PERIYAR UNIVERSITY

101-ARIGNAR ANNA GOVERNMENT ARTS COLLEGE, ATTUR

DEPARTMENT OF MATHEMATICS

III-BSc Mathematics (2023-2024)

INCHARGE: Mr. K. CHINNAIYA, M.Sc., M.Ed., M.Phil.,

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

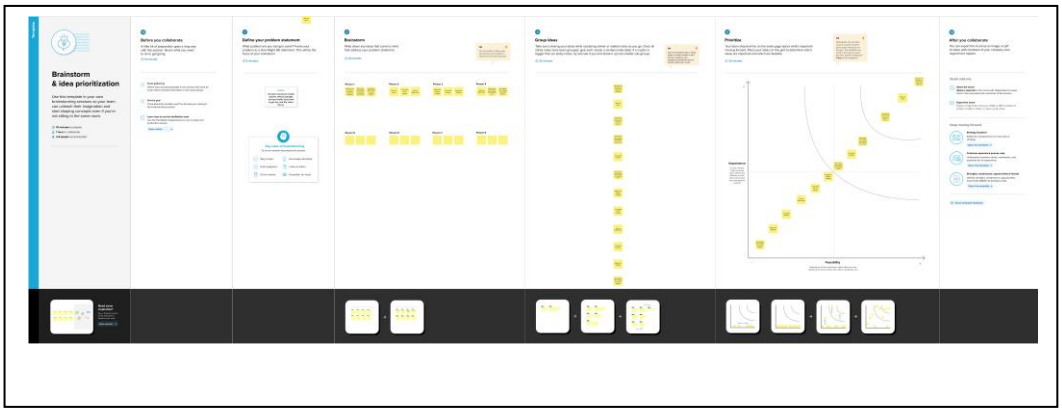
1) **Introduction:**

- 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.

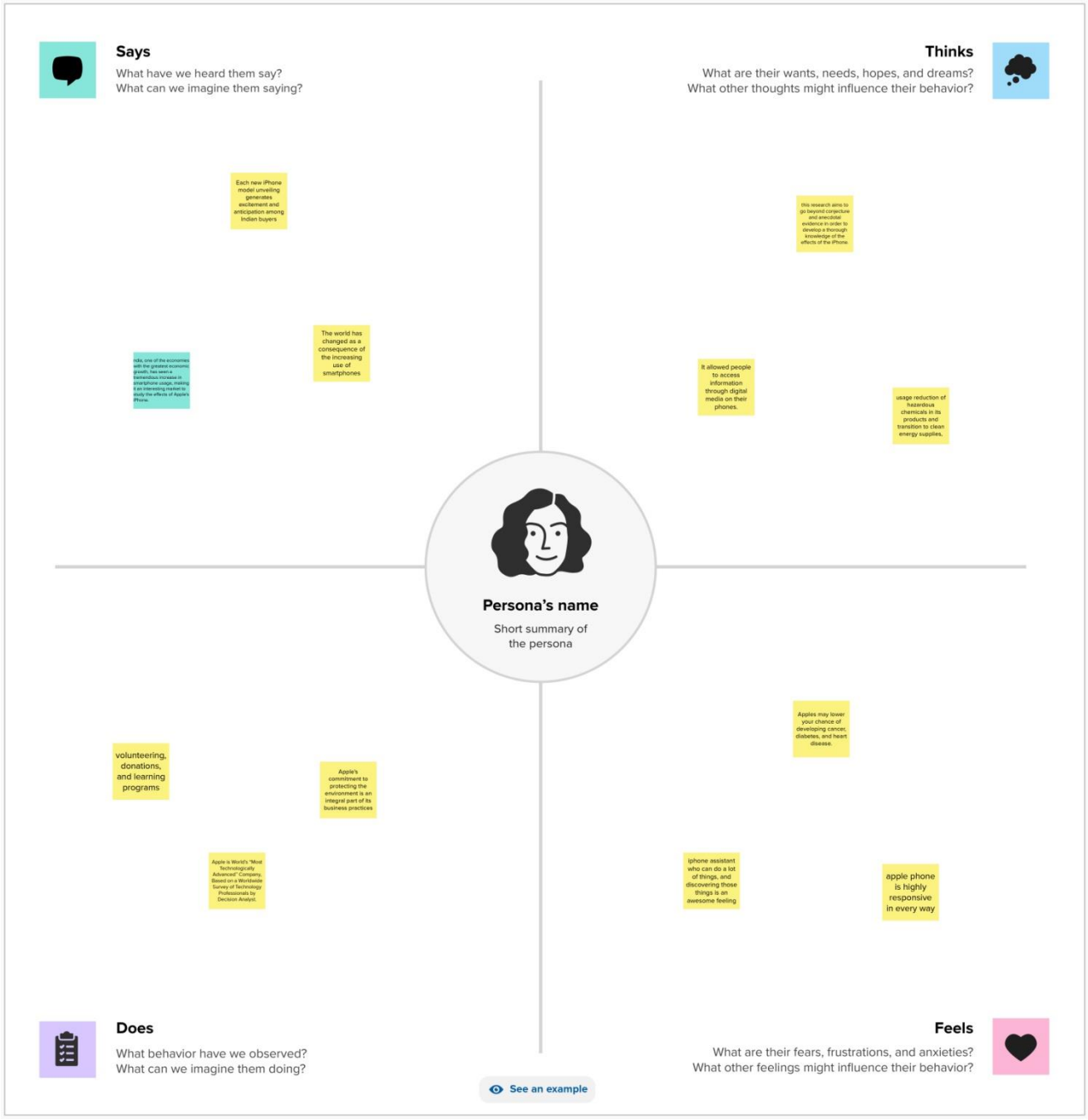
- Has emerged as a prominent player among the top smartphone makers.
- Each new iPhone model unveiling generates excitement and anticipation
    - Each new iPhone model unveiling generates excitement and anticipation among Indian buyers
- among Indian buyers. By utilizing the plethora of information.
- The architecture comprises several components to ensure efficient data processing and visualization
    - These data sources are collected and stored in a structured format for further analysis.
    - Tableau is used as the primary data visualization tool

2) Problem Definition and Design Thinking:

2.1) Brainstorming:



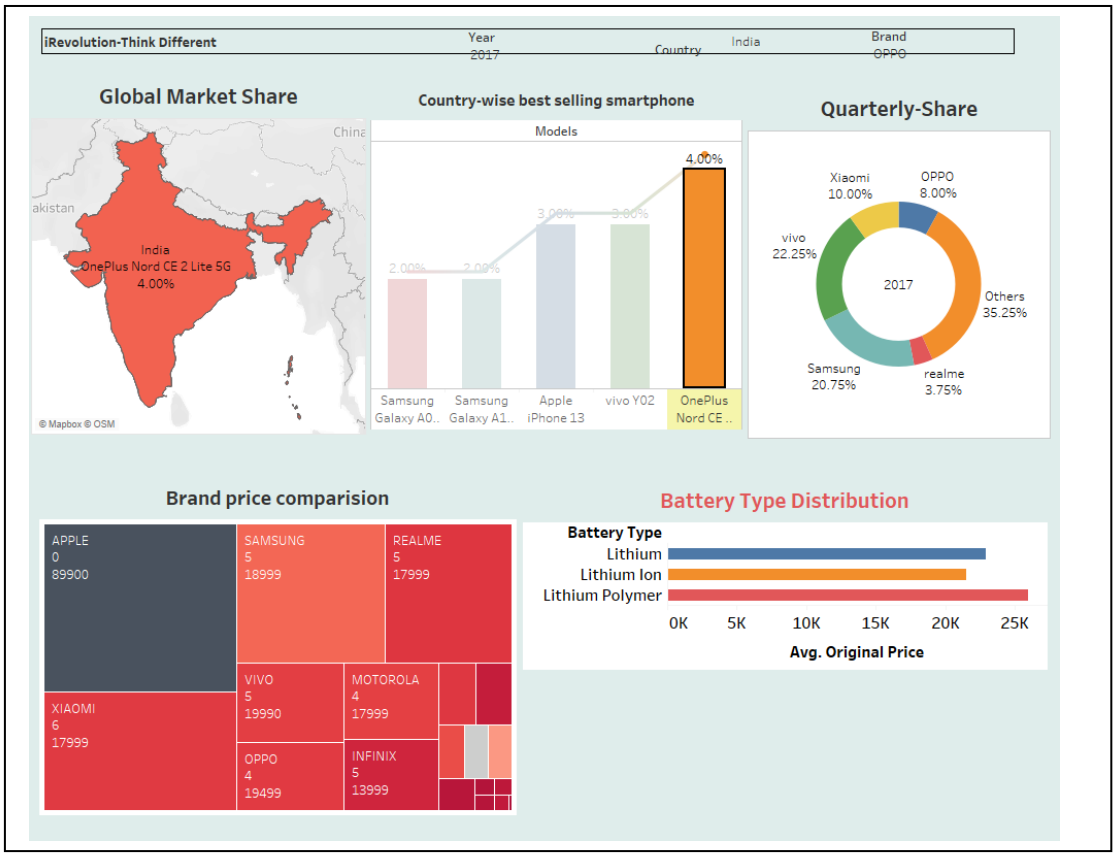
2.2 Empathy Map:



3)Result:

3.1)Dashboard:

3.1.1)Dashboard 1:



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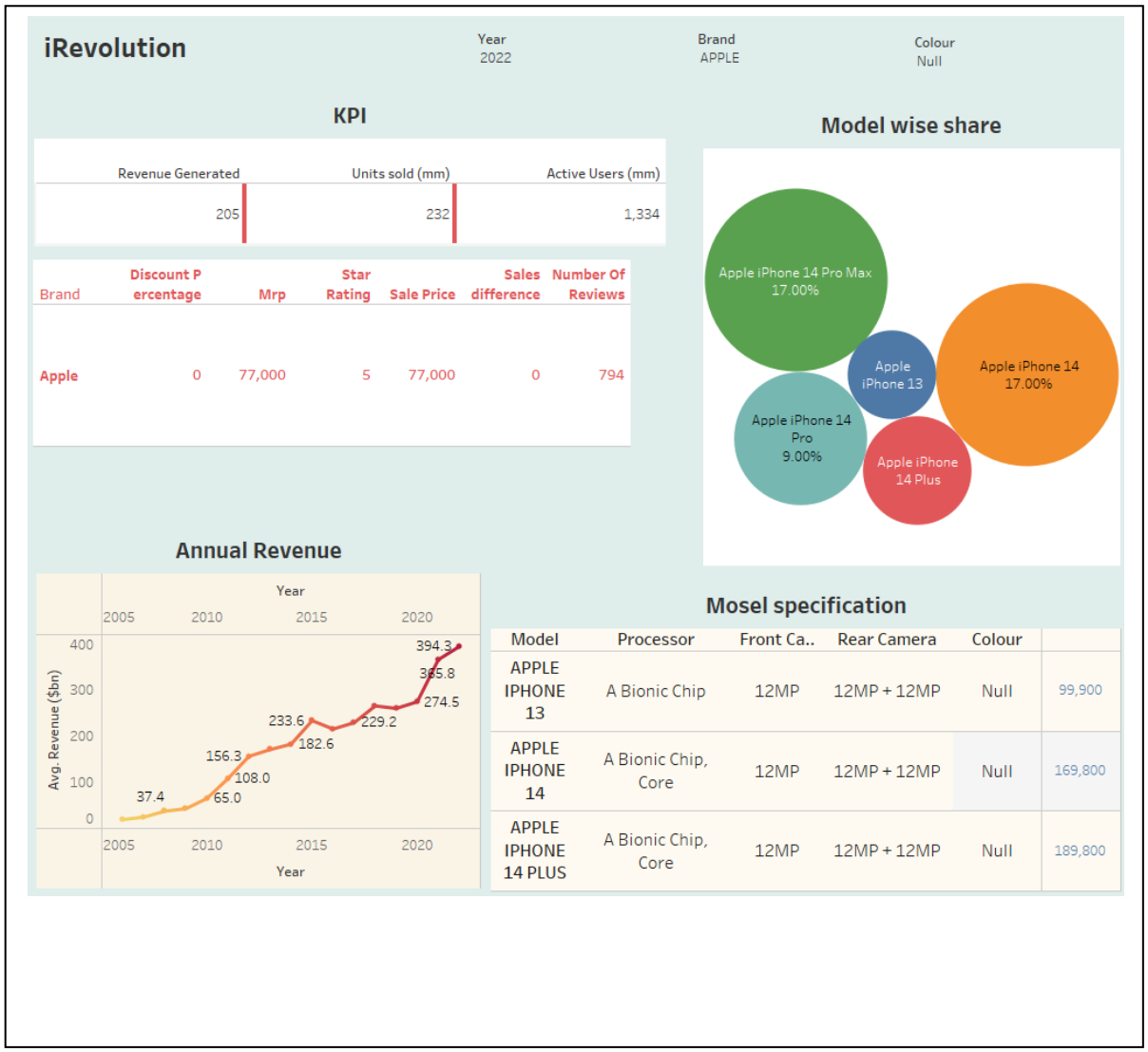
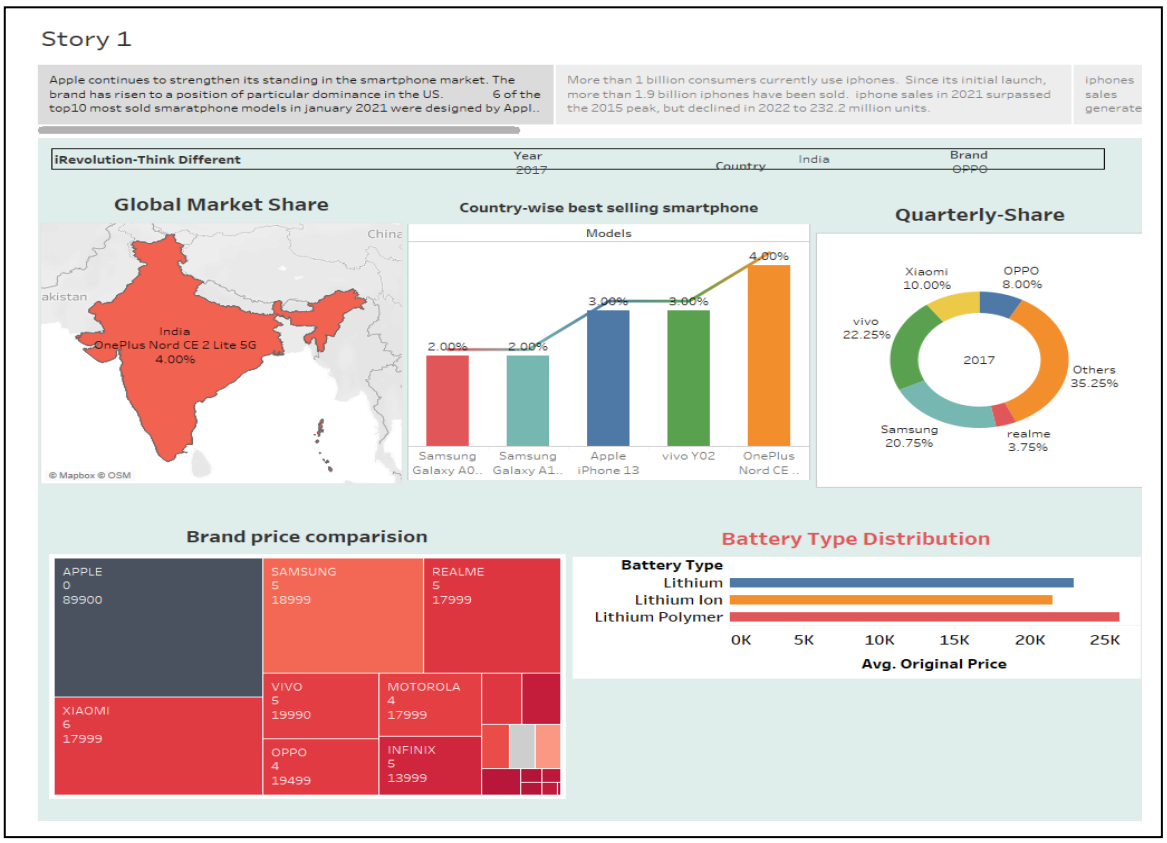


3.2)Story:

3.2.1)Story:



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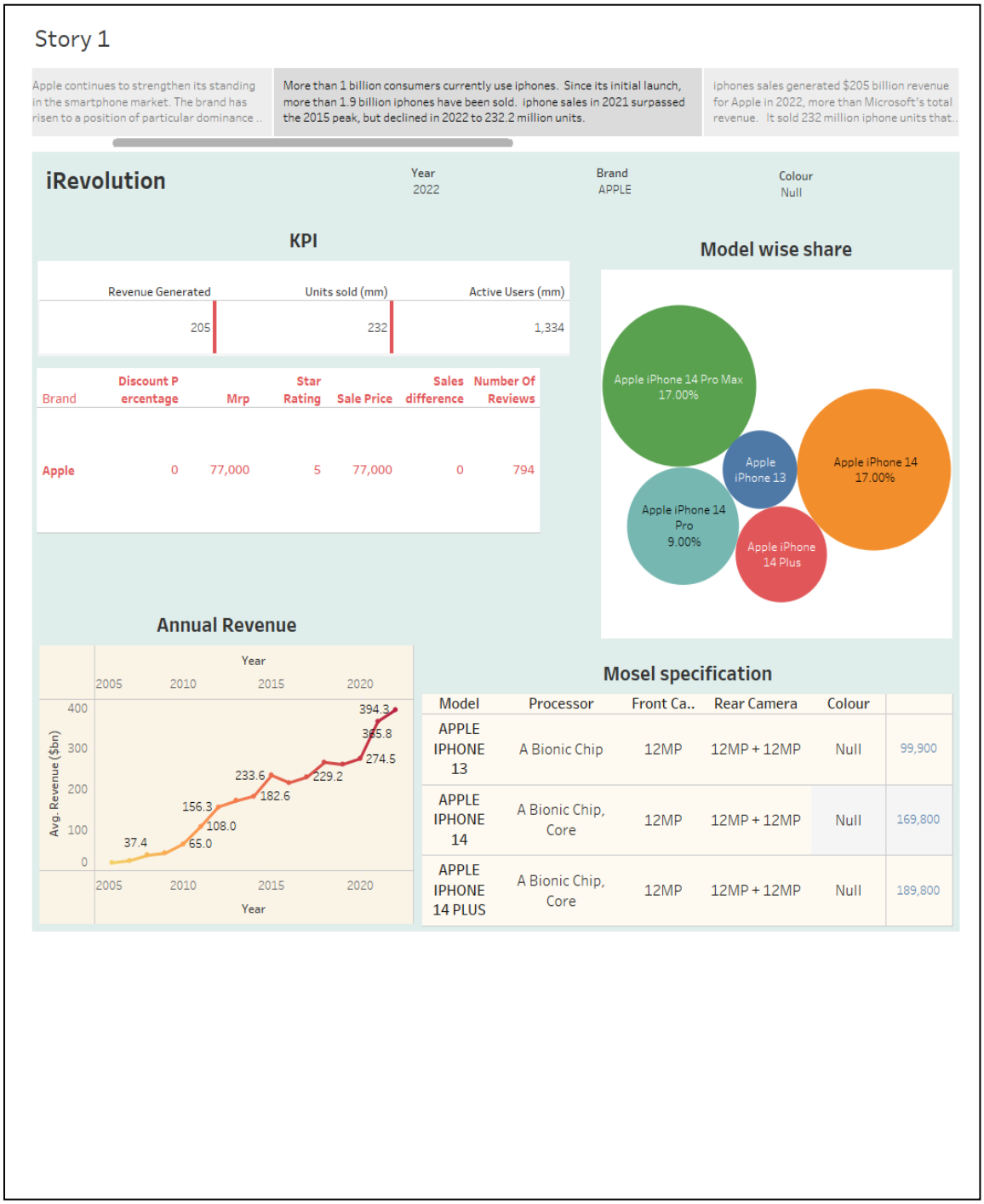
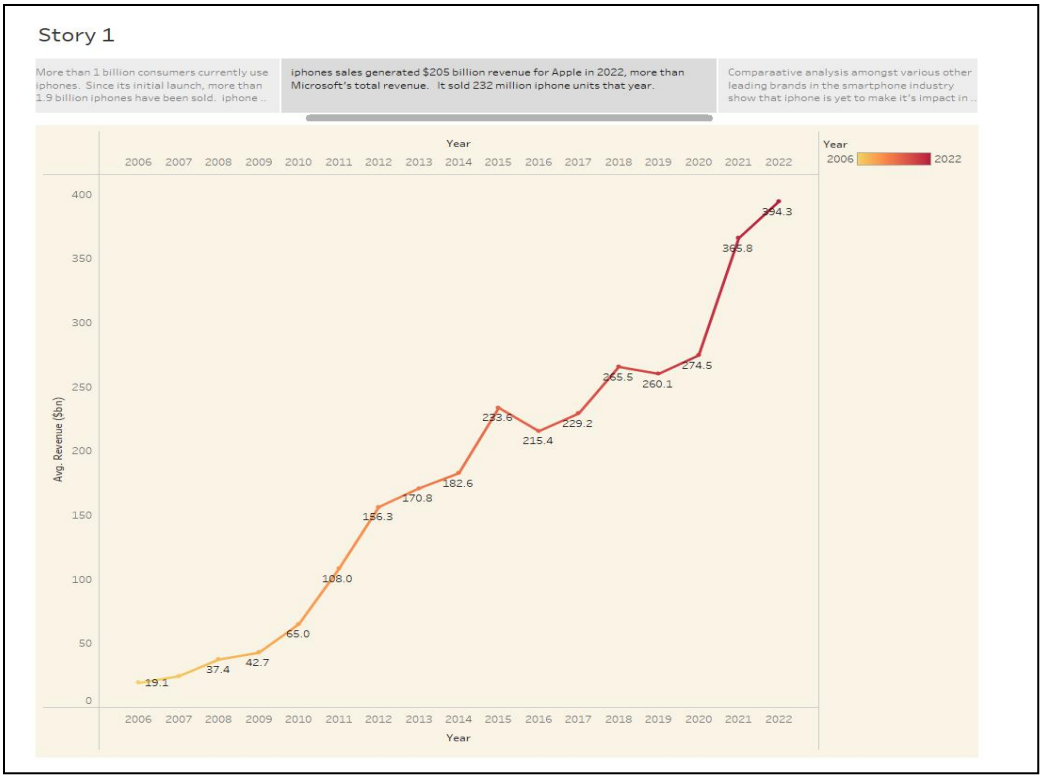
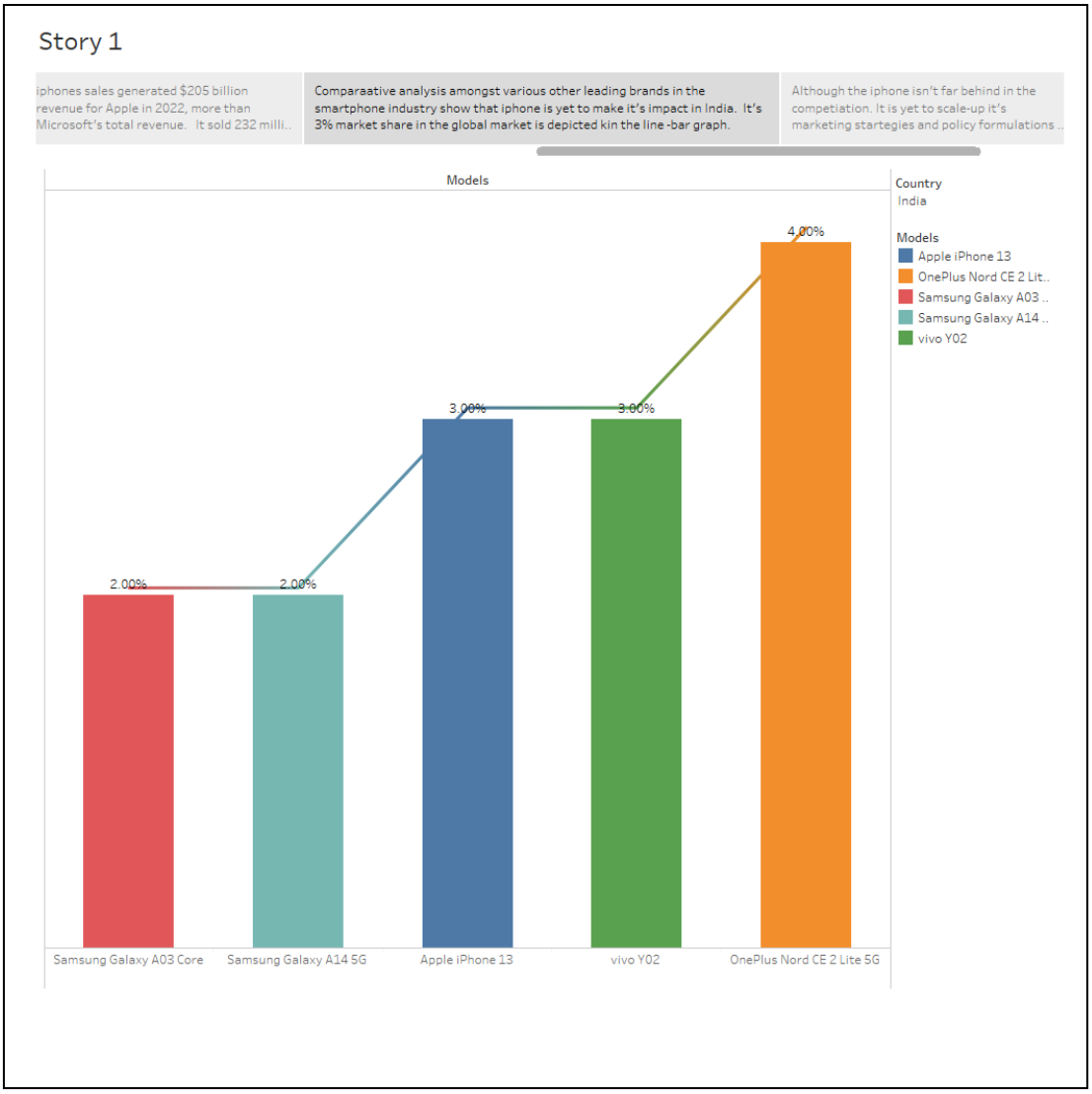

Story 1
Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance ..
More than 1 billion consumers currently use iphones. Since its initial launch, more than 1.9 billion iphones have been sold. iphone sales in 2021 surpassed the 2015 peak, but declined in 2022 to 232.2 million units.
iphones sales generated $205 billion revenue for Apple in 2022, more than Microsoft's total revenue. It sold 232 million iphone units that..
iRevolution
Year
2022
Brand
APPLE
Colour
Null
KPI
Revenue Generated
Units sold (mm)
Active Users (mm)
205
232
1,334
Brand
Discount Percentage
Mrp
Star Rating
Sale Price
Sales difference
Number Of Reviews
Apple
0
77,000
5
77,000
0
794
Model wise share
Apple iPhone 14 Pro Max 17.00%
Apple iPhone 13
Apple iPhone 14 17.00%
Apple iPhone 14 Pro 9.00%
Apple iPhone 14 Plus
Annual Revenue
Year
2005
2010
2015
2020
Avg. Revenue ($bn)
400
300
200
100
0
37.4
65.0
108.0
156.3
182.6
233.6
229.2
274.5
365.8
394.3
Mosel specification
Model
Processor
Front Ca..
Rear Camera
Colour
APPLE IPHONE 13
A Bionic Chip
12MP
12MP + 12MP
Null
99,900
APPLE IPHONE 14
A Bionic Chip, Core
12MP
12MP + 12MP
Null
169,800
APPLE IPHONE 14 PLUS
A Bionic Chip, Core
12MP
12MP + 12MP
Null
189,800

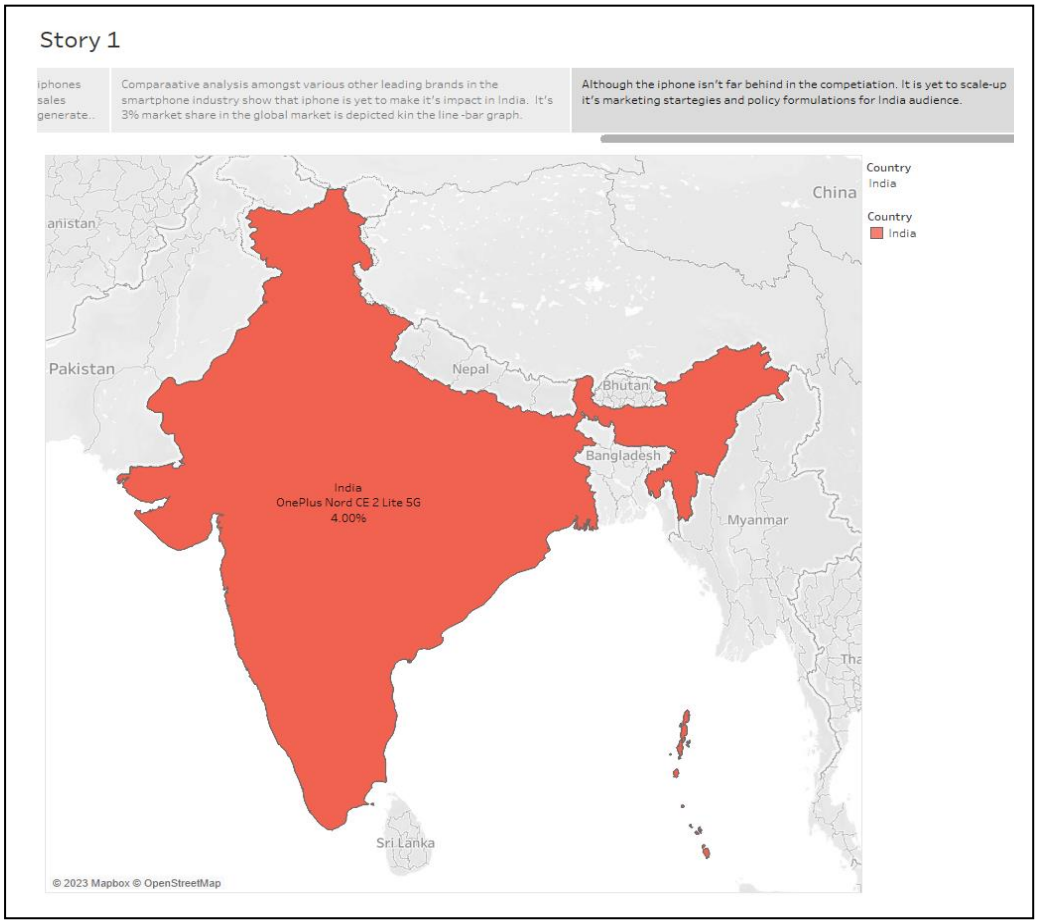
3.2.3)Story


Story 1
More than 1 billion consumers currently use iphones. Since its initial launch, more than 1.9 billion iphones have been sold. Iphone ..
Iphones sales generated $205 billion revenue for Apple in 2022, more than Microsoft's total revenue. It sold 232 million iphone units that year.
Comparaative analysis amongst various other leading brands in the smartphone industry show that iphone is yet to make it's impact in ..
Year
2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022
Year
2006
2022
Avg. Revenue ($bn)
0 50 100 150 200 250 300 350 400
19.1
37.4
42.7
65.0
108.0
156.3
170.8
182.6
233.6
215.4
229.2
265.5
260.1
274.5
365.8
394.3
Year

3.2.4)Story:


Story 1
iphones sales generated $205 billion revenue for Apple in 2022, more than Microsoft's total revenue. It sold 232 milli..
Comparaative analysis amongst various other leading brands in the smartphone industry show that iphone is yet to make it's impact in India. It's 3% market share in the global market is depicted kin the line -bar graph.
Although the iphone isn't far behind in the competiation. It is yet to scale-up it's marketing startegies and policy formulations ..
Models
Country
India
Models
Apple iPhone 13
OnePlus Nord CE 2 Lit..
Samsung Galaxy A03 ..
Samsung Galaxy A14 ..
vivo Y02
2.00%
2.00%
3.00%
3.00%
4.00%
Samsung Galaxy A03 Core
Samsung Galaxy A14 5G
Apple iPhone 13
vivo Y02
OnePlus Nord CE 2 Lite 5G

3.2.5)Story:


Story 1
iphones sales generate..
Comparaative analysis amongst various other leading brands in the smartphone industry show that iphone is yet to make it's impact in India. It's 3% market share in the global market is depicted kin the line-bar graph.
Although the iphone isn't far behind in the competiation. It is yet to scale-up it's marketing startegies and policy formulations for India audience.
China
anistan
Pakistan
Nepal
Bhutan
Bangladesh
Myanmar
India
OnePlus Nord CE 2 Lite 5G
4.00%
Sri Lanka
© 2023 Mapbox © OpenStreetMap
Country
India
Country
India

4)Advantages and disadvantages

4.1)Advantages of Apple Iphone:

Design and Build Quality: Apple iPhones are known for their sleek and sturdy design, making them a status symbol and a premium product. The devices are crafted with high-quality materials, such as aluminum and glass, and undergo rigorous testing to ensure durability and reliability.

 Ease of Use: iPhones are designed to be user-friendly, with an intuitive interface and simple navigation. The devices come with a range of features, such as Siri, Face ID, and Touch ID, that make it easy to perform tasks and access your favorite apps.

 Camera Quality: Apple iPhones are known for their exceptional camera quality, with advanced features such as portrait mode, night mode, and 4K video recording. The cameras are designed to capture stunning photos and videos, even in low-light conditions.

 Security: iPhones are considered to be highly secure, with advanced encryption and privacy features that protect your personal data. The devices also come with built-in malware protection and regular software updates to keep your device safe from threats.

 Display Quality: Apple iPhones feature high-quality displays with vibrant colors and crisp resolution. The devices offer a range of screen sizes, from the compact iPhone SE to the larger iPhone XS Max, so you can choose the one that best fits your needs.

 Battery Life: iPhones are known for their long battery life, with some models lasting up to a day and a half on a single charge. The devices also come with advanced power-saving features, such as Low Power Mode, to help extend your battery life.

 App Store: The App Store offers a wide range of apps, from games and social media to productivity and fitness tools. You can easily discover and download new apps to enhance your iPhone experience.

 Audio Quality: Apple iPhones offer high-quality audio, with advanced features such as spatial audio and noise-canceling technology. The devices also come with Apple's AirPods, which offer wireless listening and advanced noise-canceling capabilities.

 AR Capabilities: Apple iPhones are equipped with advanced augmented reality (AR) capabilities, allowing you to experience immersive AR content and interactive filters. The devices also come with ARKit, a software framework that enables developers to create innovative AR experiences.

 Integration with Other Apple Devices: iPhones integrate seamlessly with other Apple devices, such as Macs, iPads, and Apple Watches. This allows you to easily share files, photos, and other data between devices, and enjoy a consistent user experience across all of your Apple products.

4.2)Disadvantages of Apple iphone:

Cost: Apple iPhones are generally more expensive than other smartphones on the market. The latest models can cost upwards of $1,000, which can be a significant investment for many people.

2. **Limited customization:** Apple iPhones are known for their sleek and streamlined design, but this can also mean that users have limited options for customizing their devices. For example, users cannot change the battery or add a microSD card slot.

3. **No headphone jack:** Apple iPhones no longer have a headphone jack, which can be a drawback for users who prefer to use wired headphones. This can also make it difficult to use certain audio accessories, such as headphones with a microphone.

4. **No expandable storage:** Apple iPhones do not have expandable storage, which can be a limitation for users who need more storage space. This can be particularly frustrating for users who take a lot of photos and videos.

5. **Limited repair options:** Apple iPhones can be difficult to repair, particularly if the screen is cracked or the battery needs to be replaced. This can be a drawback for users who prefer to repair their devices rather than replacing them.

5)Applications:

Apple iPhone applications, commonly referred to as apps, are software programs designed specifically for use on iPhones. These apps can be downloaded and installed from the Apple App Store, which is the official marketplace for iPhone apps. The App Store offers a wide range of applications that cater to various needs and interests of iPhone users.

The Apple App Store is the primary source for iPhone applications. It is an online platform developed and maintained by Apple Inc. where users can browse, download, and install apps for their iPhones. The App Store offers a vast collection of apps across different categories such as games, productivity, social networking, entertainment, education, health, and many more.

To access the App Store on an iPhone, users simply need to tap on the "App Store" icon on their device's home screen. Once inside the App Store, they can explore various sections such as "Featured," "Top Charts," "Categories," and "Search" to discover new apps or find specific ones.

When searching for iPhone applications on the App Store, users can enter keywords related to the type of app they are looking for. The search results will display a list of relevant apps along with their descriptions, ratings, reviews, screenshots, and other details. Users can read reviews from other users to get an idea of the app's quality and functionality before deciding to download it.

Downloading and installing an app from the App Store is a straightforward process. Users can simply tap on the "Get" or "Download" button next to an app's listing to initiate the download. Depending on the size of the app and the user's internet connection speed, the download may take a few seconds to several minutes. Once downloaded, the app will be automatically installed on the user's iPhone.

It is important to note that while many apps on the App Store are free to download and use, some may require a one-time purchase or offer in-app purchases for additional features or content. The pricing and availability of apps can vary, and users have the option to browse both free and paid apps.

In addition to the Apple App Store, there are also third-party app stores and marketplaces where iPhone applications can be found. However, it is recommended to download apps only from trusted sources like the App Store to ensure their safety and compatibility with the iPhone's operating system.

Overall, iPhone applications play a crucial role in enhancing the functionality and user experience of iPhones. With a vast selection of apps available, users can personalize their devices according to their preferences and needs. Whether it's for entertainment, productivity, communication, or any other purpose, there is likely an app available on the App Store to meet every iPhone user's requirements.

6)Conclusion:

The Apple iPhone is a highly popular and influential smartphone that has revolutionized the mobile industry since its introduction in 2007. Over the years, Apple has released numerous iterations of the iPhone, each with its own set of improvements and innovations. In this comprehensive analysis, we will delve into the various aspects of the iPhone, including its design, features, operating system, ecosystem, and impact on society.

Design:
One of the key factors contributing to the success of the iPhone is its iconic design. Apple has consistently focused on creating sleek and elegant devices that are visually appealing to consumers. The iPhone's design has evolved over time, with each new generation introducing refinements and enhancements. From the original iPhone's aluminum and glass construction to the more recent models featuring edge-to-edge displays and glass backs, Apple has maintained a commitment to premium aesthetics.

Features:
The iPhone boasts a wide range of features that have contributed to its popularity. One of the standout features is the device's camera capabilities. With each new iteration, Apple has improved the camera system, enabling users to capture high-quality photos and videos. Additionally, features such as Face ID (facial recognition), Touch ID (fingerprint recognition), Siri (voice assistant), and augmented reality capabilities have further enhanced the user experience.

Another notable feature of the iPhone is its integration with other Apple products and services. The seamless connectivity between iPhones, Macs, iPads, and Apple Watches allows for a cohesive ecosystem that enhances productivity and convenience for users. The ability to sync data across devices effortlessly and access services like iCloud, iMessage, and Apple Music has been a significant selling point for many consumers.

Operating System:
The iPhone runs on iOS, Apple's proprietary operating system specifically designed for its mobile devices. iOS offers a user-friendly interface with intuitive navigation and a consistent experience across all Apple devices. The operating system provides regular updates that introduce new features, enhance security, and improve performance. Apple's tight control over both hardware and software allows for optimized performance and a seamless user experience.

Ecosystem:
The iPhone is a central component of Apple's broader ecosystem, which includes various hardware devices, software services, and digital content. This ecosystem is designed to create a seamless user experience and lock users into the Apple ecosystem. For example, apps purchased on the iPhone can be used on other Apple devices, and data can be seamlessly synced across devices using iCloud. The integration of services like Apple Music, Apple Pay, and the App Store further enhances the overall user experience.

Impact on Society:
The iPhone has had a profound impact on society, transforming the way we communicate, work, and consume media. Its introduction marked the beginning of the smartphone era, revolutionizing the mobile industry and paving the way for future advancements. The iPhone's user-friendly interface and intuitive design have made smartphones accessible to a wide range of users, regardless of their technical expertise.

Furthermore, the App Store has created a thriving ecosystem for developers to create innovative applications that cater to various needs and interests. This has led to the emergence of countless apps that have transformed industries such as transportation (Uber), food delivery (DoorDash), and social media (Instagram). The iPhone's impact extends beyond individual users to businesses, governments, and education sectors that have integrated iPhones into their operations.

7)EMBED CODE:

7.1)Dashboard 1 Embed code:

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7.2)Story Embed Code:

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