annual Revenue (apple\_products)
- apple\_products.csv (apple\_products)
- Country-wise share (apple\_products)
- Flipkart\_Smartphone (apple\_produc...
- Model share (apple\_products)
- Quarterly-share (apple\_products)

Search

## Tables

- # Year
- Abc Measure Names
- # Revenue (\$bn)
- # Annual Revenue (Count)
- # Measure Values

## Pages

## Filters

## Marks

All

Year

Year (2)

Circle

Color Size Label

Detail Tooltip

Year

AVG(Revenue ..

## Columns

Year

Year

## Rows

AVG(Revenue (\$bn))



## Year

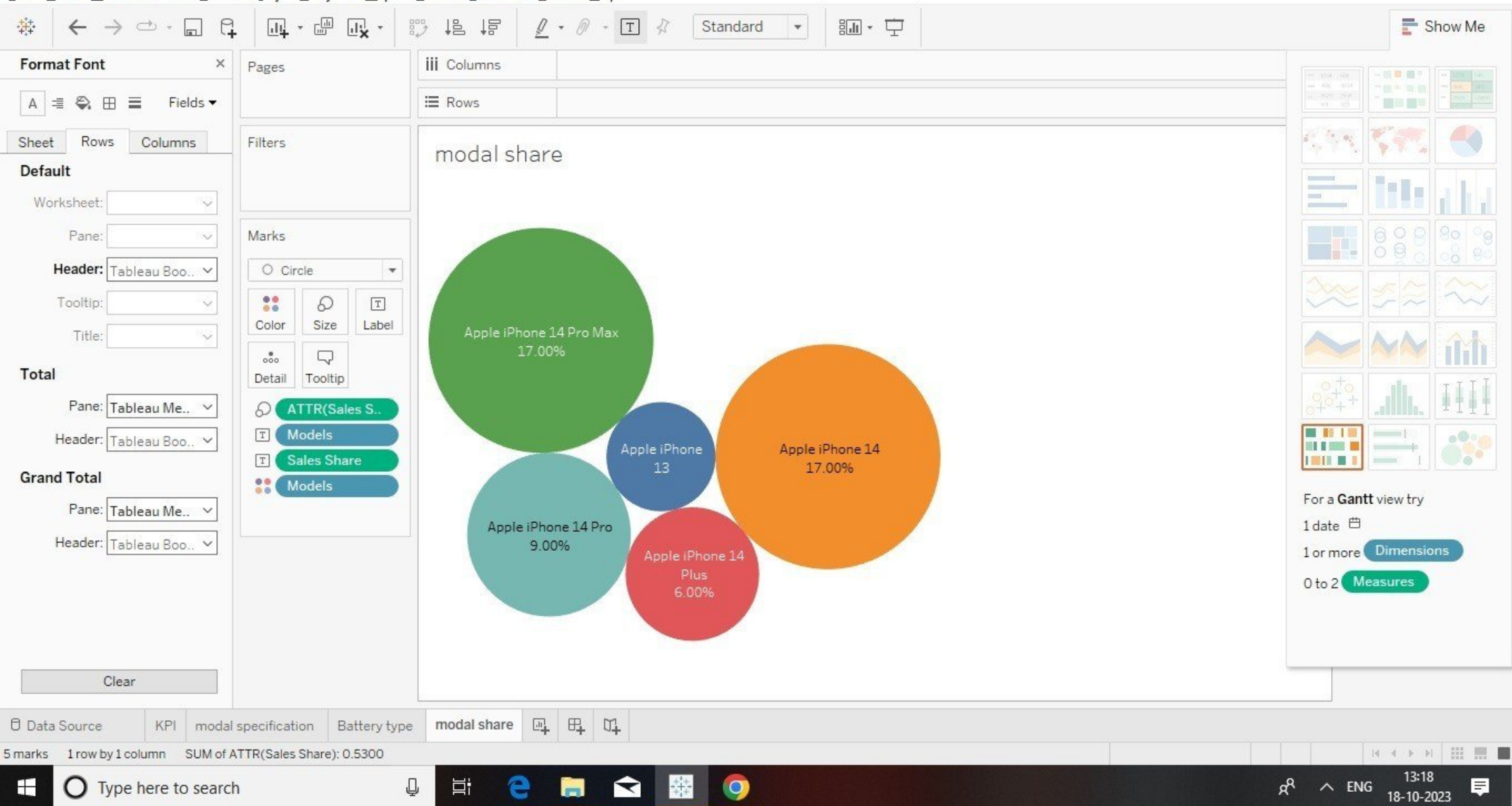


Data Source Type Brand price comparison Modal- share country wise best selling smart... Quarterly share Annual revenue Sheet 9 Dashboard 1 Dashboard 2 Story 1 Sheet 10 Story 2

34 marks 1 row by 1 column SUM of AVG(Revenue (\$bn)): 3,044.7

Maheshwari ...







## Dashboard

Layout

Default

Phone

Device Preview

## Size

Automatic

## Sheets

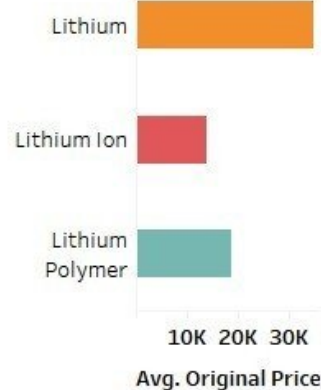
- KPI
- modal specification
- Battery type
- Brand price ...
- Modal- share
- country wise best

## Objects

- Text
- Extension
- Ask Data
- Data Story
- Image
- Blank
- Workflow
- Web Page
- Navigation
- Download

## Battery type distribution

Battery Ty..



KPI

Brand	Discount Perce..	Mrp
Apple	0	77,000

## modal specification

Model	Process..	Front Ca..	Rear Ca..	Colou
APPLE I..	A Bionic..	12MP	12MP + ..	Black
APPLE I..	A Bionic..	12MP	12MP + ..	Black
APPLE I..	A Bionic..	12MP	12MP + ..	Blue
APPLE I..	A Bionic..	12MP	12MP + ..	Blue

Upc

MOBEXRGVZFZGZEWV

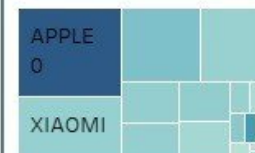
Brand

APPLE

Battery Type

- Lithium
- Lithium Ion
- Lithium Polymer

## Brand price comparison



Avg. Original Price



## Data

## Analytics

- Annual Revenue (apple\_products)
- apple\_products.csv (apple\_products)
- Country-wise share (apple\_products)
- Flipkart\_Smartphone (apple\_produc...
- Model share (apple\_products)
- Quarterly-share (apple\_products)

## Search

## Tables

- Brand
- Year
- Measure Names
- annual share
- Q1
- Q2
- Q3
- Q4
- Quarterly-share (Count)
- Measure Values

## Pages

## Filters

Year: 2018

## Marks

All

AGG(SUM(O))

AGG(SUM(O)) ...

Pie

Color Size Label

Detail Tooltip Angle

Year

ATTR(Year)

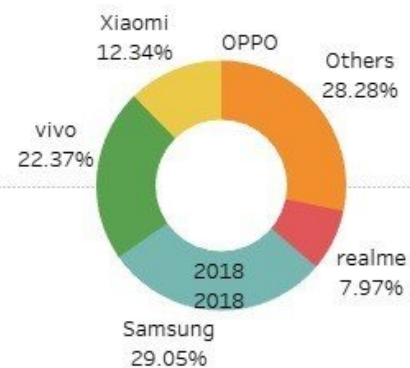
## Columns

## Rows

AGG(SUM(O))

AGG(SUM(O))

## Quartly share



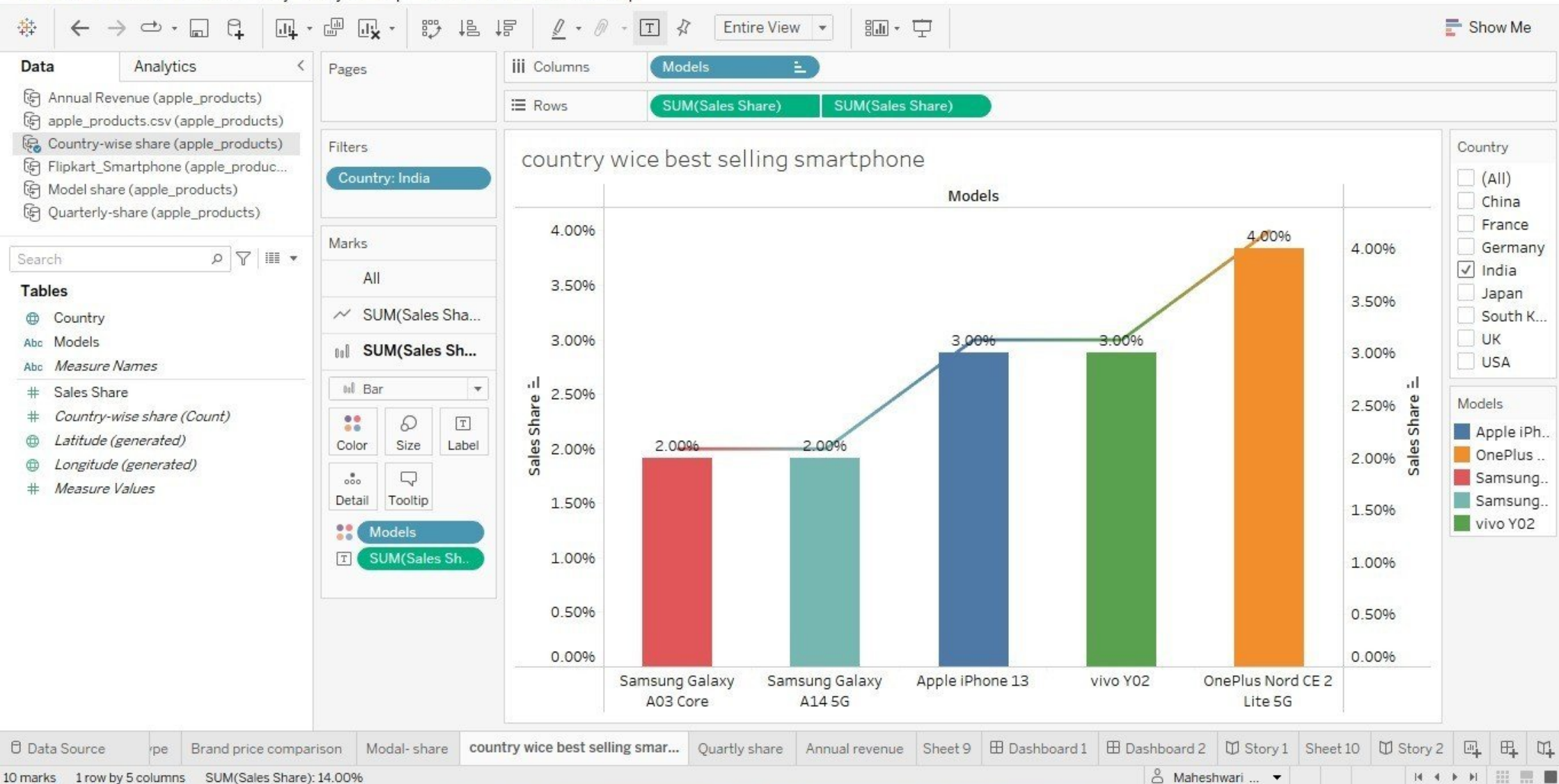
## Year

2018

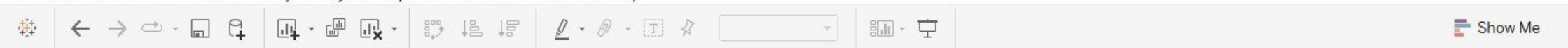
## Brand

- OPPO
- Others
- realme
- Samsung
- vivo
- Xiaomi









Show Me

## Dashboard

Layout

Default

Phone

Device Preview

## Size

Automatic

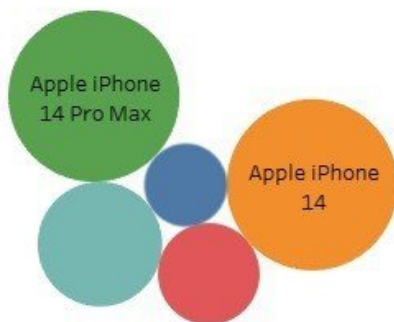
## Sheets

- KPI
- modal specification
- Battery type
- Brand price ...
- Modal- share
- country wise best

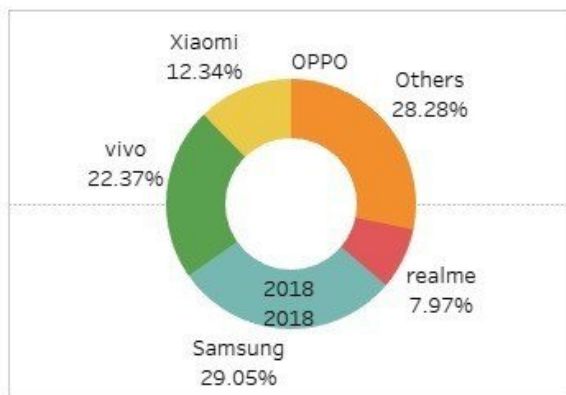
## Objects

- Text
- Extension
- Ask Data
- Data Story
- Image
- Blank
- Workflow
- Web Page
- Navigation
- Download

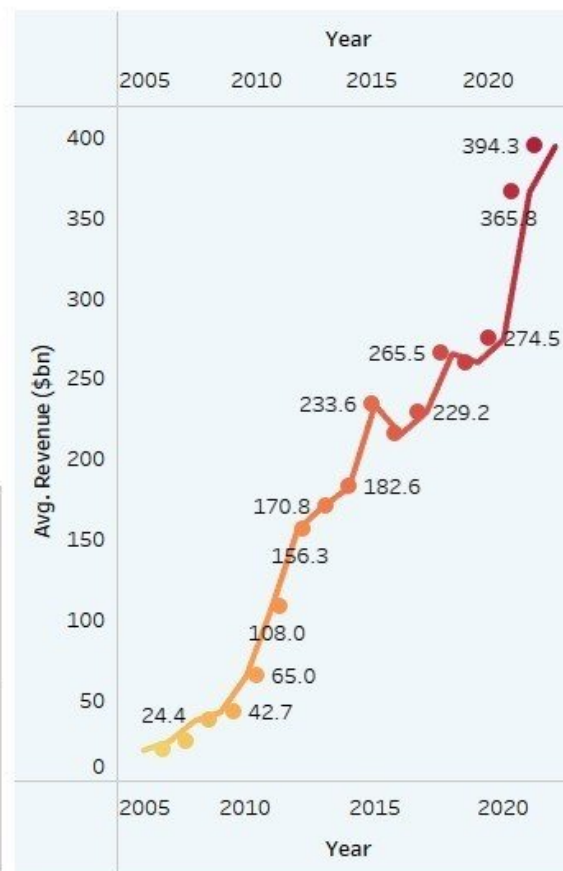
## Modal- share



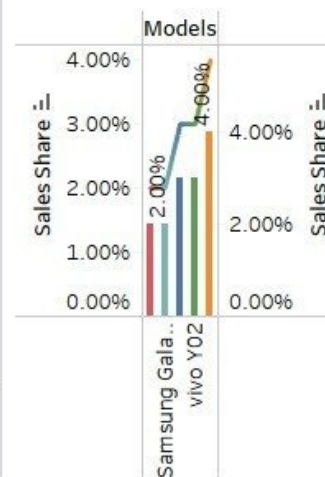
## Quartly share



## Annual revenue



## country wise best selling smartphone



## Country

- (All)
- China
- France
- Germany
- India
- Japan
- South Korea

## Models

- Apple iPhone 13
- OnePlus Nord CE 2..
- Samsung Galaxy A..
- Samsung Galaxy A..
- vivo Y02

## Year

- 2006
- 2022

## Year

- 2018

## Brand

- OPPO
- Others
- realme
- Samsung
- vivo
- Xiaomi



#### 4. Advantage and Disadvantage:

- **Advantage:**

Apple phones are known for their ease of use. Their usability comes from simple operating logic: all the apps are launched from the home screen. All the settings, for example, can be found under one menu.

- **Disadvantage:**

- ❖ Not flexible only supports iOS devices. Not open source.
- ❖ The main disadvantages of using iOS are costly apps and no widget support.
- ☐ You cannot change your ringtone but there are many alternatives to do that.
- ☐ Apple restricted the connectivity with iTunes.
- ☐ Devices are very pricey.

#### 5. Application:

Apple Application Support is a **software component** developed by Apple Inc. It is primarily used to ensure compatibility and provide necessary frameworks for various Apple applications run.

#### 6. Conclusion:

Apple and the iPhone is a great example of a **corporation making what the consumer wants in a global market**. With limited companies competing.

#### 7. Future Scope:

Apple in India: India is expected to assemble up to half of the world's iPhones by 2027, from 7 percent now, as Apple looks to reduce manufacturing dependence on China. India is also important for the US company to extend its market reach.