

Sonaimeenal Arts and Science college, Mudhukulathur.

Pg Department of mathematics

**PROJECT TITTLE: IREVALUTION:A DATA DIVEN EXPLORATION OF APPLE'S
IPHONE IMPACT IN INDIA**

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1. INTRODUCTION:

1.1 OVERVIEW:

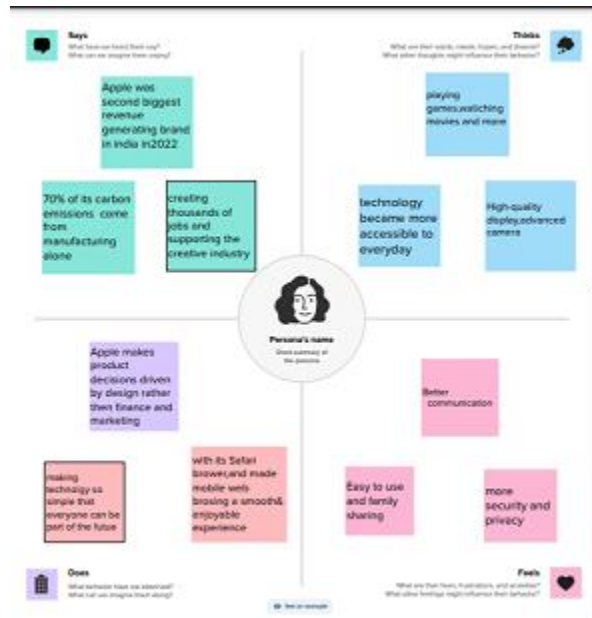
The Indian market has long been called a bit of a thorn in Apple's ambitions in Asia, thanks to a combination of lower disposable incomes, high prices of Apple products, a highly price-sensitive market and a highly competitive market landscape thanks to plenty of affordable Android smartphones.

1.2 PURPOSE:

The iPhone is an integrated cellular telephone and media player developed and marketed by **apple**. The device combines the main functions of several popular electronic gadgets in a single device, with a shared interface and integration between them. In addition to its primary function as a cellular telephone, the iPhone includes music and video player, digital camera, **PDA**, and an **Internet** communications suite. Although the iPhone runs Apple's OS-X **operating system**, the device is not expected to run all OS-X compatible **software**. Additionally, the phone lacks certain cutting-edge features expected in any new state of the art cell phone, such as **3G** connectivity and a user-replaceable battery. Rumors of the iPhone have catalyzed the founding of iPhone forums, wikis, and communities long before the device was formally announced.

2 PROBLEM DEFINITION AND DESIGN THINKING :

2.1 EMPATHYMAP :



2.2 IDEATION AND BRAINSTORMING MAP:

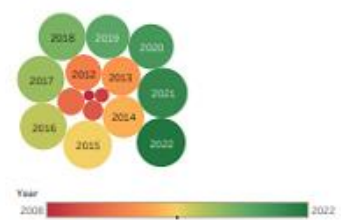


3. RESULT:

DASHBOARDS AND STORIES:



Brand	Model	Value
APPLE	65	65,900
SAMSUNG	18	18,999
REALME	17	17,999
VIVO	10	10,999
MOTOROLA	4	4,179,999
IQOO	3	3,179,999
XIAOMI	6	6,179,999
OPPO	4	4,10,499
INFINIX	5	5,13,999
ITEL	1	1,179,999



	Discount Percentage	Number of Mrp	Number of Ratio	Number of Revenue	Sale Price	Star Rating
Apple	0	77,000	11,202	794	77,000	5

Battery type	Avg. Original Price
Lithium	35K
Lithium Ion	15K
Lithium Polymer	18K

Brand
MOTOROLA

Model	Processor	Front Ca...	Rear Camera	Colour	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	Black	82,800
APPLE IPHONE 12	A Bionic Chip with ...	12MP	12MP + 12MP	Blue	Blue	59,900
				Black	Black	109,700
APPLE IPHONE 12 ..	A Bionic Chip with ...	12MP	12MP + 12MP	Black	Black	74,900
				Blue	Blue	74,900
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	Blue	149,800
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	Blue	189,800
APPLE IPHONE 14 P...	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	Blue	99,900

- Lithium
- Lithium Ion
- Lithium Polymer



4. ADVANTAGES AND DISADVANTAGES

Apple Ecosystem

iPhone is the ideal phone if you have other Apple devices such as MacBooks, Apple Watch, or iPads. Connecting one device with another is seamless and very convenient. This is really handy if you have to transfer files or photos from your phone to your laptop or vice versa. Apple IOS and macOS have developed to the level where you can start a movie in your phone and continue it later on your laptop.

Easy User Interface

iPhones have a simple interface and the similarity of the UI between the apple devices make it really easy to operate. The iPhone ensures all apps and functions are being performed the way Apple intends them to which allows for simple user experience. While android has more freedom and choices, users find it comparatively difficult to use.

Faster Processor

Let's compare Samsung Galaxy S20 Ultra with iPhone X, the best android phone available in the market right now, and almost a 3-year-old iPhone. The geek-bench score for a single core of iPhone is equal to that of Samsung.

DISADVANTAGE:

Overpriced

While the products are very beautiful and sleek, prices for apple products are way too high. Brands like One Plus are really pushing hard on making amazing affordable phones that you feel cheated for paying an Apple premium.

Less Storage

iPhones do not come with SD card slots so the idea of upgrading your storage after buying your phone is not an option. So, you most likely have to buy an expensive higher internal storage version.

5 .APPLICATIONS:

Keep your credit cards, transit passes, vaccination cards, and more in the Wallet app on your iphones. When you add a credit or debit card to Wallet, you can use it to make secure payments in stores and online, and send and receive money from friends and family. While iPhone is charging, you can put it in Standby to view useful and timely information at a glance. Whether you're walking, driving, or biking, you can use the Maps app to get directions to places you visit frequently, like your home or your favorite café, without entering the address every time.

6. CONCLUSION:

iPhones are great smart phones and can certainly be a great choice for you. But you should also keep the alternatives in mind. There are many smartphones that are relatively cheaper that will get the job done. However, if you own a MacBook or any other Apple product, you're best off getting the iPhone.

7. FUTURE SCOPE:

Apple's differentiation will be in the details, though. Just because you can use Apple's software across different apps or devices doesn't mean it will be optimized on those devices the same way it is on an iPad or an iPhone. FaceTime on the web won't have Apple's newest SharePlay feature, for example. Also, FaceTime callers on Android phones won't be able to apply effects to their video. And even Siri's appearance on that Ecobee thermostat comes with a major catch: You'll have to buy a \$99 HomePod mini, Apple's answer to Amazon Echo, in order for Siri to work with non-Apple hardware.

FaceTime is coming to the web, which means Android phone users and people with Windows PCs will be able to hop onto the same FaceTime calls they've been shut out of for years. Siri, Apple's typically exclusive voice assistant, will be able to appear to speak from inside third-party hardware approved by Apple. Nevermind that Siri is still sort of ineffectual; at least it will now work with an Ecobee smart thermostat.