# IRevolution: A Data-driven Exploration of Apple's iphone Impact in India Project Report Template

#### 1. Introduction

#### 1.1 Overview

Over past decades, the usages of individual mobile phones are keep increased, which have enhanced communication, connected people, and transformed many different industrie. Apple has gained prominence among the leading smartphone manufacturers as a result of its flagship product, the iPhone, dominating marketplaces all over the world. Apple's iphone is a touchscreen smartphone that integrates a computer, iPod, digital camera, and cell phone into one unit. The iphone is an Apple smartphone with a touch-screen interface that combines a computer, an ipod digital camera, and a cell phone into one unit. A fascinating market to research the effects of Apple's iPhone is India, one of the countries with the highest economic development rates and one of the countries with the highest growth rates in smartphone usage. India is the largest market that the iPhone hasn't fully cracked, meaning it is critical for sales growth. The enormous population and growing use of smartphones in India provide Apple a unique opportunity to grow its market share and establish a significant presence there. The announcement of a new iPhone model often causes excitement and expectation among Indian customers. This study tries to go beyond speculation and anecdotal evidence in order to gain a comprehensive understanding of the consequences of the iphone.

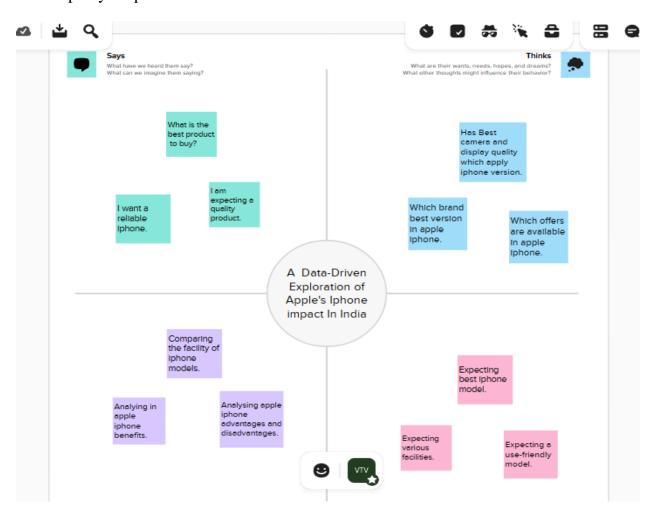
# 1.2 Purpose

The lives of individuals and daily routines are evolving as a result of the development of the iPhone. A few trends that wouldn't have been conceivable without iPhone were subsequently started by it. The way we communicate, engage

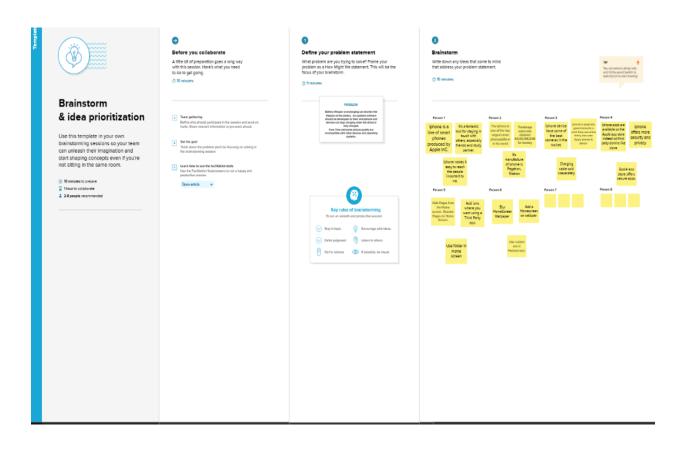
in video games, view motion pictures, listening to soundtracks, and even more has all been changed by Apple. It's possible to preserve everything in one place has been the most significant innovation since the creation of the iPhone. You can now use one device to manage all of your calls, texts, emails, pictures, movies, music, calculators, maps, GPS, games, and more. To get more functionality and security, the majority of consumers today use cloud-based apps and storage facilities.

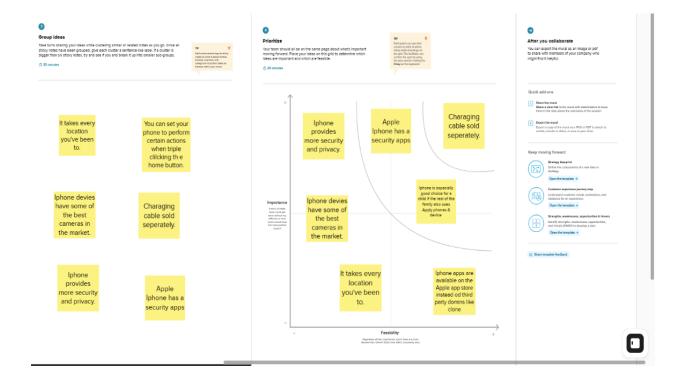
# 2. Problem Definition & Design Thinking

# 2.1. Empathy Map



The empathy map shows that the data regarding to exploration of Apple's Iphone in India including the Says, Does, Do, Think of the user point of view in Irevolution.





According from the above empathy map, The problem statement, individual ideas, group ideas, and visualization of the ideas using a graph are all displayed on the ideation and brainstorming map.

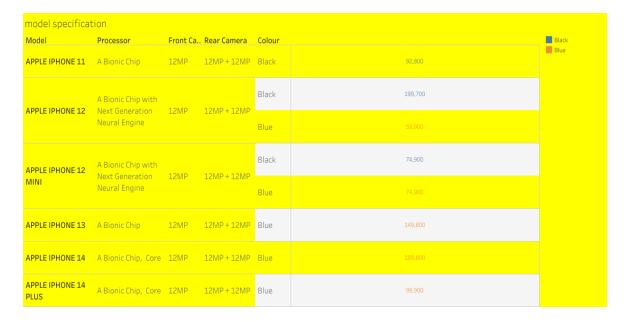
We can clearly see the challenges and troubles the iPhone is facing by employing visualization.

The definition of the issue will aid in providing a solution.

#### Result

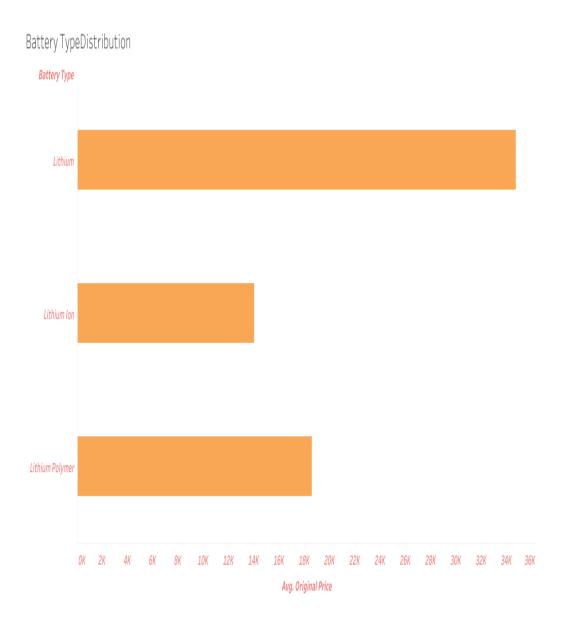
# KPI Discount Sale Star sales Brand Percent. Mrp Price Rating differe.. Apple 0 77,000 77,000 5 10,408

The iPhone's KPI is displayed in the table above. The table shows information on the brand name of the iPhone, the highest suggested retail pricing, and the sales price of \$77,000. Additionally, the product's star rating is 5 and its sales variances total 10,408.



The table lists the details of the iPhone model in India, including the model name, CPU name, color, and camera quality of the iPhones sold in Indian markets.

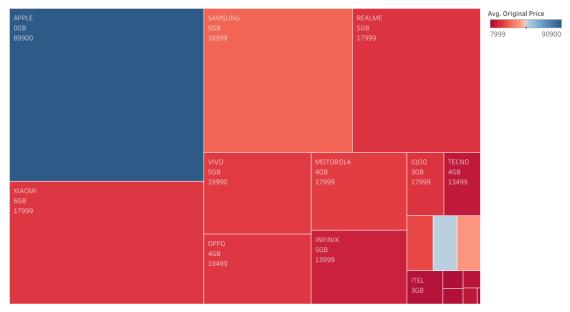
In this table represents the types of the iphone and it described the Front camera, Rear camera and Colour.



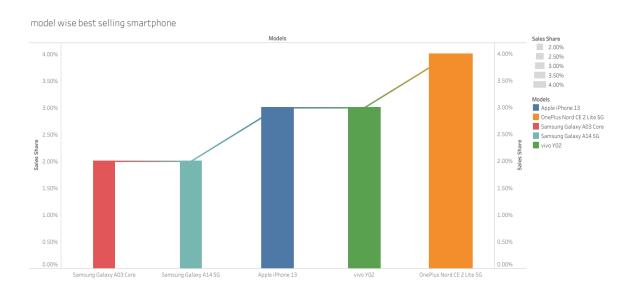
The distribution of battery types in India is seen in the bar graph.

In the graph, Battery Type Distribution, Lithium is present in the highest value, Lithium Ion is present in the lowest value, and Lithium Polymer is present in the average value.

#### Brand price comparision

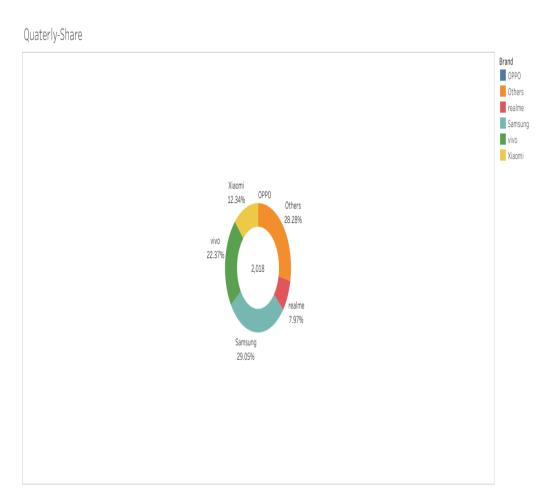


In this chart we will compare the brand wise mobile phone with price. Indian customers must be sufficiently informed and enthused about every new product category's value proposition based on these customer point of view, the above table describe about the comparison of mobile phones and their brand price in India.



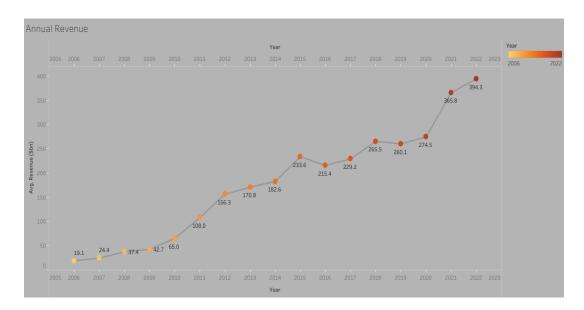
The bar graph shows The Model wise best selling smart phone.

This graph of the top-selling smartphone models by model reveals that the OnePlus Nord CE 2 Lite5G has the highest value, the Apple iPhone 13 and the Vivo Y02 have the average value, and the Samsung Galaxy A03 Core and Samsung Galaxy A14 5G have the lowest value.



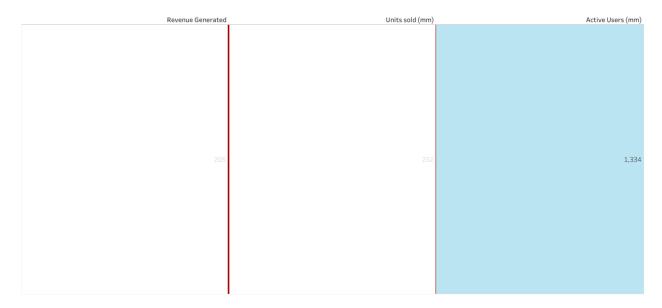
The Pie chart shows The Quaterly-Share in India.

Samsung makes up 29.05% of the greatest value in this pie chart, while Realme makes up 7.97% of the smallest amount.



The annual revenue in India is depicted in the diagram. The total amounts of yearly income in India have been published for the years 2006 through 2022. It appears that the revenue values are continuing to rise each year.

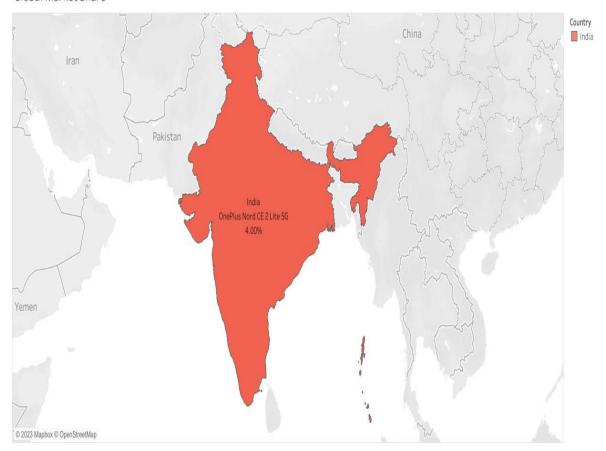
KPI\_2



The above diagram shows the KPI2.

The picture represents Revenue Generated, Units sold (mm) and Active Users (mm).

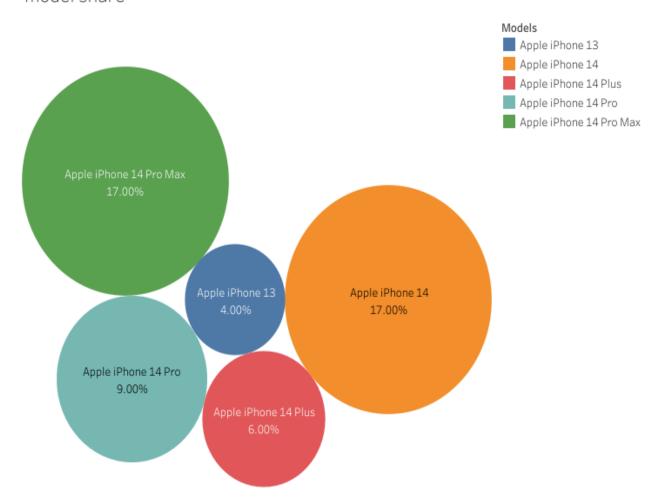
# Global Market Share



The Map represent The Global Market Share.

The map Global Market Share shows that India Oneplus Nord CE Lite  $5G\ 4.00\%$ .

# model share



The above pie chart displays the model share of recently released iPhones, including the iPhone 14 Pro Max, iPhone 14 Pro, iPhone 14, iPhone 14 Plus, and iPhone 13: and the results are given below

Apple iPhone 14 ProMax 17% is included in the maximum values, whereas the minimum values are iPhone 13 from Apple has 4%,

After creating the sheet, I made the dashboard. I made three dashboards in accordance with my sheet.

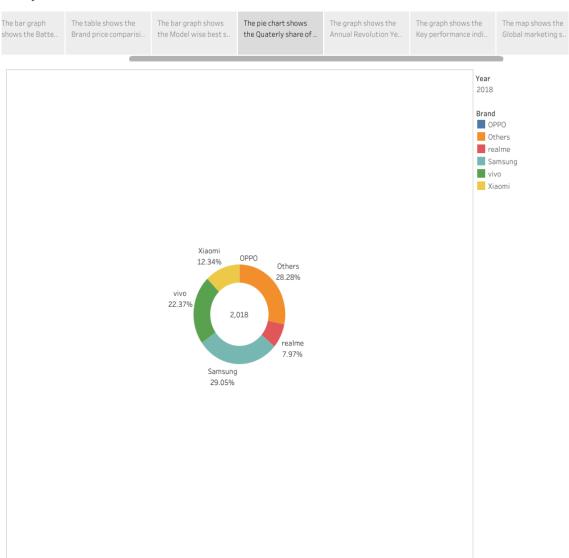
#### I Revolution





The dashboard the visualizations are KPI, Model Specification, Model-Wise share, Battery-Type distribution, Brand-Price Comparison, Model-Wise share of iphone, Country-Wise Best-Selling Smartphone, Annual Revenue Year-Wise, KPI-2, Global Market Share





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# **Advantages:**

# 1. User-Friendly interface:

The user interface of the iPhone is simple and straightforward. Navigating the touch screen interface is simple. The touch screen interface is simple to operate, and the intuitive operating system of the iPhone is straight forward to pick up and utilize.

# 2. High-Quality Display:

The iPhone has one of the greatest Retina screens on the market. Pictures and movies seem sharp and clear when the density is over 300ppi. The excellent display is ideal for streaming movies, TV shows, and games that are graphically demanding.

#### 3. Advanced Camera:

The cameras on iPhone handsets are among the finest in the market. They have a reputation for creating breathtaking photos and films of the highest caliber. Additionally, they have image stabilization technologies that serve to lessen blur and improve low-light photography.

# 4. Apps Ecosystem:

The accessibility and usability of the App store are unmatched. Users have access to a wide range of tools, games, and services that are tailored to their requirements thanks to the millions of applications available.

## 5. Seamless Integration with other Apple devices:

The iPhone and other Apple Watch devices work together without any issues. It enables users to view and move data between various devices.

# **Disadvantages:**

#### 1. Cost:

One of the priciest smartphones available is the iPhone. For many people, high-end versions might cost more than Rs. 1000, making them a luxury purchase.

# 2. Non-Renewable Battery:

Non-Renewable Battery: The iPhone's batteries are not replaceable since they are non-removable. For those who must frequently replace their phones and rely heavily on them, this may be a drawback.

#### 3. Limited Customization:

The limited customization choices on the iPhone are one of its drawbacks. Users cannot alter the interface of their phone as they can with Android devices, which may be a drawback for some.

# 4. No Expanable storage:

The absence of expanded storage choices on the iPhone is another drawback. Users must spend more money on more expensive iPhones with more storage.

# 5. Frailty:

It is well known that the iPhone is brittle and prone to shattering when dropped. Many consumers have reported dropping their devices inadvertently and their displays breaking or cracking.

#### **Conclusion:**

In order to bring important factors, such as sales growth, consumer choices, financial implications, and social trends into focus, this research undertakes a data-driven examination of the impact of the iPhone in India. This inquiry will offer priceless insight into the transformative impact of the iPhone on India's technological environment and the lives of its users by applying cutting-edge tools for data analytics to investigate vast volumes of information.

Apple and the iphone is a great example of a corporation making what the consumer wants in a global market. The use of specific principal methods of phone operation technique has not seen any substantial development prior to the creation of the iPhone. However, the rate of new phones adopting touch screens shot up so dramatically following the release of the iPhone and its succeeding iterations that it is now the standard. This huge shift in how we use mobile phones was brought about by Apple's iPhone, not Samsung, Nokia, Sony, or any other brand of new phone.

In this project we have drawn 10 graphs are,

#### 1. KPI

The KPI table represents the iphone brand, its Mrp & Sales Price 77,000, its star rating is 5 and its sales differences 10,408

# 2. Model Specification

The specific models of iphones table represents the types of the iphone and it described the Front camera, Rear camera and Colour.

#### 3. Model-Wise share

The maximum values contains Apple iphone 14 ProMax 17%, the minimum values contains Apple iphone 13 contains 4%,

# 4. Battery-Type Distribution

The graph for battery type distribution were shown the maximum value contains Lithium, minimum value contains Lithium Ion and average value contains Lithium Polymer

# 5. Brand – Price Comparison

The mobile brands and price comparison have been made to understand the current situation of mobile purchase in Indian market.

# 6. Model-Wise Share of iphone

The graph model wise best selling smartphone have been shown the maximum values contains OnePlus Nord CE 2 Lite5G, average values contains Apple iphone 13 & vivo y02 and minimum value contains Samsung Galaxy A03 Core & Samsung Galaxy A14 5G.

# 4. Country-Wise Best selling Smartphone

The pie chart for country wise iphone celling were listed and it shows the maximum value contains Samsung 29.05% and the minimum values contains the realme 7.97%.

# 5. Annual Revenue Year-Wise

The graph for the Annual Revenue has been presented, according to the year 2006 to 2022.

#### 6. KPI-2

The picture represention for Revenue Generated, Units sold (mm) and Active Users (mm) were drawn.

#### 10. Global Market Share

The map for the Global Market Share shown the India Oneplus Nord CE Lite 5G is about 4.00%.