

# PROJECT REPORT

# **iRevolution: A Data - driven exploration of Apple's iPhone impact in India**

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# **1.INRODUCTION:**

## **1.1 Project Overview:**

### **iRevolution: A Data - driven exploration of Apple's iPhone impact in India**

- **Apple's supplier Foxconn reportedly began the production of new iPhone 15 at its Tamil Nadu plant. As the California-based company looks to diversify its supply chain away from China, it has been increasing the production of its popular product in the country.**
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- **While the PLI scheme has attracted attention of big players in the country and drastically reduced import dependency on finished smartphones, former RBI governor Raghuram Rajan's recent interventions on the PLI scheme has raised questions that whether the success is of make in India or assemble in India.**
- **In a paper that was published in May this year, Raghuram Rajan noted that in 2017-18, India imported phones amounting to \$3.6 billion and exported just \$334 million.**

- **However, the story has changed dramatically in the last five years as the country exported phones worth \$11 billion in 2022-23 and imported phones amounting to \$1.6 billion. The strong growth has boosted India's exports of electronic goods.**
- **Rajan argued that the remarkable turnaround has been cited as evidence of India becoming a smartphone manufacturing giant. According to the former RBI governor, the claim is misleading.**
- **In his paper, Rajan showed that in the period where mobile phones exports went up, the imports of parts used in the production of these goods increased substantially. The data cited by Rajan suggested that since the announcement of PLI scheme for smartphone manufacturers, the imports of semiconductors, PCBAs, displays, cameras, and batteries have seen a massive increase. This suggests that companies are mostly assembling their products in the country.**
- **In a recent interview to The Wire, Rajan said that India is vying for the lowest part of value-added chain. He argued that for Rs 100 of the price of a phone, the assembly cost is just Rs 4 for iPhones.**
- **Using the combined data on imports of parts used to manufacture phones and the exports of finished products, Rajan argued in his paper that India has become more import dependent following the implementation of PLI scheme.**

## **1.2 PURPOSE:**

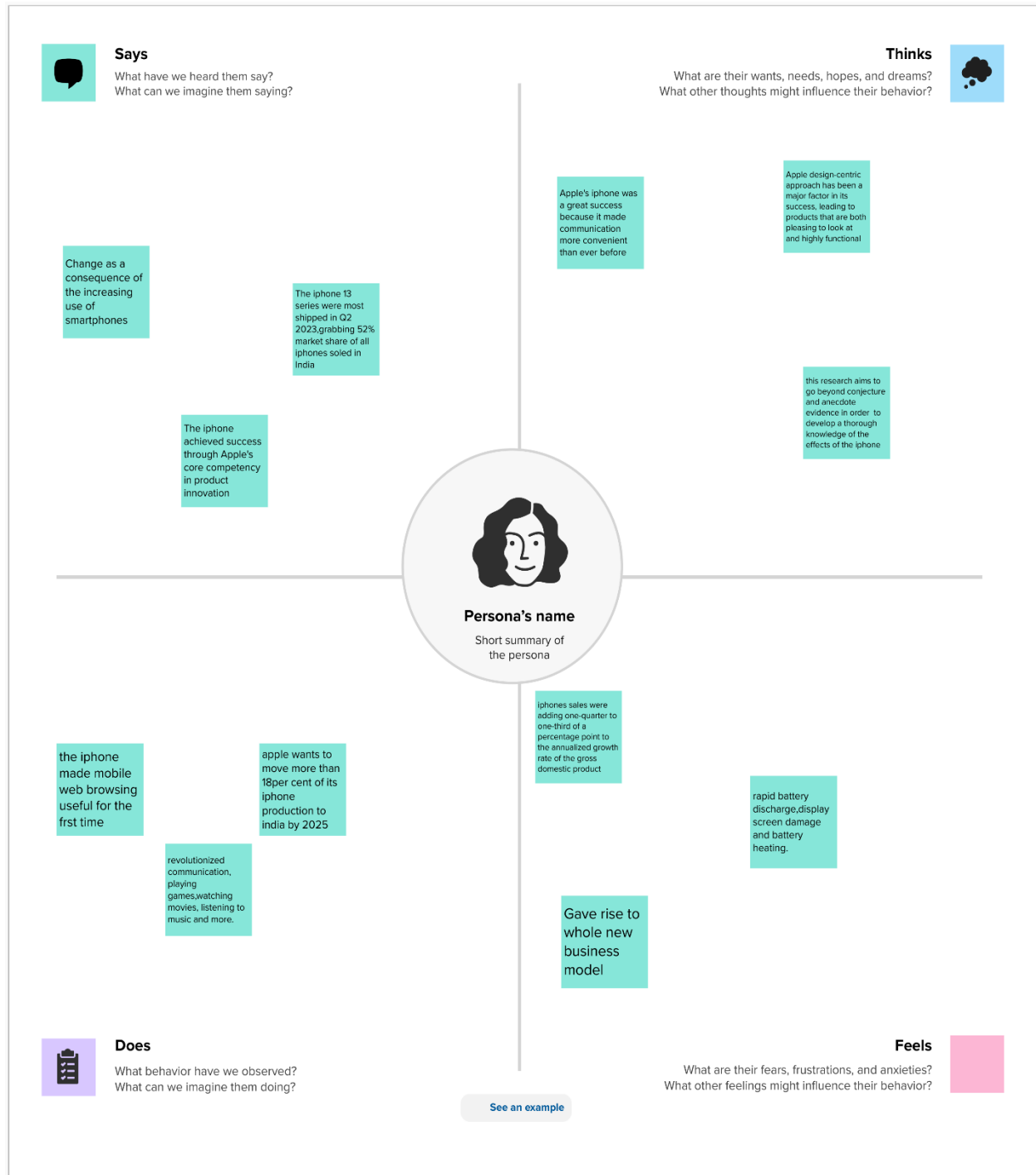
**The iRevolution : A data -driven exploration of apple's iphone impact in India is a combination of the iPod, a revolutionary mobile phone. Here are some of the key uses and achievements that can be realized through this project :**

- 1. Announced in January 2007, the original iPhone was introduced by Steve Jobs as a combination of the iPod, a revolutionary mobile phone and a breakthrough Internet communicator.**
- 2. It featured a 3.5” screen, a multi-touch touchscreen display, microphone, headset controls and specs that the modern smartphone user takes for granted today.**
- 3. At the time, the Wall Street Journal touted the phone as “on balance, a beautiful and breakthrough handheld computer.” Time took it a step further, hailing the original iPhone as the Invention of the Year.**
- 4. The second generation device included several new hardware features like 3G data and GPS, but perhaps most notably, introduced the world to the App Store.**
- 5. Apple's supply stage allows users to browse and download third-party applications, which as of early 2018 has housed more than 2 million apps.**

- 6. The WSJ noted that the iPhone 3G addressed the two main drawbacks of the original: cost and inability to access the fastest cellular-phone networks.**
- 7. The publication claimed that “the iPhone has a chance to become a true computing platform with wide versatility.**
- 8. The first iPhone available on Verizon’s wireless network introduced many transcendent features to the public, all packed into what would be unveiled as iPhone 4.**
- 9. Those included a high-resolution Retina Display, Apple’s first front-facing camera, multi-tasking functionality and FaceTime.**
- 10. Engadget summed up iPhone 4 as the best smartphone on the market, adding that “when it comes to the total package -- fit and finish in both software and hardware, performance, app selection, and all of the little details that make a device like this what it is -- we think it's the cream of the current crop.**
- 11. iPhone 4 would go on to have the longest lifespan of any iPhone ever and introduced a white model less than a year after its original release.**

## 2.PROBLEM DEFINITION &DESIGN THINKING :

### 2.1 Empathy Map





## 2.2 IDEATION & BRAINSTROMING MAP:

**1 Define your problem statement**

What problems are you facing in your project? What are the constraints? What are the goals? What are the risks? What are the stakeholders?

**2 Brainstorm**

What ideas do you have for solving the problem? What are the constraints? What are the goals? What are the risks? What are the stakeholders?

**3 Group ideas**

How can you group the ideas? What are the constraints? What are the goals? What are the risks? What are the stakeholders?

**4 Prioritize**

How can you prioritize the ideas? What are the constraints? What are the goals? What are the risks? What are the stakeholders?

**5 Implement**

How can you implement the ideas? What are the constraints? What are the goals? What are the risks? What are the stakeholders?

**6 Evaluate**

How can you evaluate the ideas? What are the constraints? What are the goals? What are the risks? What are the stakeholders?

**7 Communicate**

How can you communicate the ideas? What are the constraints? What are the goals? What are the risks? What are the stakeholders?

**8 Reflect**

How can you reflect on the ideas? What are the constraints? What are the goals? What are the risks? What are the stakeholders?

**9 Iterate**

How can you iterate on the ideas? What are the constraints? What are the goals? What are the risks? What are the stakeholders?

**10 Close**

How can you close the ideas? What are the constraints? What are the goals? What are the risks? What are the stakeholders?

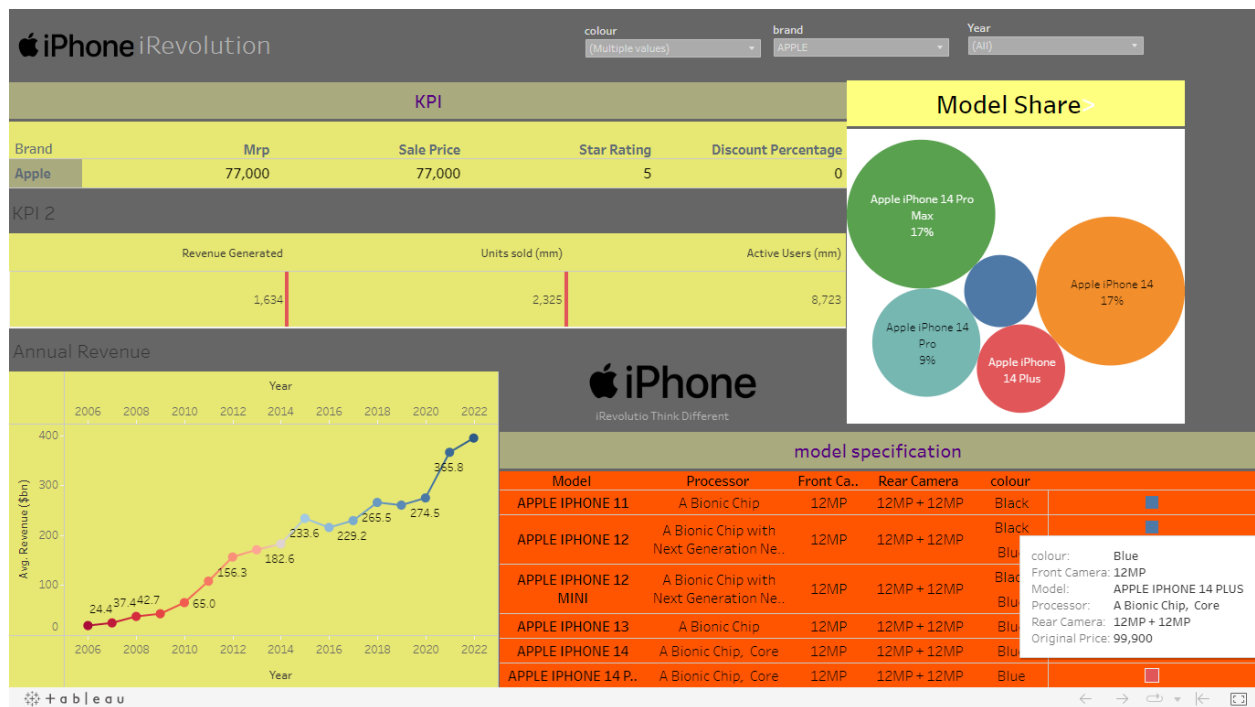
### 3.RESULT:

#### Dashboard 1



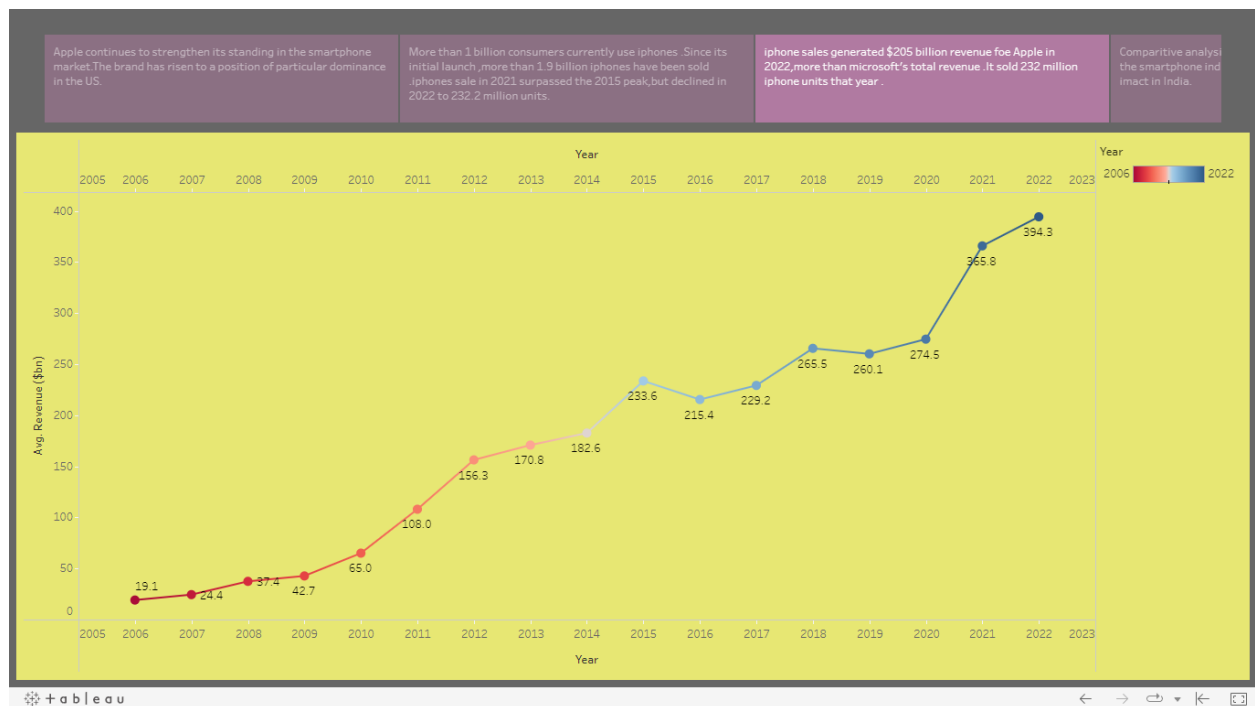
**In this dashboard, the global market share, country wise selling smartphone, quarterly share, brand price comparison, battery type distribution.**

## Dashboard 2



In this dashboard we have KPI, KPI2, model share, annual revenue, model specification of iphone.

# Story:



#### **4.ADVANTAGES & DISADVANTAGES:**

**The advantages and disadvantages of this project are given below....**

