

Project Report Template

iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India

1.INTRODUCTION:

1.1 Overview

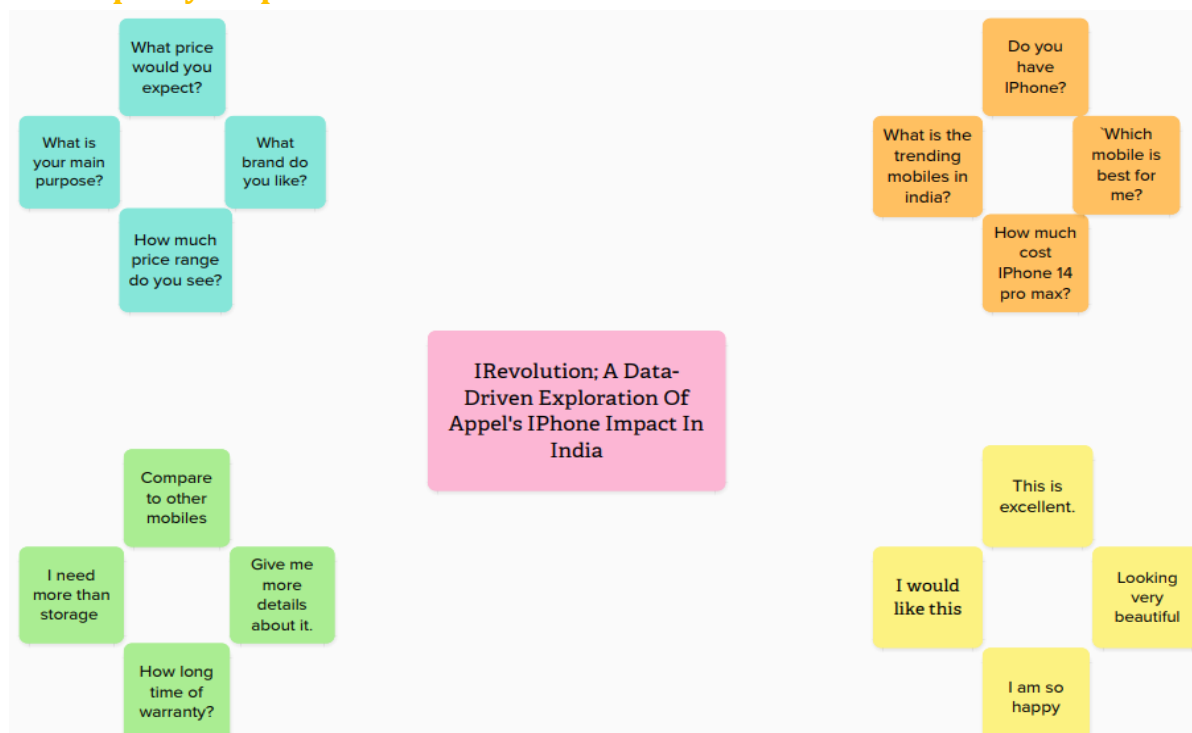
The world has changed as a consequence of the increasing use of smartphones, which have improved communication, connected people, and revolutionized many different businesses. With its main product, the iPhone, capturing markets around the world, Apple Inc. has emerged as a prominent player among the 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.

1.2 Purpose

In order to shed light on important factors like market penetration, customer preferences, economic ramifications, and societal changes, this research report will perform a datadriven 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.

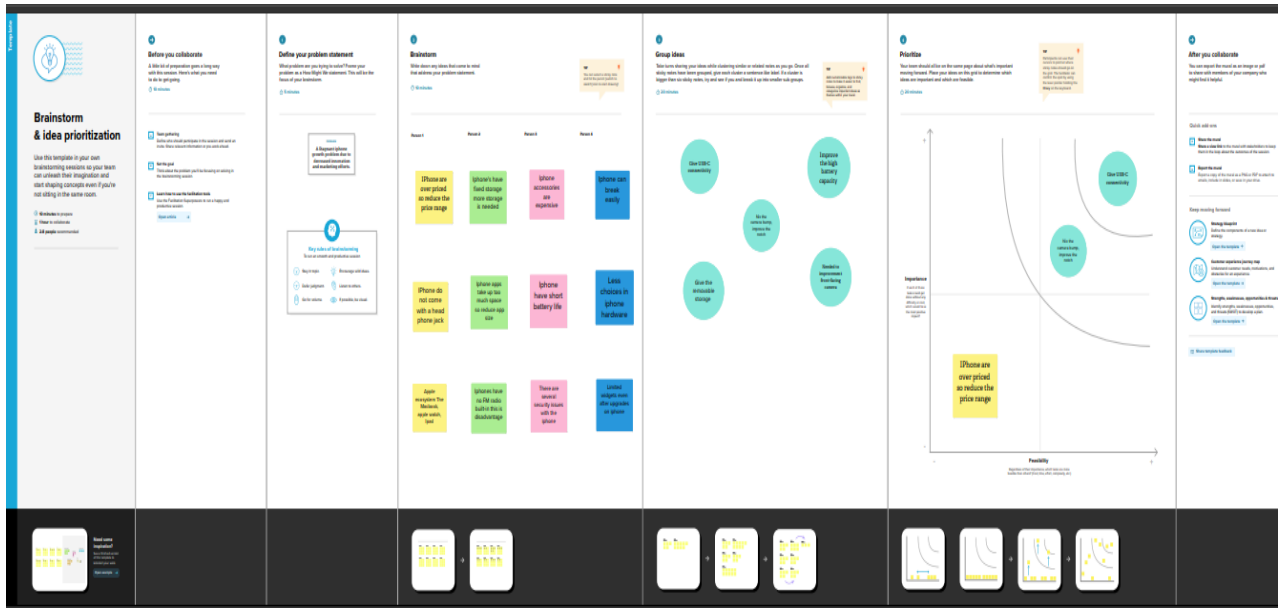
2.PROBLEM DEFINITION & DESIGN THINKING:

2.1 Empathy map



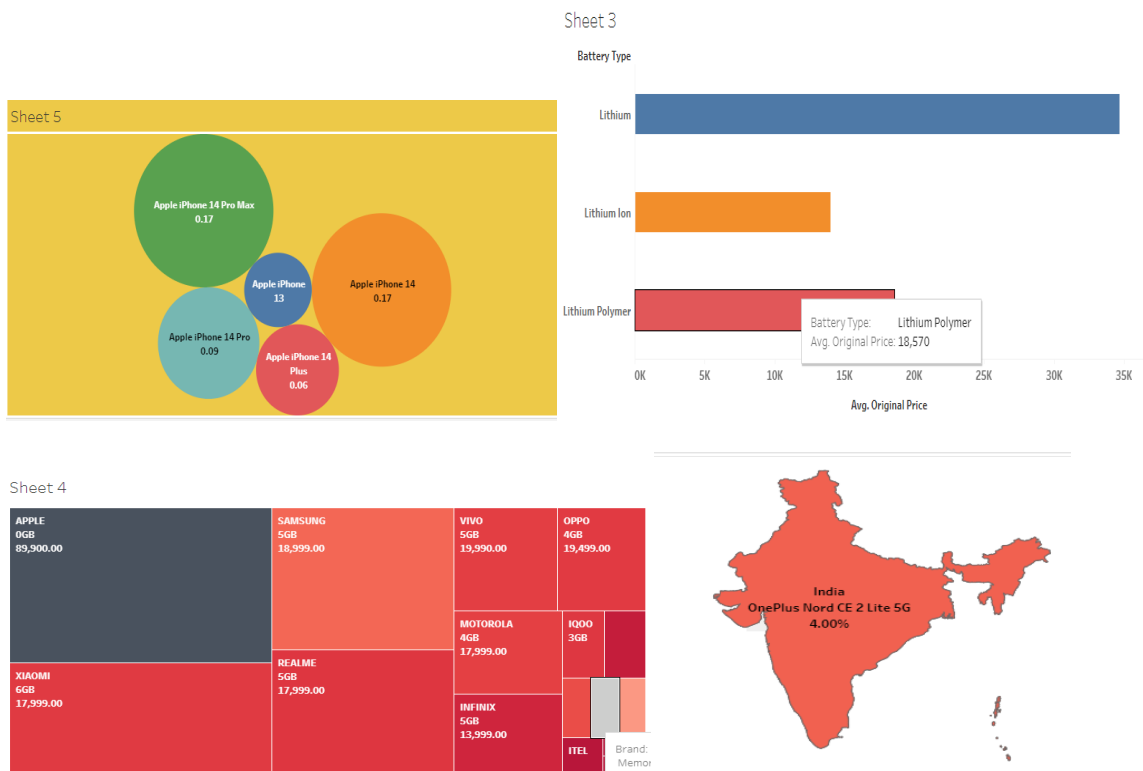
Project Report Template

2.2 Ideation & Brainstroming Map



3.RESULT:

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.



Project Report Template

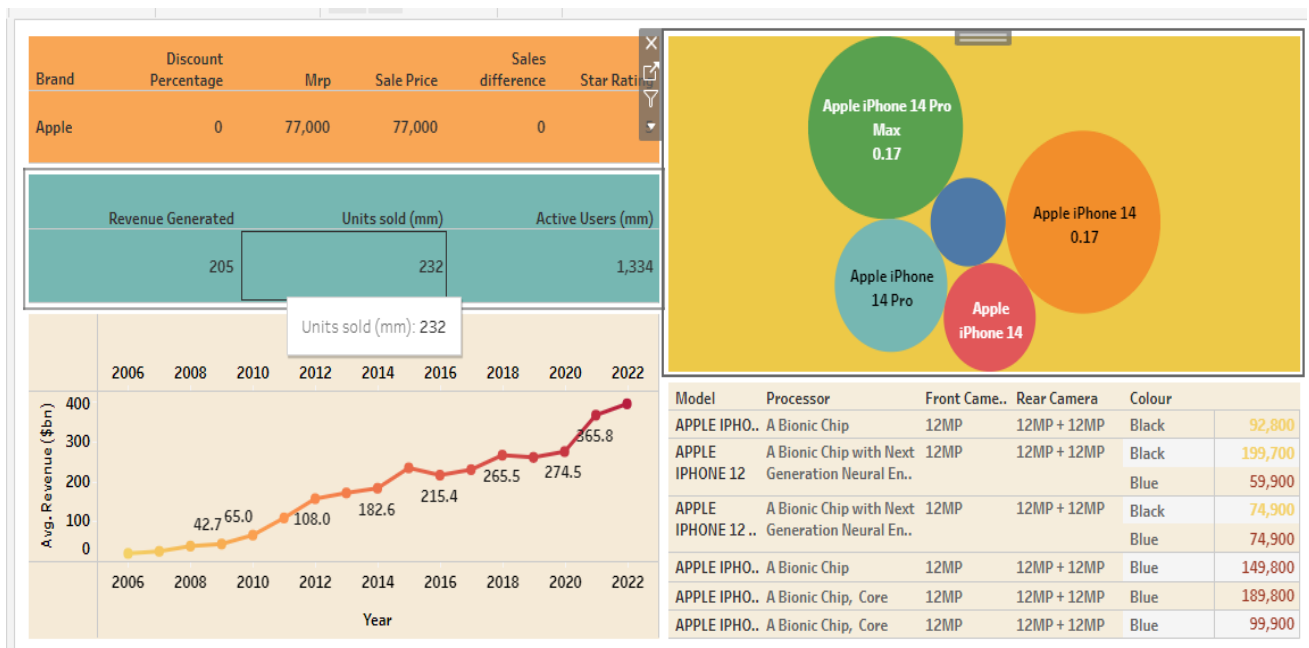
4.ADVANTAGES & DISADVANTAGES:

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.

5.APPLICATIONS:

At the core of the architecture is the data infrastructure, which includes data sources such as market reports, economic indicators, and surveys conducted among iPhone users in India. These data sources are collected and stored in a structured format for further analysis. Tableau is used as the primary data visualization tool. It connects to the data sources and allows for data extraction, transformation, and loading (ETL) processes.

6.CONCLUSION:

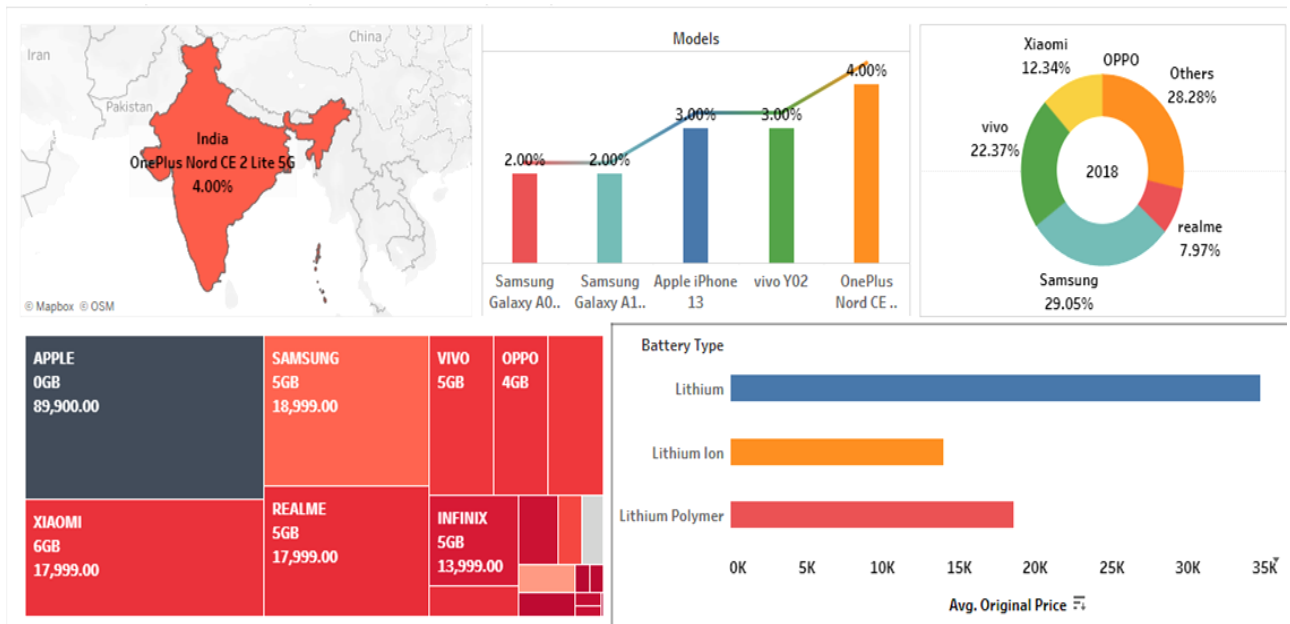


7.FUTURE SCOPE:

The technical architecture involves leveraging the data analytics capabilities of Tableau for visualizations and analysis. The architecture comprises several components to ensure efficient data processing and visualization.

Project Report Template

8.APPENDIX:



Story 1

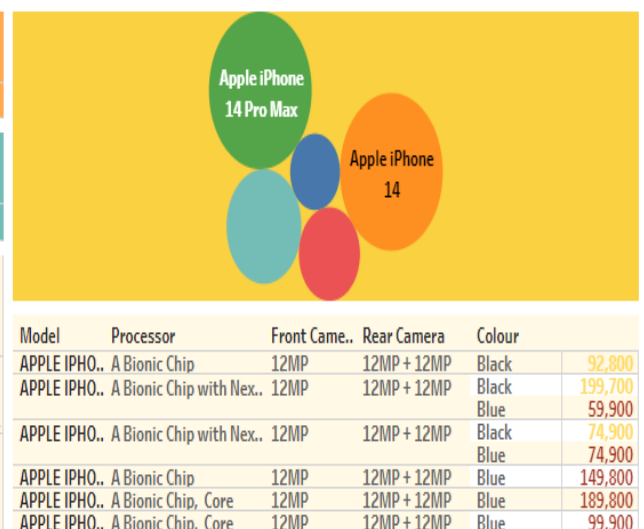
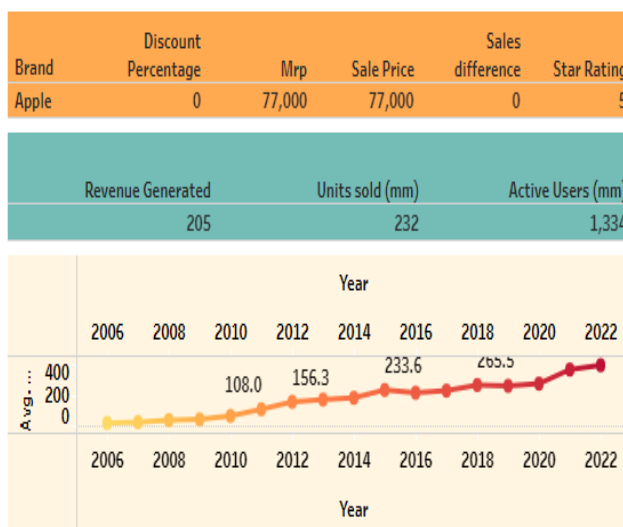
Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of

More than 1 billion consumers use iPhones. Since its initial launch, 1.9 billion iPhones have been sold. iPhone

iPhone sales generated \$205 billion revenue for Apple in 2022, more than Microsoft's total revenue. It sold 232

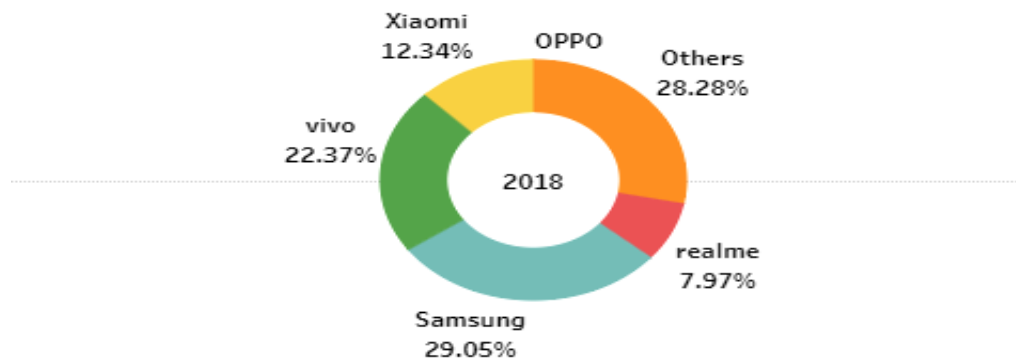
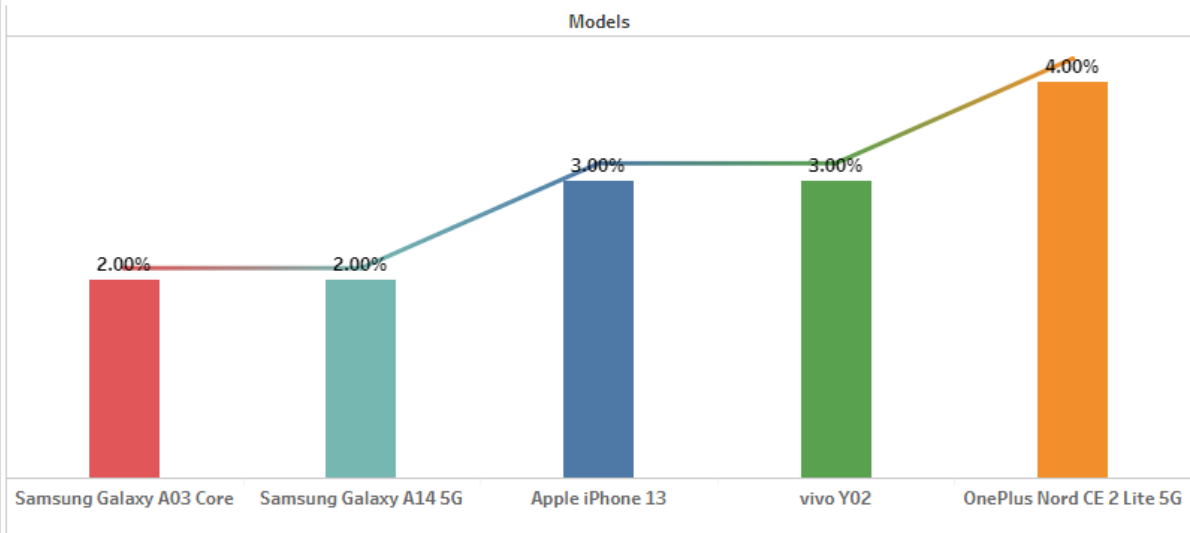
Comparative analysis amongst various other leading brands in the smartphone industry shows that iPhone is yet to

Although the competition is marketing

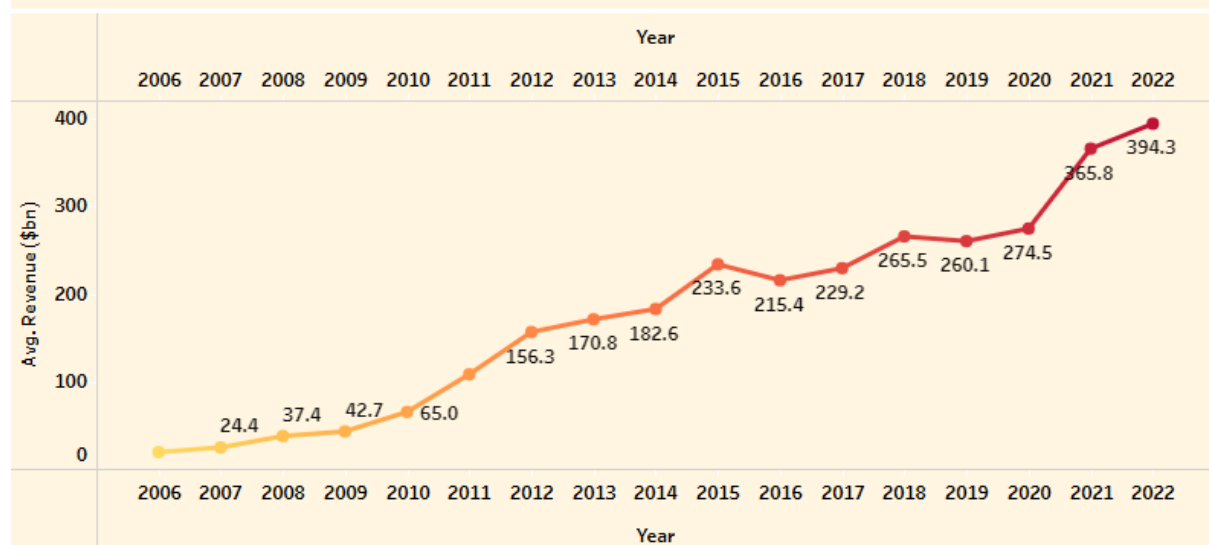


Project Report Template

Sheet 6



Sheet 8



Project Report Template

Sheet 10

Revenue Genera..	Units sold (m..	Active Users (..
205	232	1,334

Sheet 1

Brand	Discount Percent..	Mrp	Sale Price	Sales dif ference	Star Rating
Apple	0	77,000	77,000	0	5

Sheet 2

Model	Processor	Front Came..	Rear Camera	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	92,800
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	199,700
				Blue	59,900
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	74,900
				Blue	74,900
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	149,800
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	189,800
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	99,900

