

Topic- Apple Domination in Innovation market

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Motivation

The brand APPLE itself doesn't need any recognition and consideration from world in electronic consumer market, being the most valuable company of world for last 5 years is itself a big achievement for Apple Inc. Corporation. The competitor of Apple benchmark Apple standard of operating procedure to set certain guidelines for its products making, but none has been able to match & create a charisma like Apple products iPhone, iMac. The products like iPhone have a separate fan base in market, like its presence in hand of a person defines the standard of a person because the product is itself different than any other phones available in market. The presented infographics shows the domination of market by Apple products with years by statistical graphs. The infographics under the topic of Apple domination in innovation market and reaps the craze of Apple in every electronic sector, business revenue model.

I. Introduction

Phones and laptops are important things in today's world, because at a pace which innovation is moving and there is a requirement and a craze to do work in minimum time and by a reliable process. Apple products stand to these, with the vision of providing a product which is different and innovative. Started the company as computer making with a better version of operating system later Apple made phones, Mac Book, music players & iPad which revolutionized the whole market of electronic industries. The infographics is designed to show clearly the each product's presence in global market in terms of revenue. The first section takes shows the past of company at times when company started for which purpose and how it has progressed in recent years in terms of gaining market place, how it's fared in employee terms and what sectors it has targeted. The next section shows the sales of different Apple products year wise by visualisation tool and showing them by different graphs to make clear understanding of performance of products. Comparison of top company's revenue year wise by specific products is done with apple products. Vendor wise market share is also compared in shown in these section. The last section sums up all effort till now and current condition of Apple Inc. in market how it has outperformed its rival companies in their own fields. The justification is presented regarding the usage of visualisation tools and why only specific condition is used as parameter to make the charts.

II. Stats and Facts

Apple Inc. was founded by Steve Jobs, Steve Wozniak and Ronald Wayne in 1976 in a garage of Jobs home with the purpose to sold motherboards, CPU & RAM later its changed its strategy to sell computers. Apple computers started gaining popularity but it lost to its major companies in 1997 when Microsoft started selling less cost computers than Apple. Apple started with computers later on went in making portable music player, smartphones, tablets, portable computers and smart watch.

The Apple computers started seeing increase in sales after its launch because of its high processor ram and graphical screens and out of whole PC market it has acquired 10 % of market despite its high price. Alone in US 50% users are Apple computer user. The retail stores of Apple were opened in various countries when globalization happened. The retail stores later acted as vendor for other products of Apple too. Now the scenario is such that all over 207 million of computer are sold worldwide which is shown by line graph. Total 504 retail stores of apple are open worldwide till 2018 with headquarter situated in California. Company started with 3 founders now have 132,000 employees full time working for it worldwide.

In year 2001 company launched iPod which is portable music player with the functionality of storing large music libraries. It completely revolutionized the music world with his music power and compact design. Portable laptop was introduced in year 2006 as MacBook was itself in its lighter version of other laptops. It contributes to Apple PC market largely. The change which apple was looking for finally came in year 2007 when Apple jumped into phone industry and conquered whole mobile industry. iPhone was introduced that year with multimedia feature and better graphical interface brought unbelievable revolution in mobile world. All of 2.1 billion user of smartphone 70 million uses iPhone which brings us to the fact that 1 in 3 user of global smartphone is Apple user. Around 440 million different apps are downloaded worldwide by single Apple user which is more than the double of Android user. This comparison is shown by histogram chart from years 2012-2017. iPad was launched in 2010 with features of both smartphone and computers. Smart watch was introduced by apple in year 2015 and within 3 years it holds largest market size which is shown by pie chart. Alone Apple contributes 65% of smart watch industry which is 5 times more than its biggest rival Samsung smart watch share in market. Others contribute to 22% which is below par in terms comparison to Apples. Market share of headphone industry is shown by Doughnut graph which clearly show a great presence of Apple with acquiring 13% of market share in spite of having tough competition. Accounting these total sales achieved by Apples is 1.75 trillion till 2018. But these all happened only due to one reason because of expenditure spent on R&D by Apple to innovate its products which is shown by histogram chart from year 2004-18. It has highest annual spending of 14 billion in year 2018 alone. Summing all these year expenditure annually Apple spends 5.6% of its revenue on R&D. If we include all efforts of Apple in one chart its asset chart shown by vertical histogram showing assets of Apple worldwide in billion \$ from 2004-18 which has decrease to 266 billion in 2018 but still doesn't have any effect on Apple retaining position of most valuable company in 2018. In year 2018 Apple reached market capitalisation of 1 trillion US\$ which makes it first company to reach these landmark. For last two decade market of electronic communication goods and software's was captured by Apple. After demise of Steve Jobs in 2011 it's now important to see how Apple is going to progress under Tim Cook as he is newly appointed CEO of Apple.

III. Justification

The aim of creating these infographics is for making visualisation easy which can be appealing and factual to user. The background was set in dark black colour so that every light colour and dark colour of charts and words can be incorporated and viewed with understanding. The title was shown in dark red colour which represent it as a hot topic. Subsection under which topic was classified was shown by yellow colour to show a bright side of topic. Line chart is used to present dynamic data with respect to time. The horizontal histogram chart is used to show comparison between two products by using two different colour the Apple related is shown by blue colour as standard colour which defines its progress as 3D view. The pie chart is used because there was classification of only 3 products for only 3 year and by summing all values under one feature were required and blue colour is standard colour maintained here also for Apples because it is showing progress. Doughnut chart is used to show comparison for headphones for only one year and division is shown to make visualisation in form of percentage. The visualisation chart of R&D clearly show as only growth and no changes with year is there therefore simple vertical histogram chart is shown with only blue colour because only one variable called R&D is present which is to be shown in time series form. The caption which completely defines the chart is used in green colour to maintain uniformity in understanding the topic of graph. Monetary details are again shown in blue colour because its revenue related information reflecting the progress of company. History of company is highlighted in white words which can be clearly be observed in black background colour. The report is drafted consisting motivation, introduction, stats and facts and justification. The main concern while designing the infographics no over fitting should occur and charts should have some spacing around them so all graphs can be clearly differentiated. To maintain uniformity in graph all graph size are maintained to somewhat similar size. The dataset used for creation of charts are taken from [statista.com](https://www.statista.com) which contain features in years, revenues in billion \$. The charts are plotted using excel charts and canva is used to present facts in graphics form. The graphics are designed so that it sum all values and present some interesting facts. References are given at end of section to show the credibility of topics. The infographics is built from scratch by using Canva tools from www.canva.com.

Online References

1. <https://www.statista.com/statistics/216459/global-market-share-of-apple-iphone/>
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