A.A.GOVERNMENT ARTS COLLEGE, MUSIRI.

Affiliated to Bharathidasan University, Tiruchirappalli.

NAAN MUDHALVAN PROJECT – III B.SC MATHEMATICS

TOPIC:

IRevolution: A Data-driven Exploration of Apple's iPhone Impact in India

Submitted by

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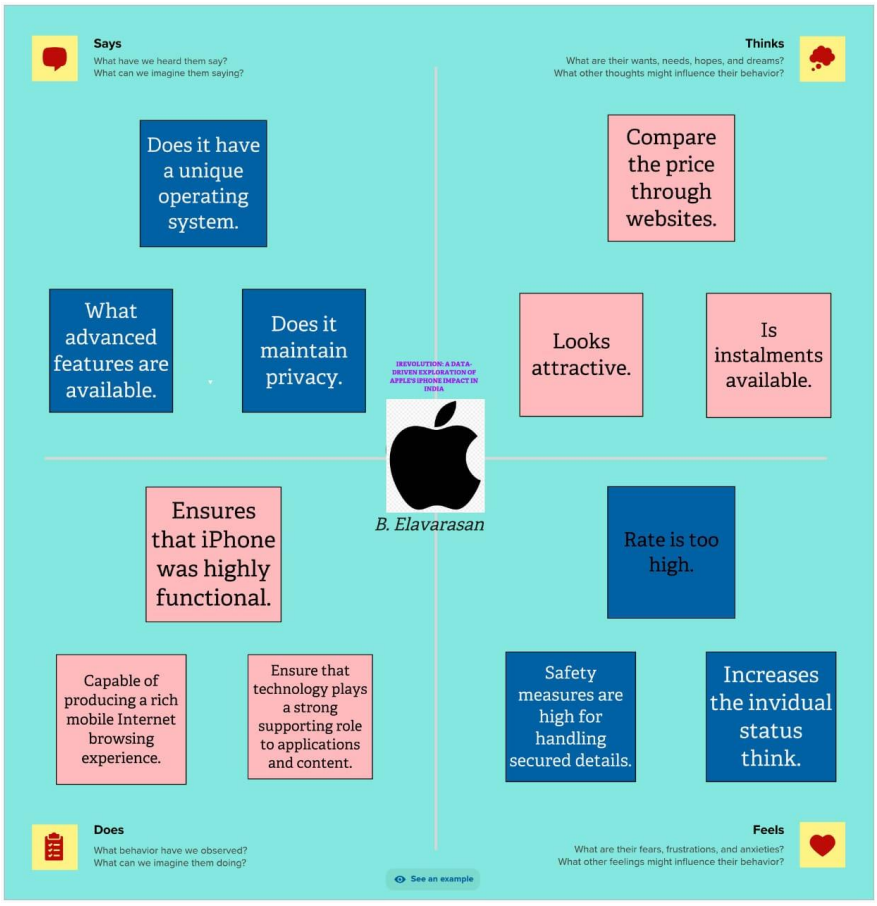
INTRODUCTION

The technology giant that has cornered the market on all electronic types, ranging from computers to phones to tablets: yes, I am talking about Apple. Founded in 1976 in California, United States, Apple has become one of the most well-known companies that exist to date. In 1976 the Apple I, the first computer built by Apple, had a significant influence over the public.

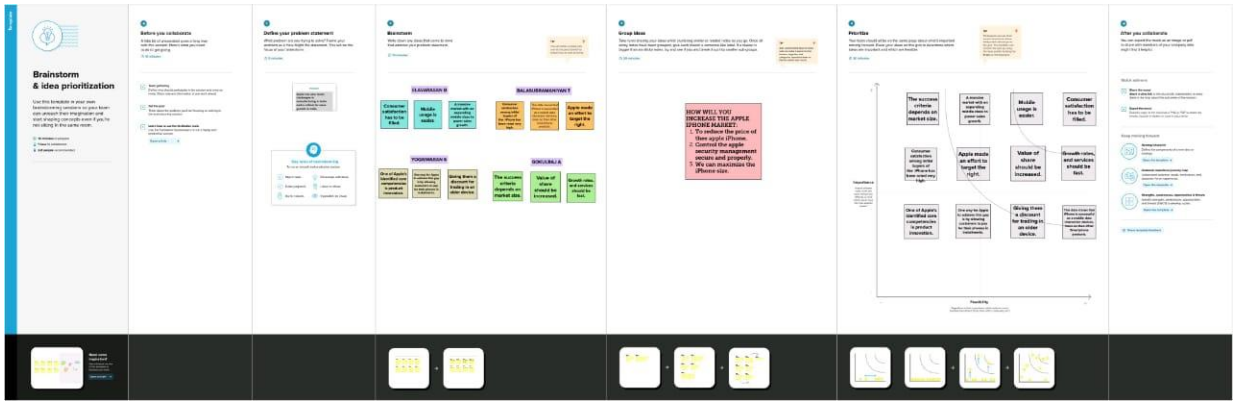
REFERENCE :

Milestone 1: Define Problem / Problem Understanding

Activity 1: Specify the business problem

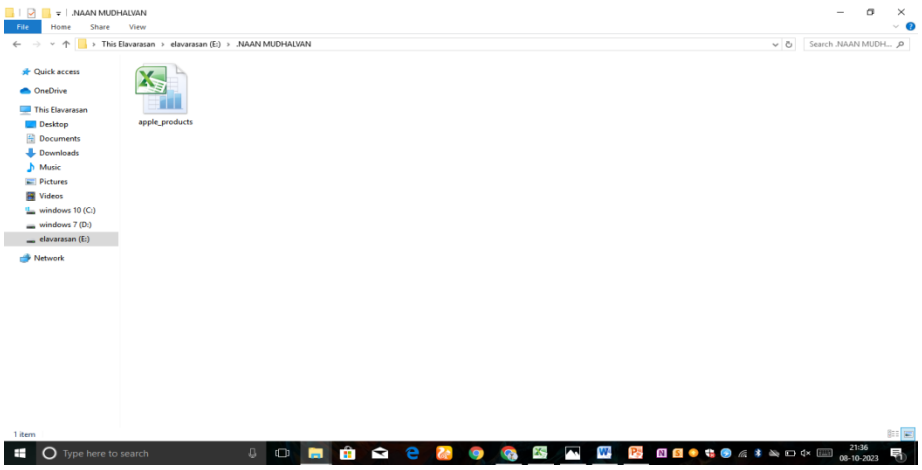


Activity 2: Business requirements

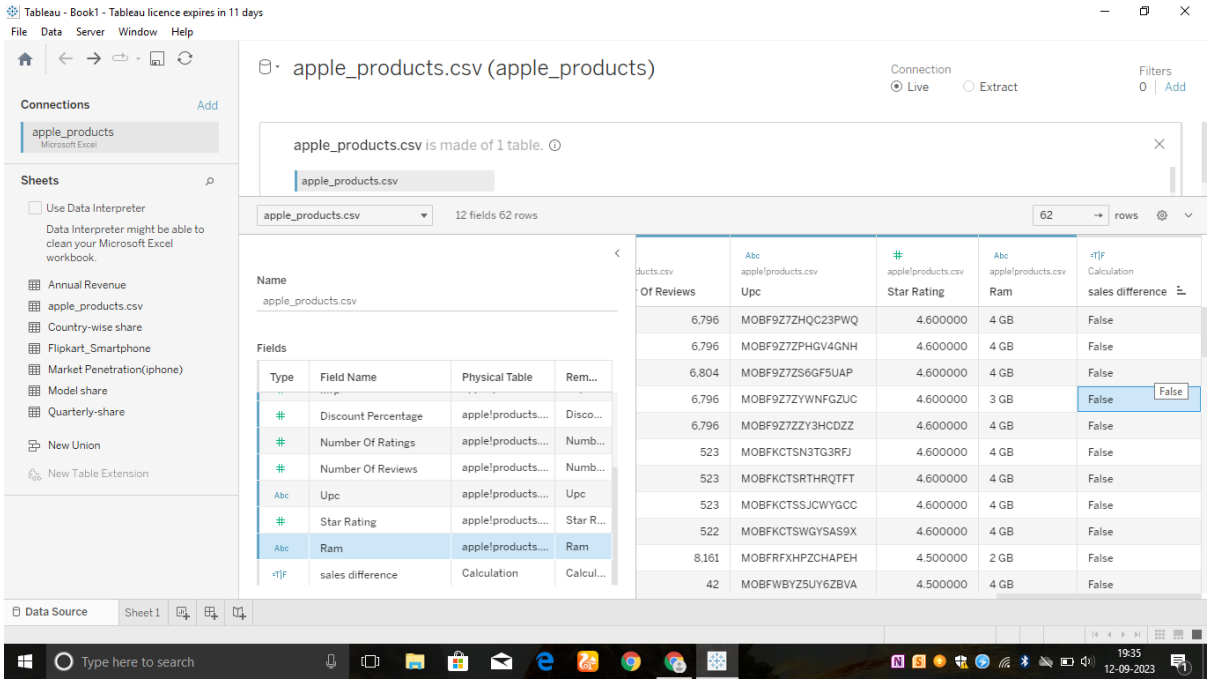


Milestone 2: Data Collection

Activity 1: Downloading the dataset



Activity 2: Connect Dataset with Tableau



Milestone 3: Data Preparation

Activity 1: Prepare the Data for Visualization

This process helps to make the data easily understandable and ready for creating visualizations gain insights into performance and efficiency.

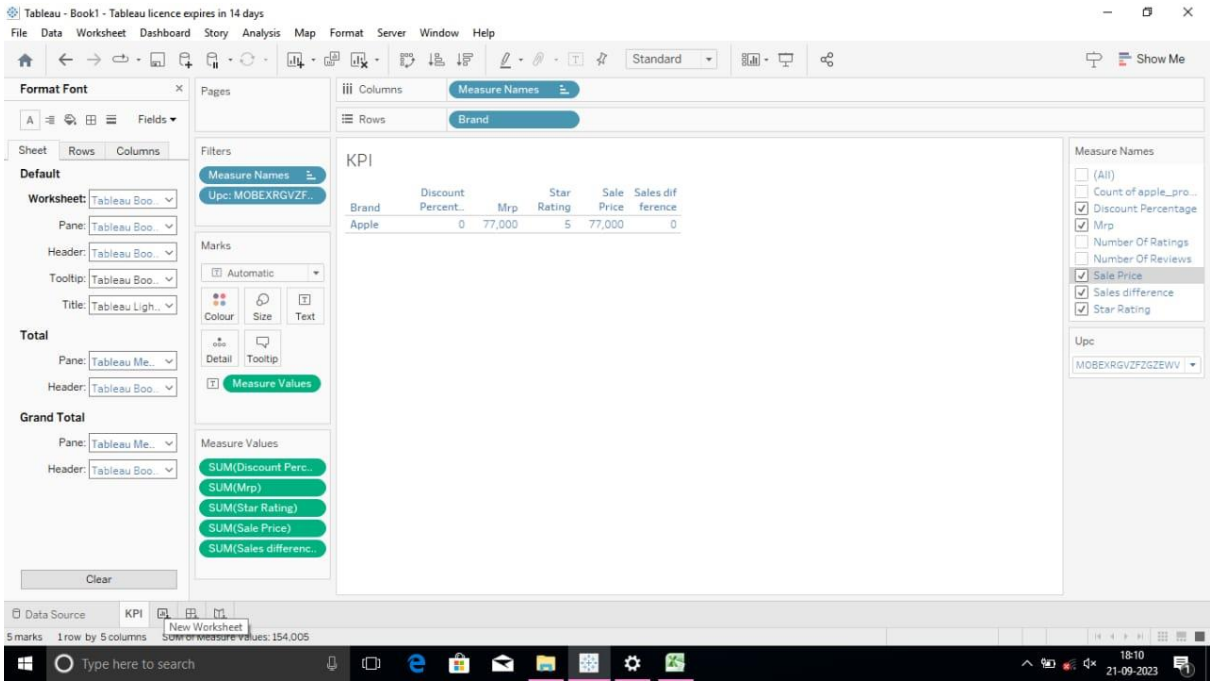
Milestone 4: Data Visualization

Data visualization is the representation of data through use of common graphics, such as charts, plots, infographics, and even animations.

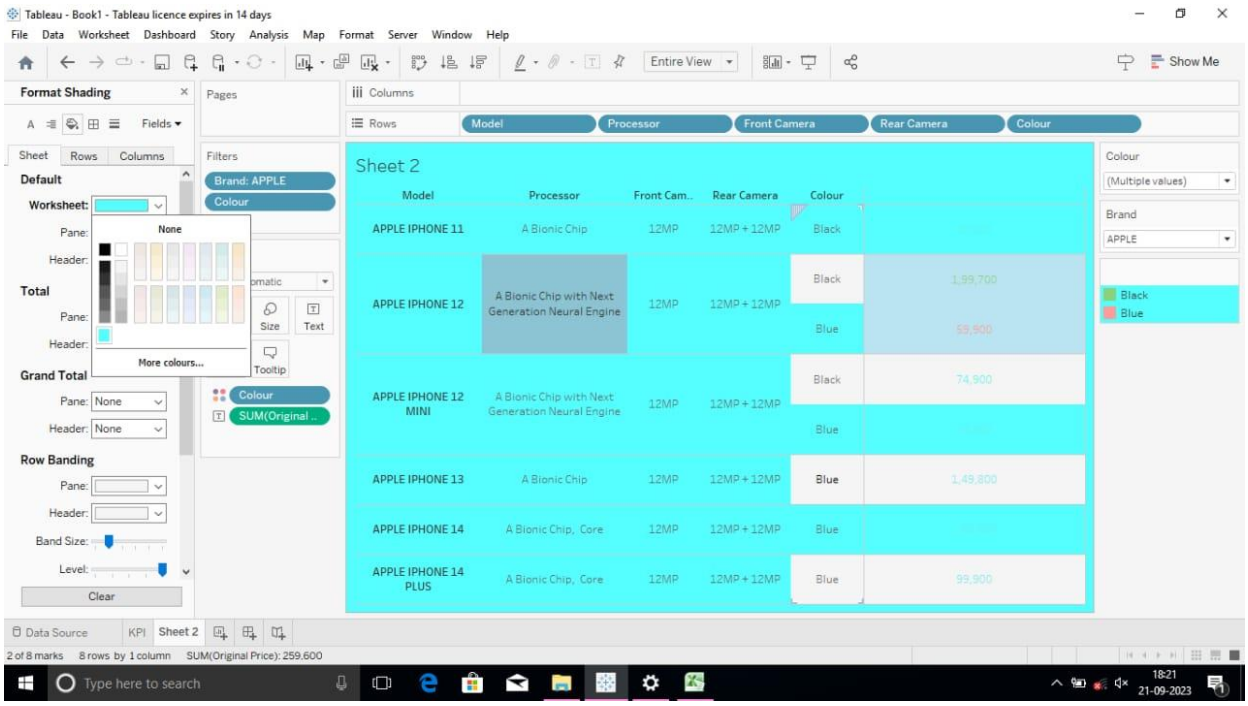
Activity 1: Number of Unique Visualization

The number of unique visualizations that can be created with a given dataset.

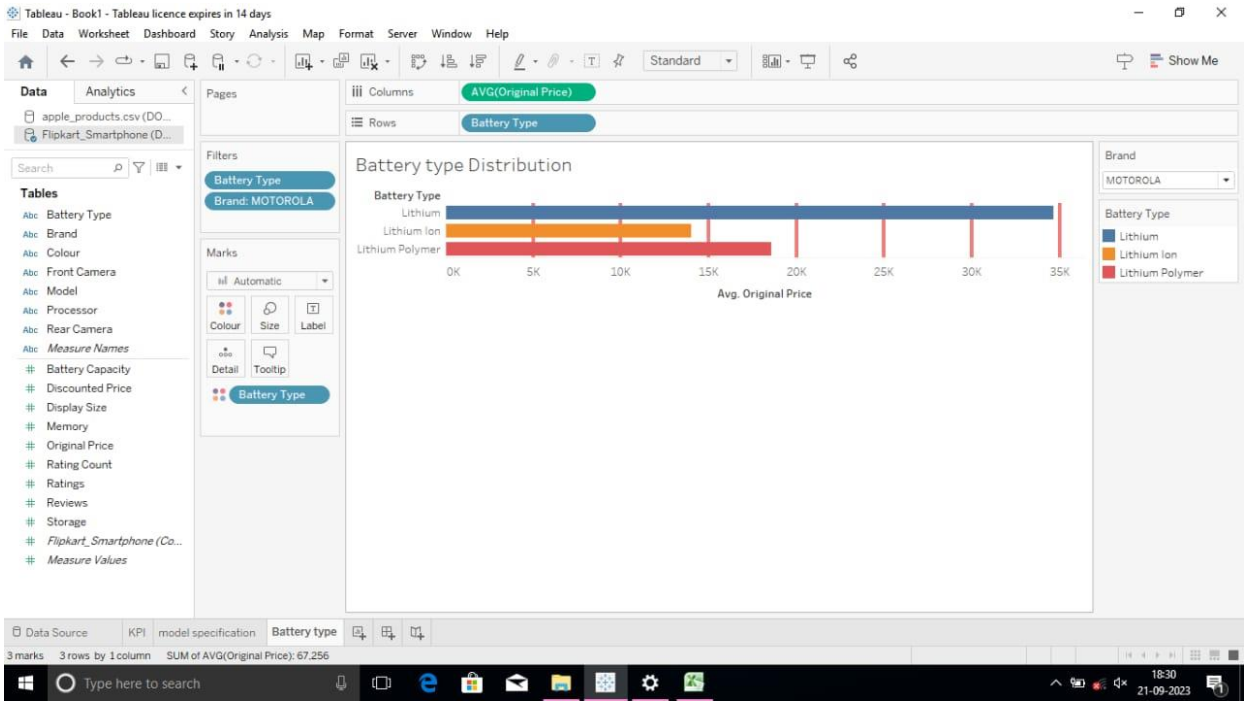
Activity 1: KPI



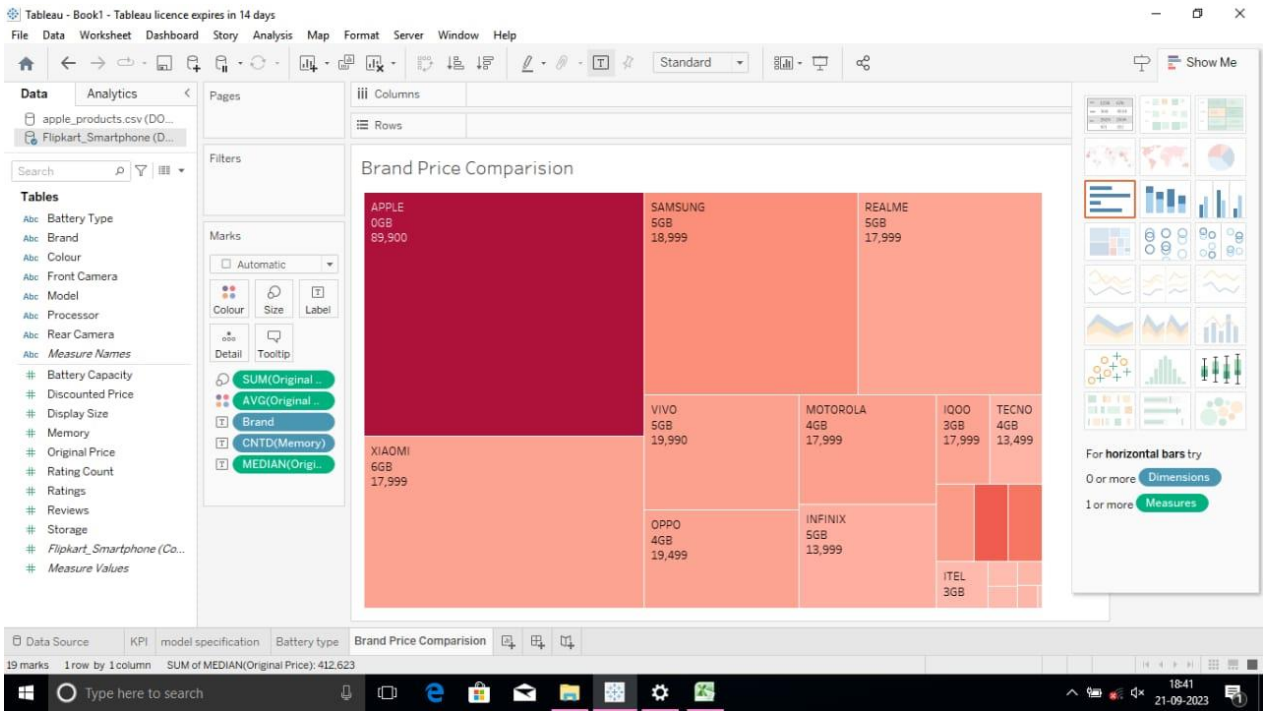
Activity 1.2: Model Specification



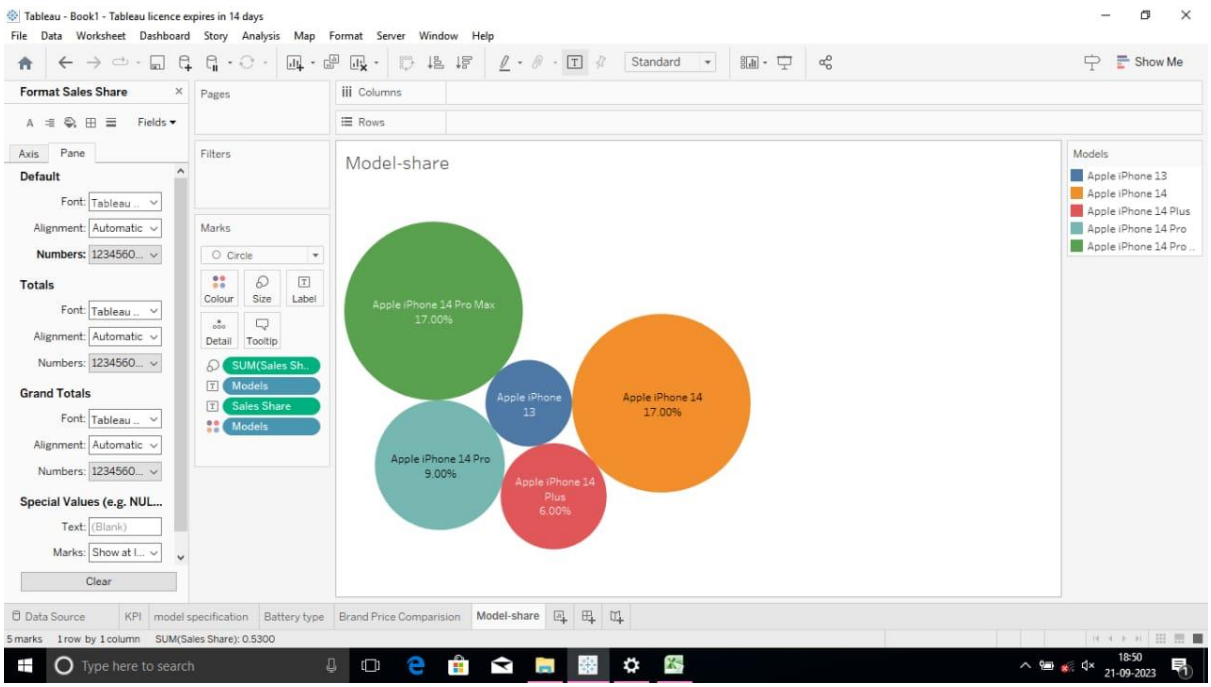
Activity 1.3: Battery type



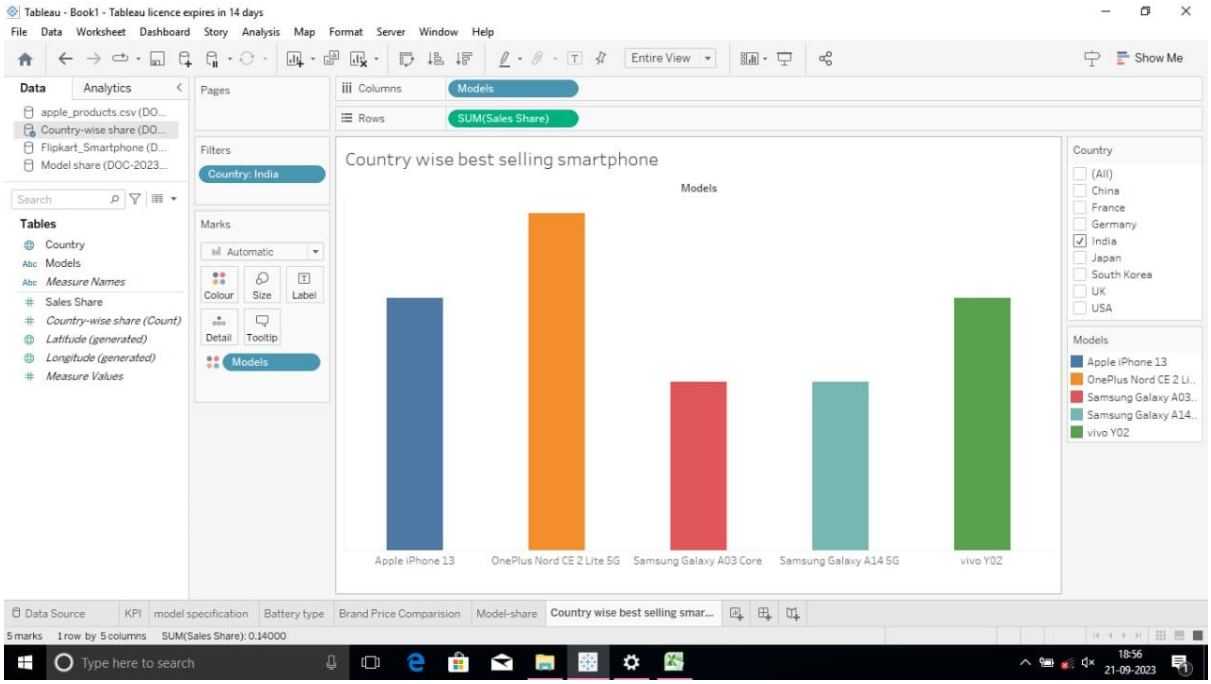
Activity 1.4: Brand Price Comparision



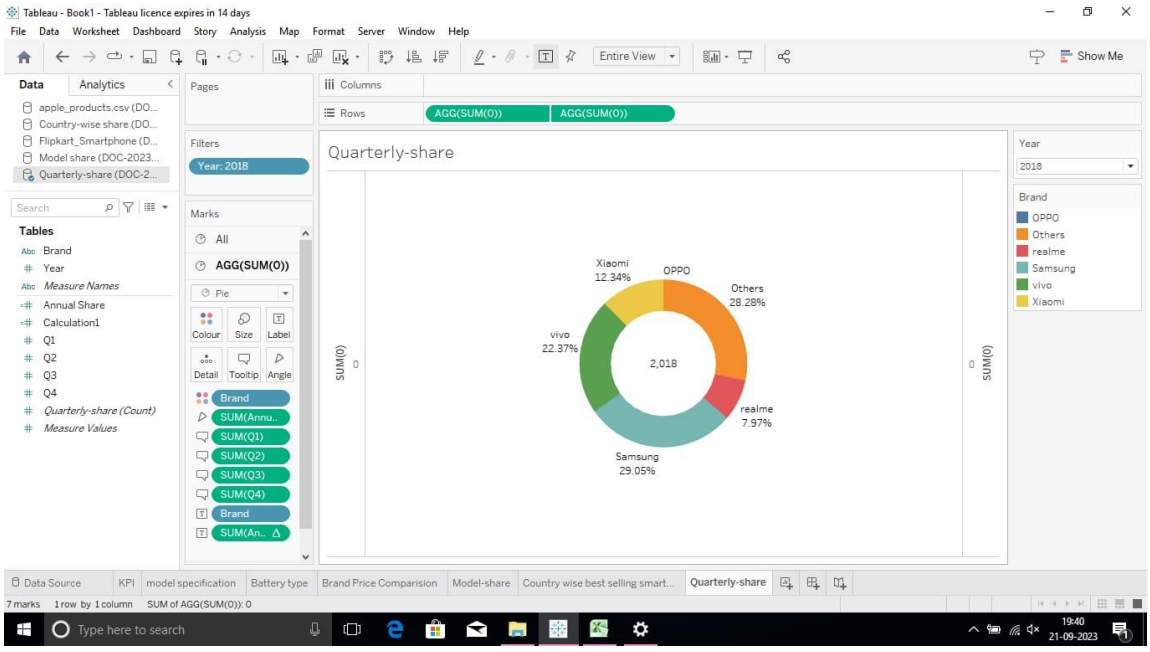
Activity 1.5:Model-share



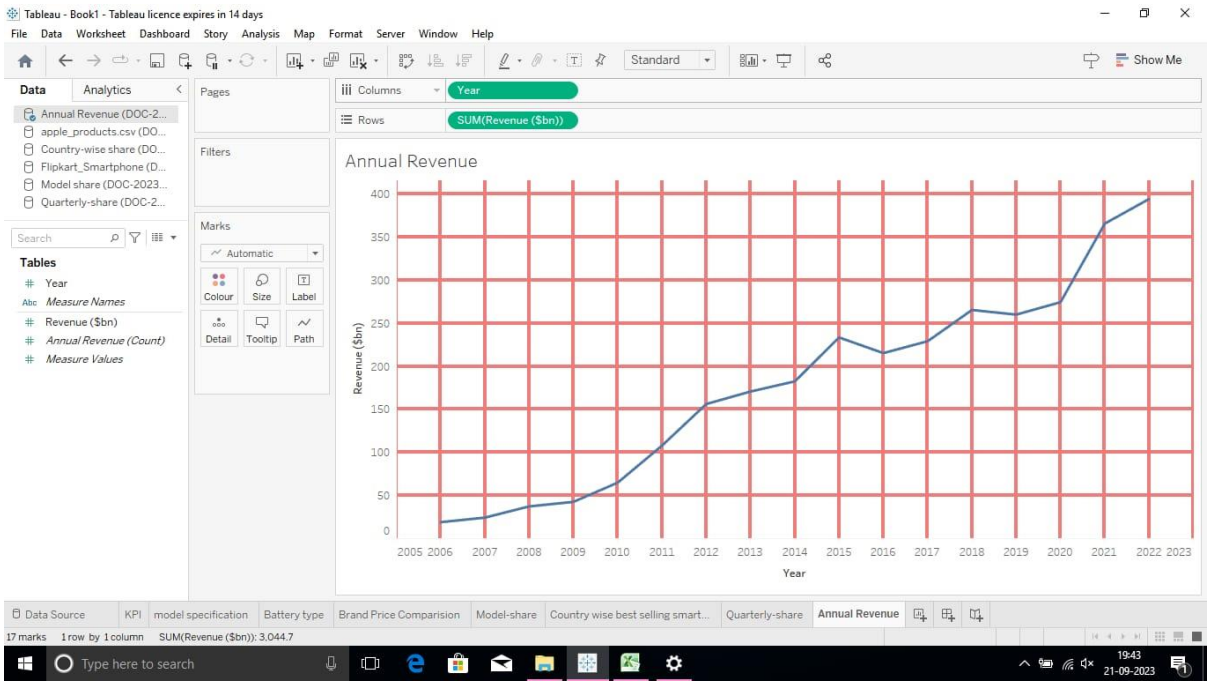
Activity 1.6: Country wise best selling smartphone



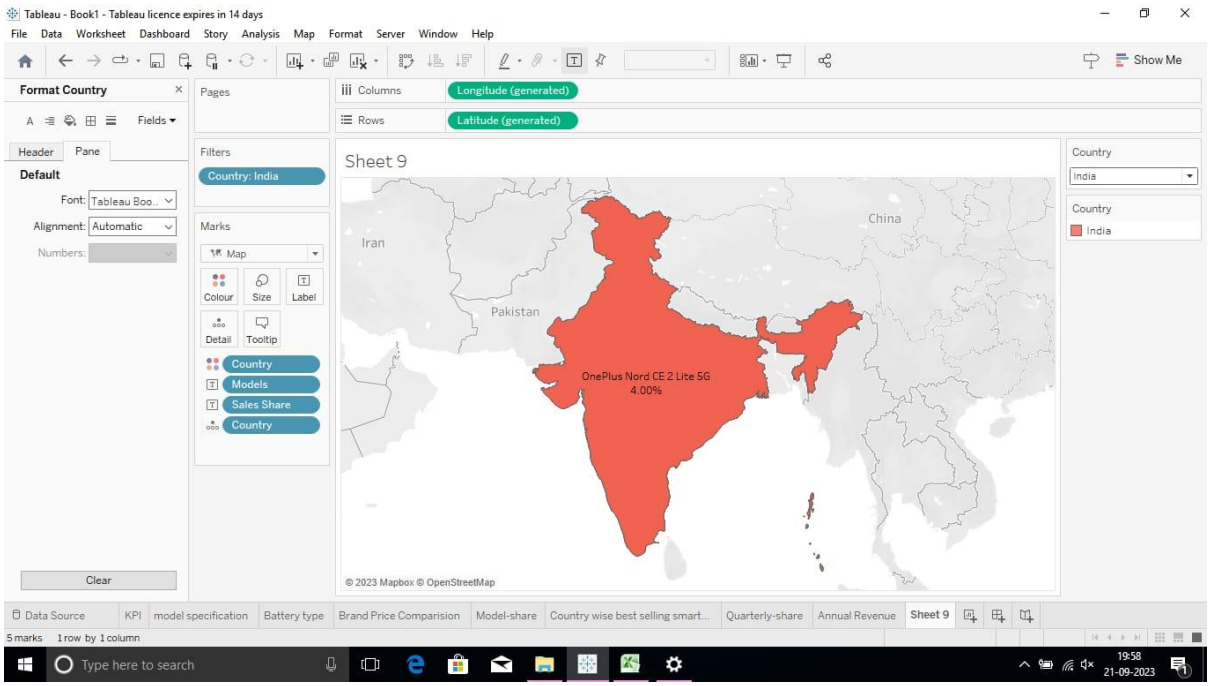
Activity 1.7: Quarterly-share



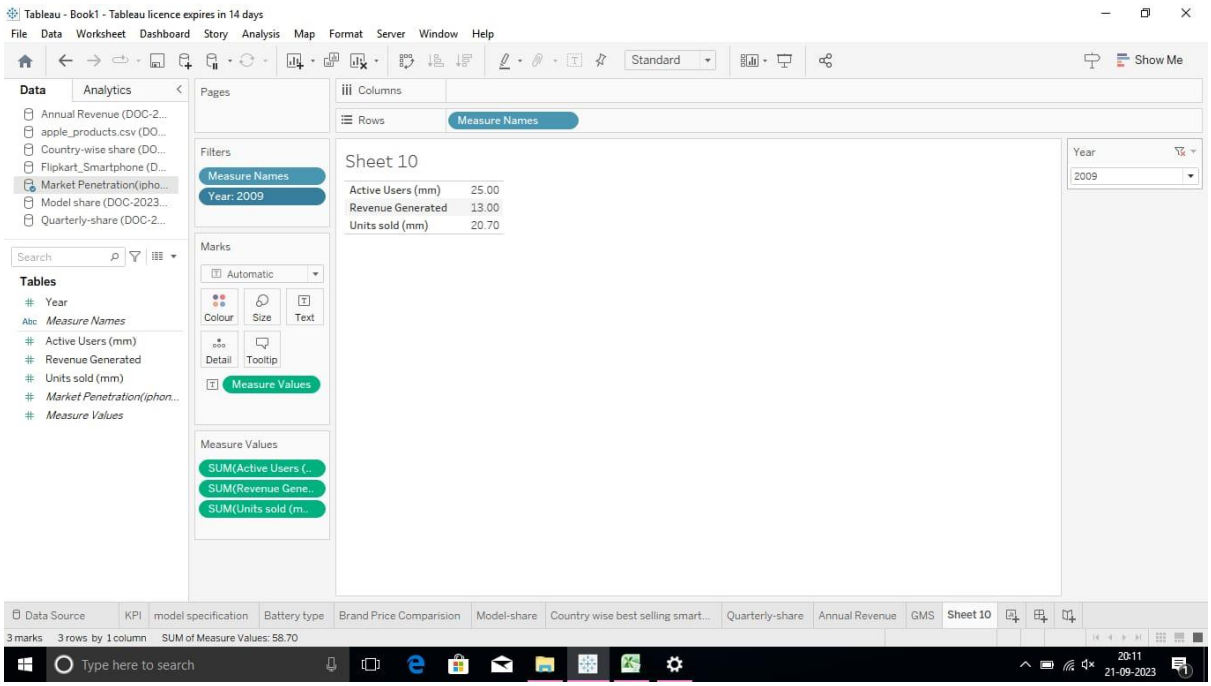
Activity 1.8:Annual Revenue



Activity 1.9: Global Market Share



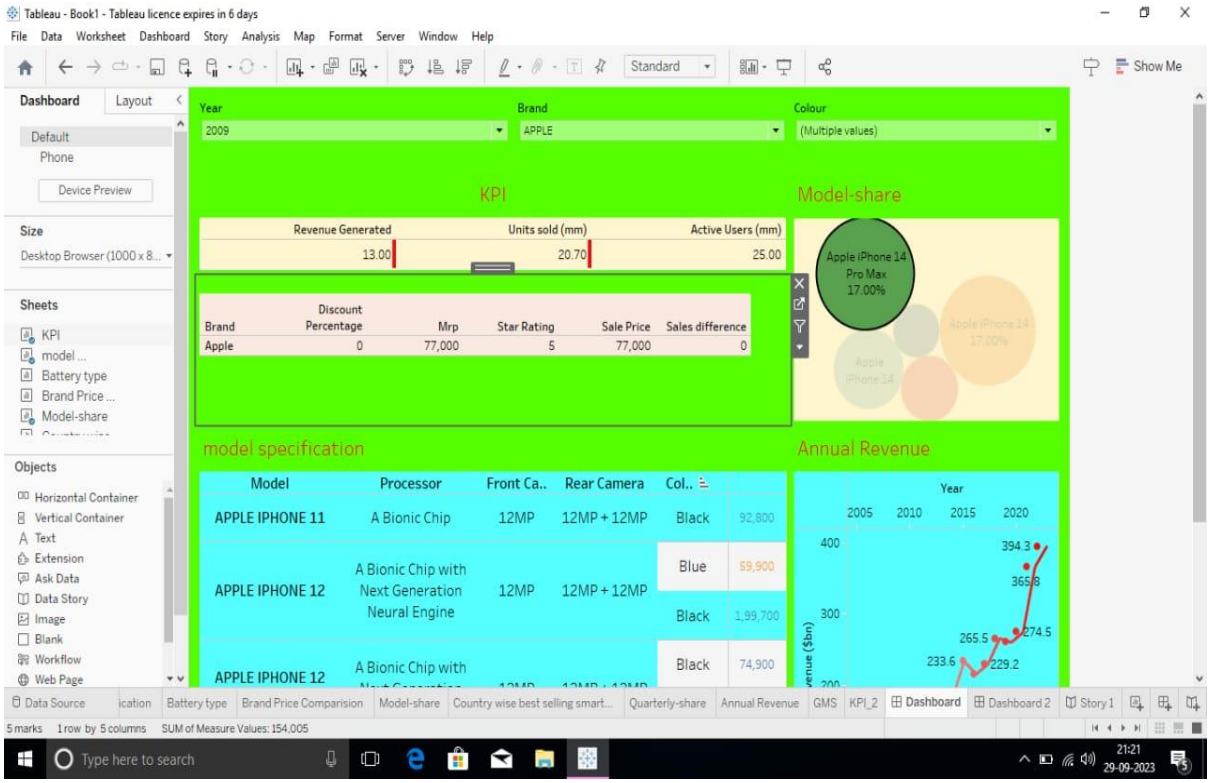
Activity 1.10: KPI 2

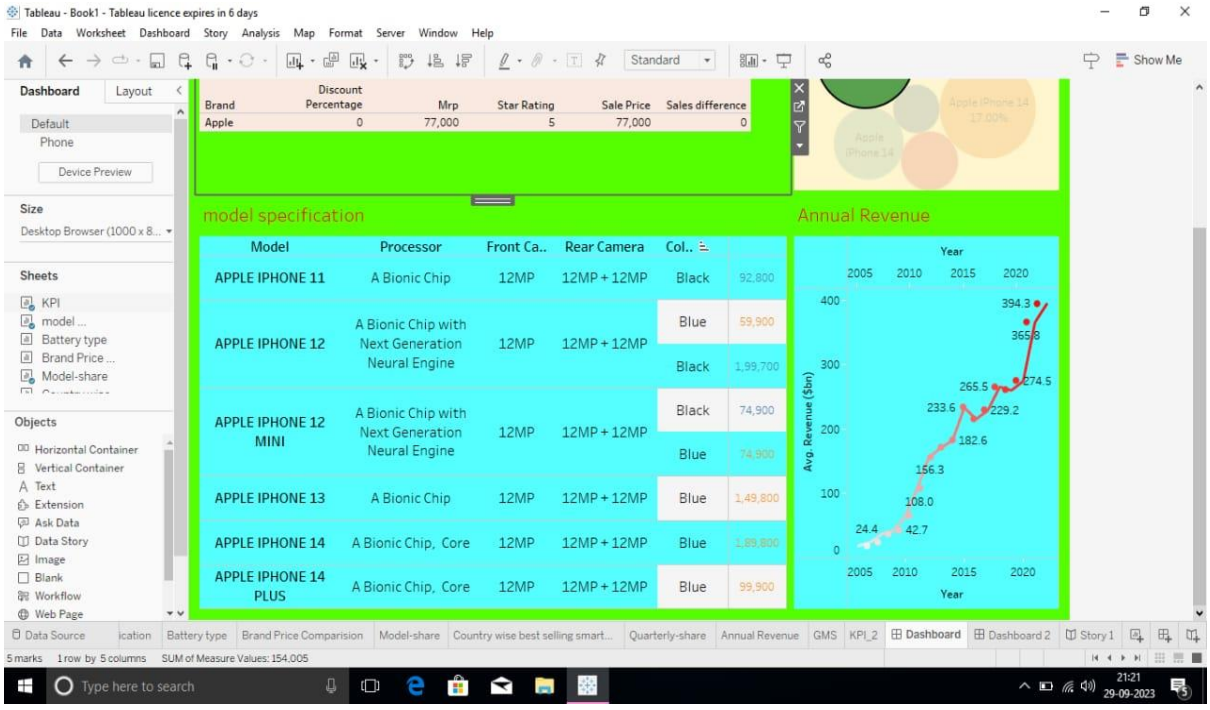


Milestone 5: Dashboard

A dashboard is a graphical user interface that displays information and data in an organized, easy-to-read format.

Activity 1- Responsive and Design of Dashboard





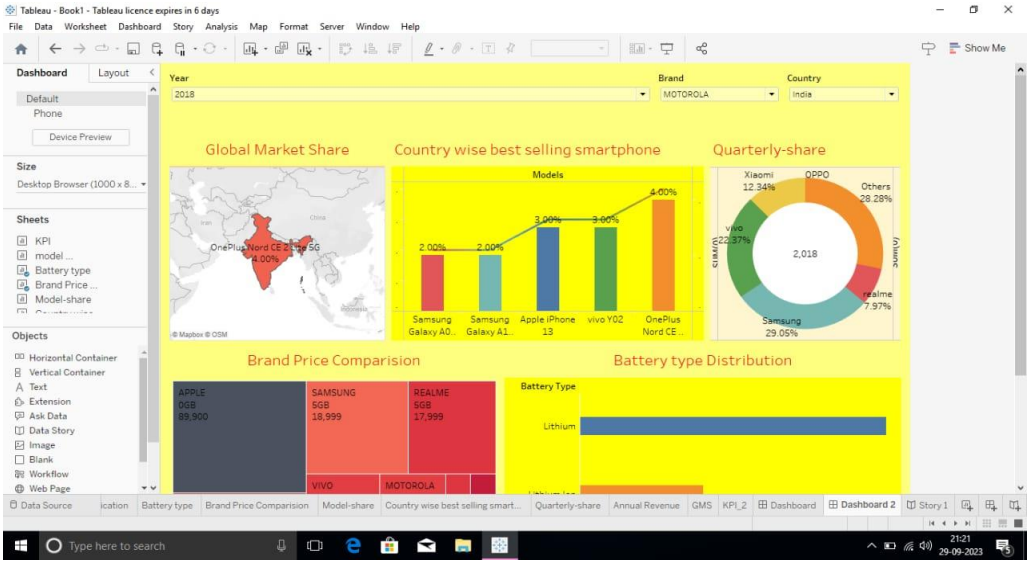


Tableau - Book1 - Tableau licence expires in 6 days
File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Show Me
Dashboard
Layout
Default
Phone
Device Preview
Size
Desktop Browser (1000 x 8...
Sheets
KPI
model ...
Battery type
Brand Price ...
Model-share
Objects
Horizontal Container
Vertical Container
Text
Extension
Ask Data
Data Story
Image
Blank
Workflow
Web Page
Year
2018
Brand
MOTOROLA
Country
India
Global Market Share
Country wise best selling smartphone
Quarterly-share
Models
2.00%
2.00%
3.00%
3.00%
4.00%
Samsung Galaxy A0...
Samsung Galaxy A1...
Apple iPhone 13
vivo Y02
OnePlus Nord CE ...
Xiaomi 12.34%
OPPO
Others 28.28%
vivo 22.37%
2,018
realme 7.97%
Samsung 29.05%
Brand Price Comparision
APPLE 0GB 89,900
SAMSUNG 5GB 18,999
REALME 5GB 17,999
VIVO
MOTOROLA
Battery type Distribution
Battery Type
Lithium
Data Source
Battery type
Brand Price Comparision
Model-share
Country wise best selling smart...
Quarterly-share
Annual Revenue
GMS
KPI_2
Dashboard
Dashboard 2
Story 1
Type here to search
21:21
29-09-2023

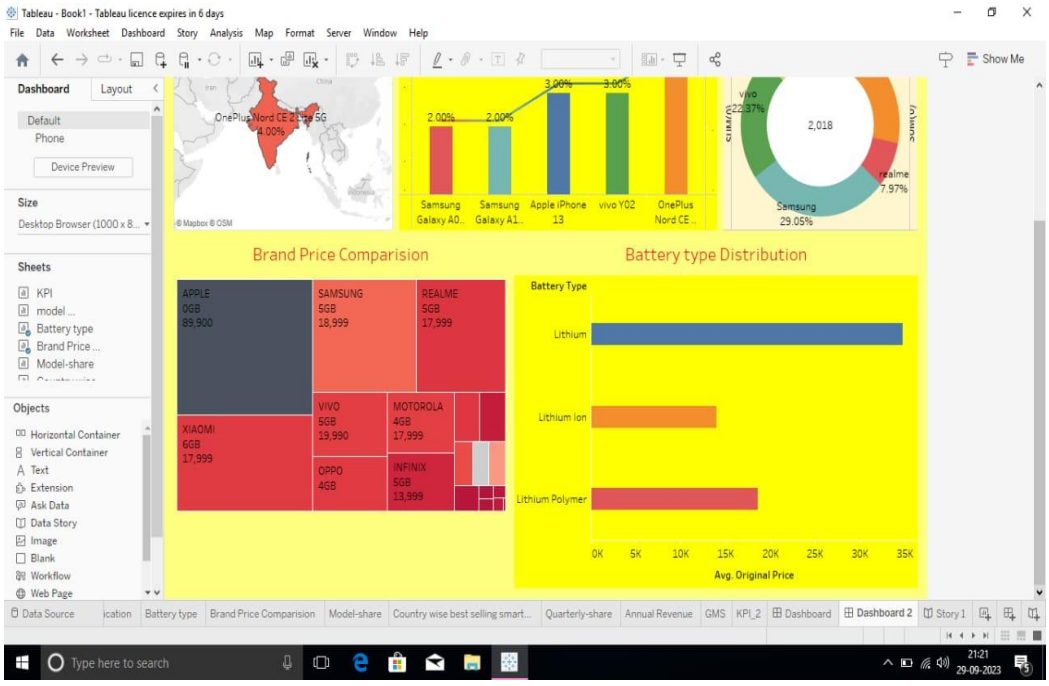


Tableau - Book1 - Tableau licence expires in 6 days
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Show Me
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Device Preview
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Desktop Browser (1000 x 8...
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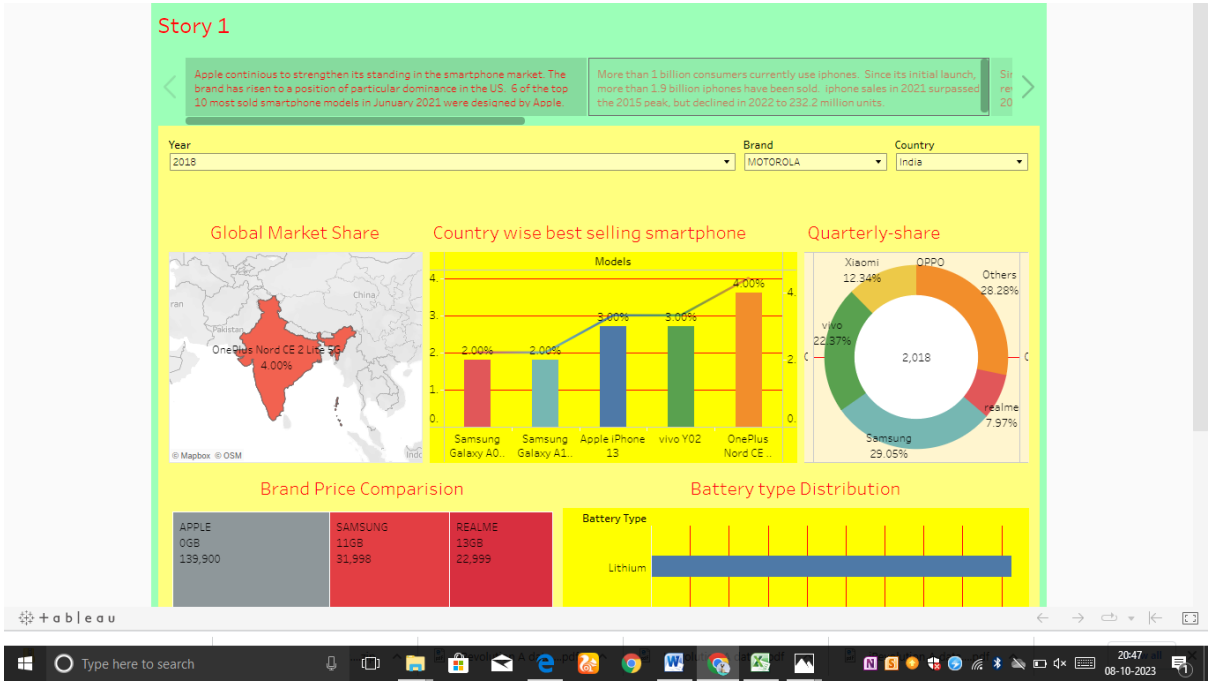
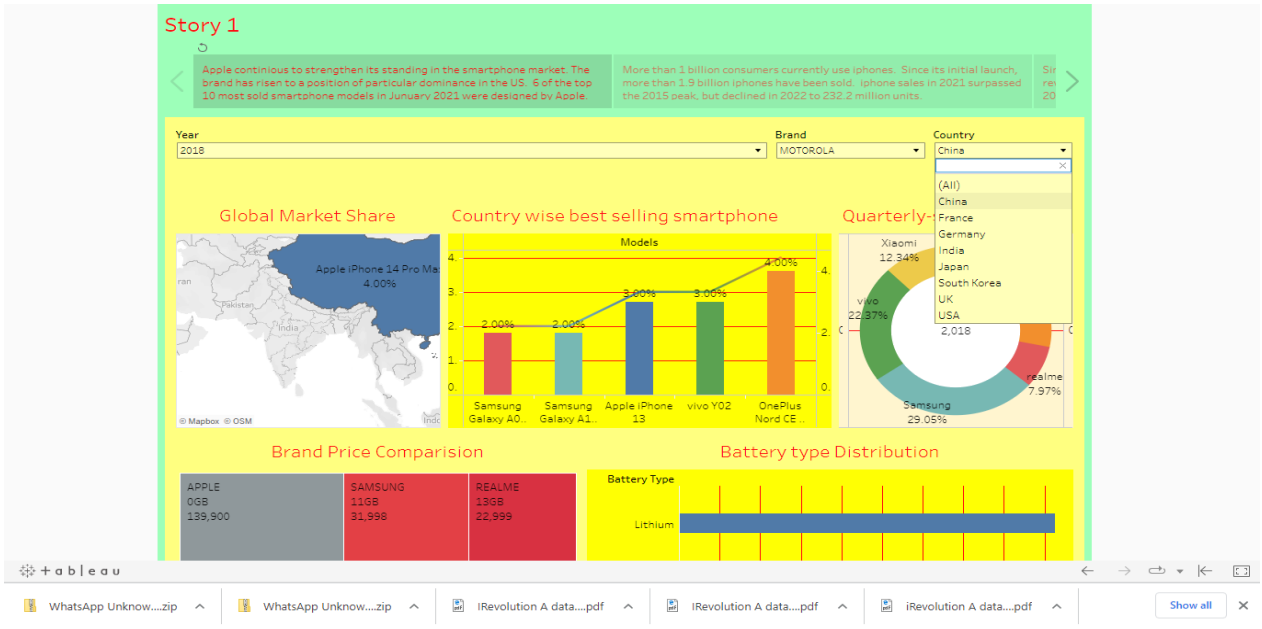
KPI
model ...
Battery type
Brand Price ...
Model-share
Objects
Horizontal Container
Vertical Container
Text
Extension
Ask Data
Data Story
Image
Blank
Workflow
Web Page
2.00%
2.00%
3.00%
3.00%
Samsung Galaxy A0...
Samsung Galaxy A1...
Apple iPhone 13
vivo Y02
OnePlus Nord CE ...
vivo 22.37%
2,018
realme 7.97%
Samsung 29.05%
Brand Price Comparision
APPLE 0GB 89,900
SAMSUNG 5GB 18,999
REALME 5GB 17,999
VIVO 5GB 19,990
MOTOROLA 4GB 17,999
XIAOMI 6GB 17,999
OPPO 4GB
INFINIX 5GB 13,999
Battery type Distribution
Battery Type
Lithium
Lithium Ion
Lithium Polymer
0K
5K
10K
15K
20K
25K
30K
35K
Avg. Original Price
Data Source
Battery type
Brand Price Comparision
Model-share
Country wise best selling smart...
Quarterly-share
Annual Revenue
GMS
KPI_2
Dashboard
Dashboard 2
Story 1
Type here to search
21:21
29-09-2023

Milestone 6: Story

Activity 1: Number of Scenes of Story





Story 1
Since it's initiation in 2006 it has seent he tremendous increase in sale and revenue generation over the years, through a slight bumpis being observed 2016 but ever since it has incresed to $394.3bin in 2022
Year
2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022
Year
2006 2022
Avg Revenue ($bn)
400 350 300 250 200 150
156.3 170.8 182.6 203.6 215.4 229.2 255.5 260.1 274.5 369.8 394.3
WhatsApp Unknow....zip
WhatsApp Unknow....zip
IRevolution A data....pdf
IRevolution A data....pdf
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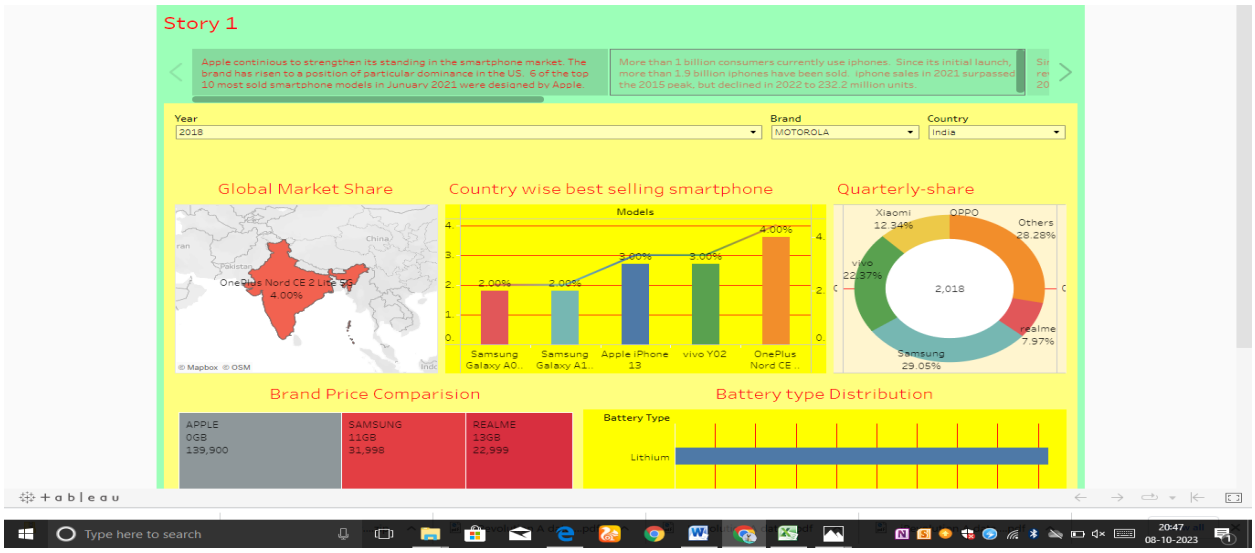
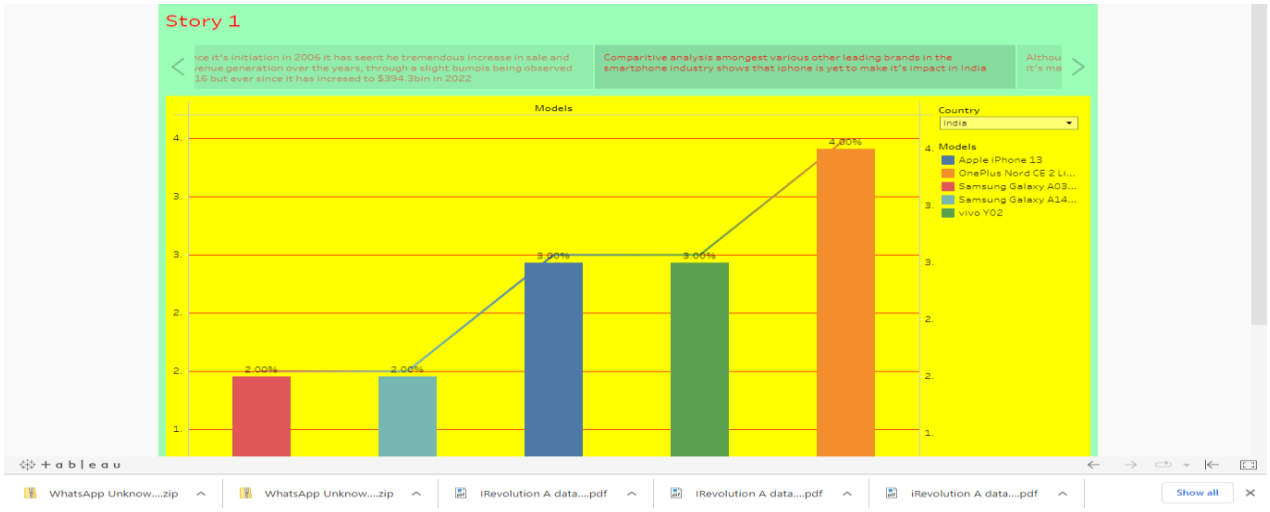
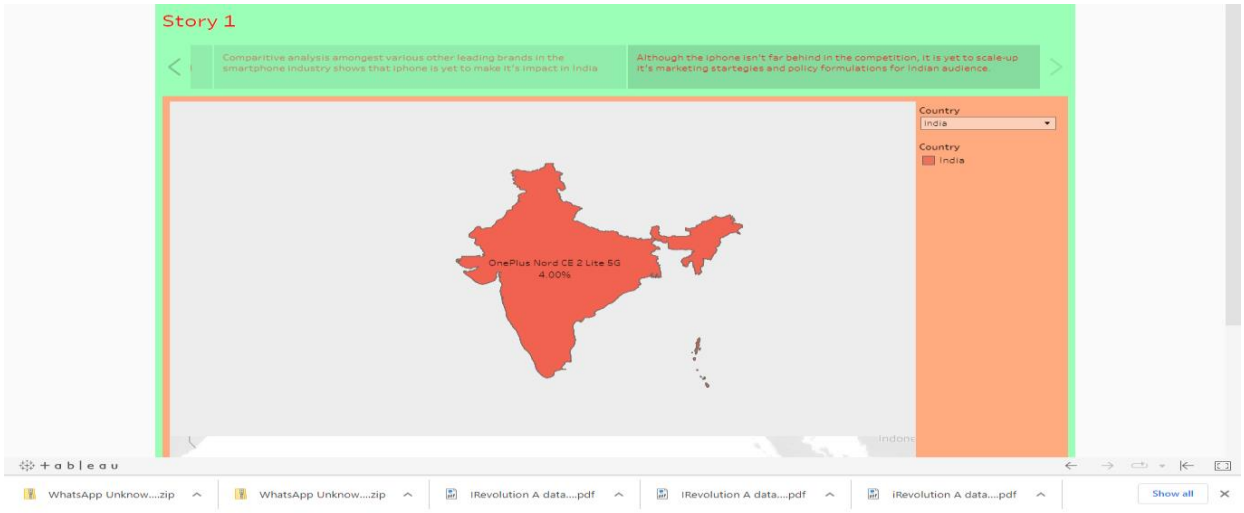
Show all

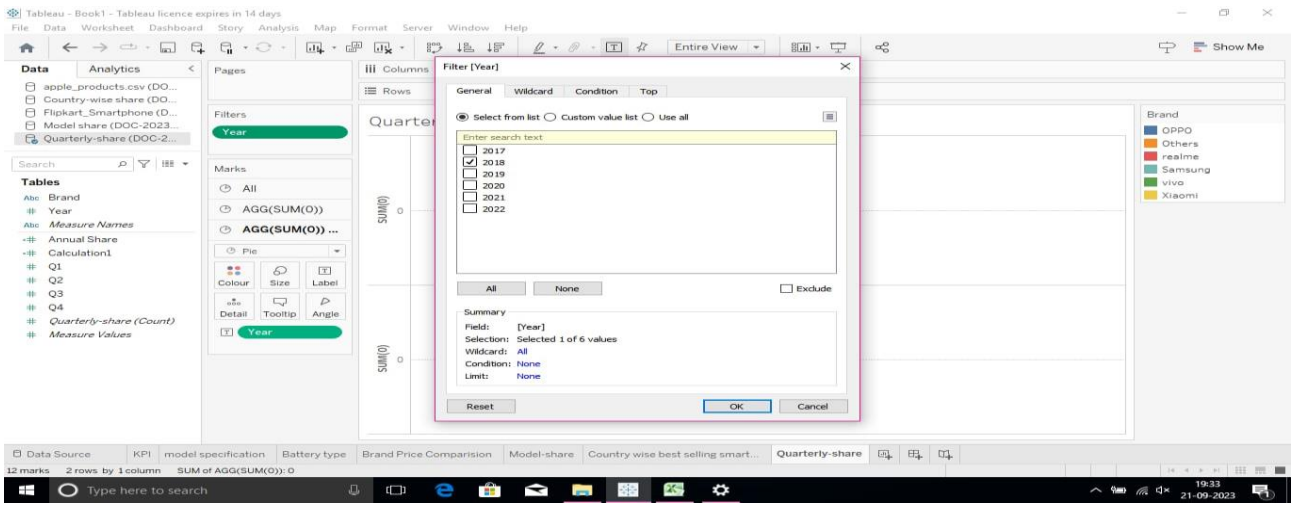

Story 1
Apple continious to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance in the US. 6 of the top 10 most sold smartphone models in Junuary 2021 were designed by Apple.
More than 1 billion consumers currently use iphones. Since its initial 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.
Year
2018
Brand
MOTOROLA
Country
India
Global Market Share
OnePlus Nord CE 2 Lite 5G
4.00%
© Mapbox © OSM
Country wise best selling smartphone
Models
2.00% 2.00% 3.00% 3.00% 4.00%
Samsung Galaxy A0..
Samsung Galaxy A1..
Apple iPhone 13
vivo Y02
OnePlus Nord CE ..
Quarterly-share
Xiaomi 12.34%
OPPO
Others 28.28%
vivo 22.37%
2,018
realme 7.97%
Samsung 29.05%
Brand Price Comparision
APPLE
0GB
139,900
SAMSUNG
11GB
31,998
REALME
13GB
22,999
Battery type Distribution
Battery Type
Lithium
Type here to search
20:47
08-10-2023

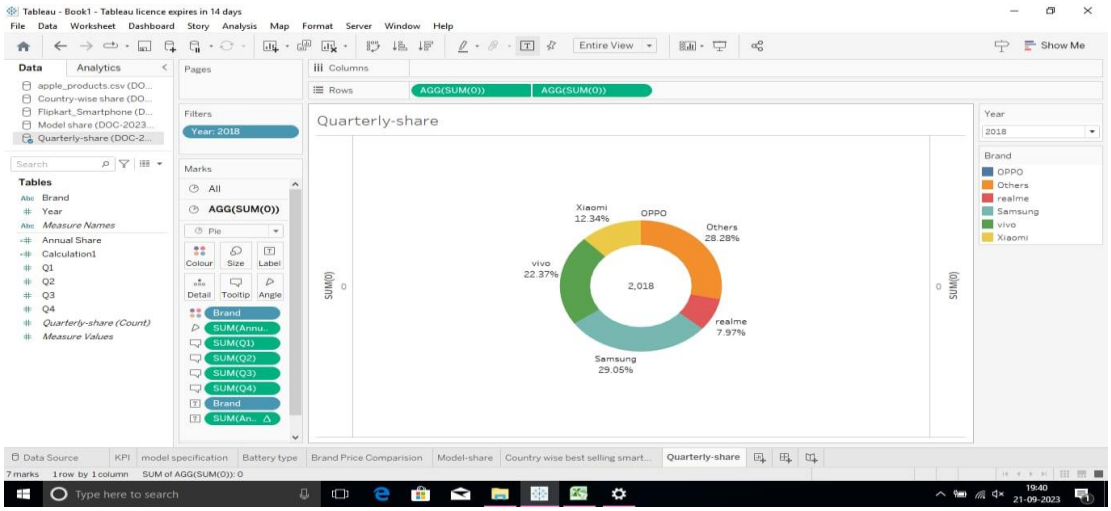




Milestone 7: Performance Testing

Activity 1





Milestone 8: Publishing

Dashboard 1 Link

https://public.tableau.com/views/dashboad1_16955467587160/Dashboard?:language=en-US&:display_count=n&:origin=viz_share_link

Dashboard 2 Link

https://public.tableau.com/views/dashboad2_16955472354760/Dashboard2?:language=en-US&:display_count=n&:origin=viz_share_link

Story

https://public.tableau.com/views/STORY1_16957213764920/Story1?:language=en-US&:display_count=n&:origin=viz_share_link