

A DATA - DRIVEN EXPLORATION OF APPLE'S IPHONE IMPACT IN INDIA

INTRODUCTION:

Apples's sales in india hit a new high of about \$6 billion in the fiscal year.up nearly 50% from a year earlier, showcasing the increasing importance of iPhones in a country that emerged to be the fastest growing major economy.

OVERVIEW:

Apple's market share has also increased significantly.At the end of Q2 2023,Apple registered a 61.1%growth year-on-year,which now gives it around 5.5% share of india's smartphone market. This is also the quarter in which Vivo(16%) overtook Samsung (15.7%) to take the lead of the market share. 11-Sept- 2023

PURPOSE:

Apple's decision to manufacture iPhones in india is a alignment with the india'initiative . By engaging local suppliers like Foxconn and Wistron, Apple is contributing to the nation's industrial growth, inculcating technological innovation, and creating thousands of jobs.

PROBLEM DEFINITION & DESIGN THINKING:

It is apparent that the iphone was, and still, a remarkable invention of technological advancement.

FUTURE SCOPE:

Popularity of apple devies across the globe has been steadily increaing with time progresses

- *Seamless integration with other apple devices.
- *Strong app ecosystem.
- *Sleek and professional design.

DISADVANTAGE

*COST:

The iPhone is one of the most expensive smartphones on the market...

*NON-REMOVABLE BATTERY:

The iPhone's batteries are non-removable, which means that users cannot replace them

*LIMITED CUSTOMIZATION:

One of the disadvantages of the iPhone is that it has limited customization options.

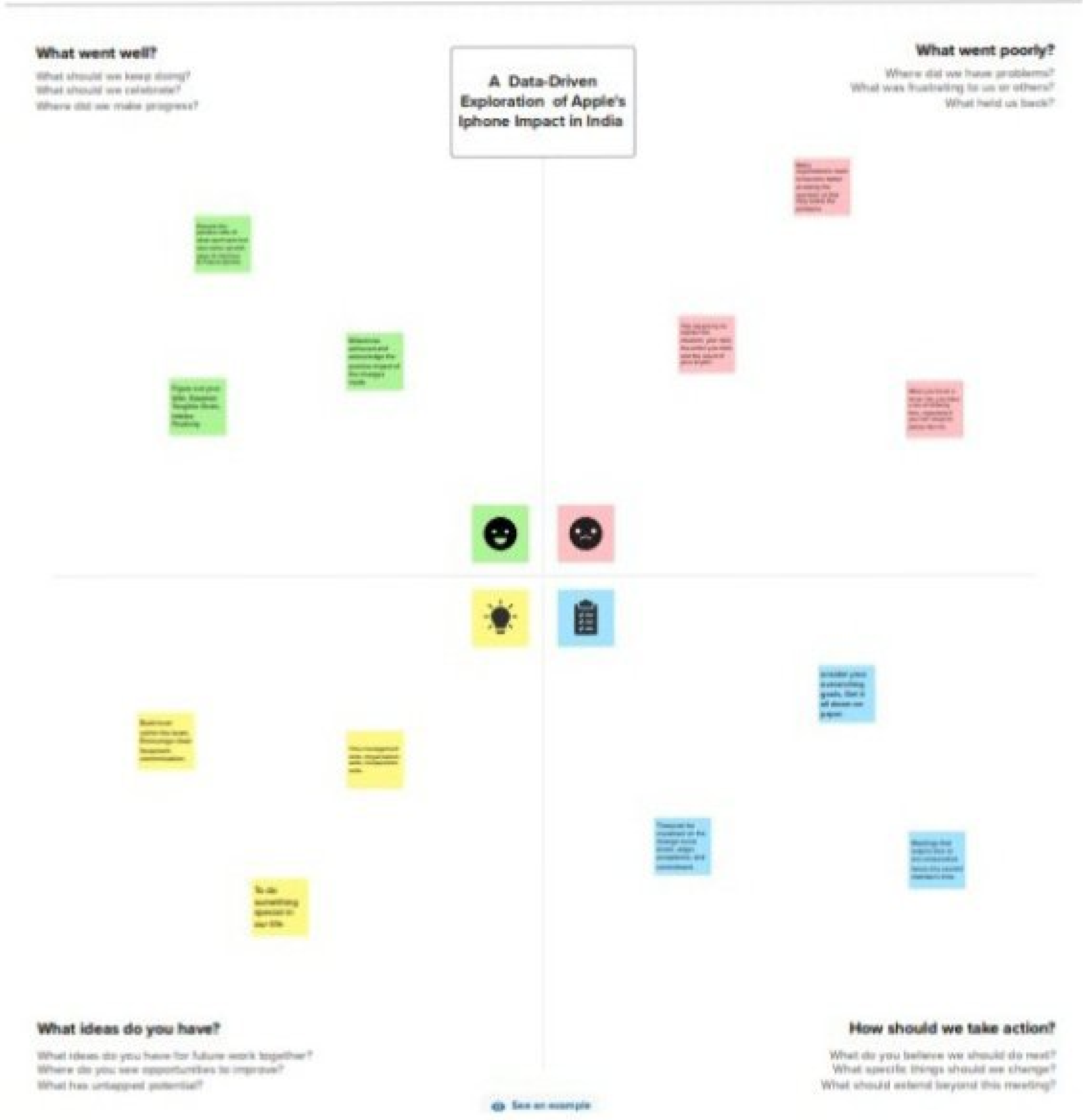
APPLICATIONS:

The custom duties Apple pays is around 22%. Add another 18% GST to it the cost is up by 40%.

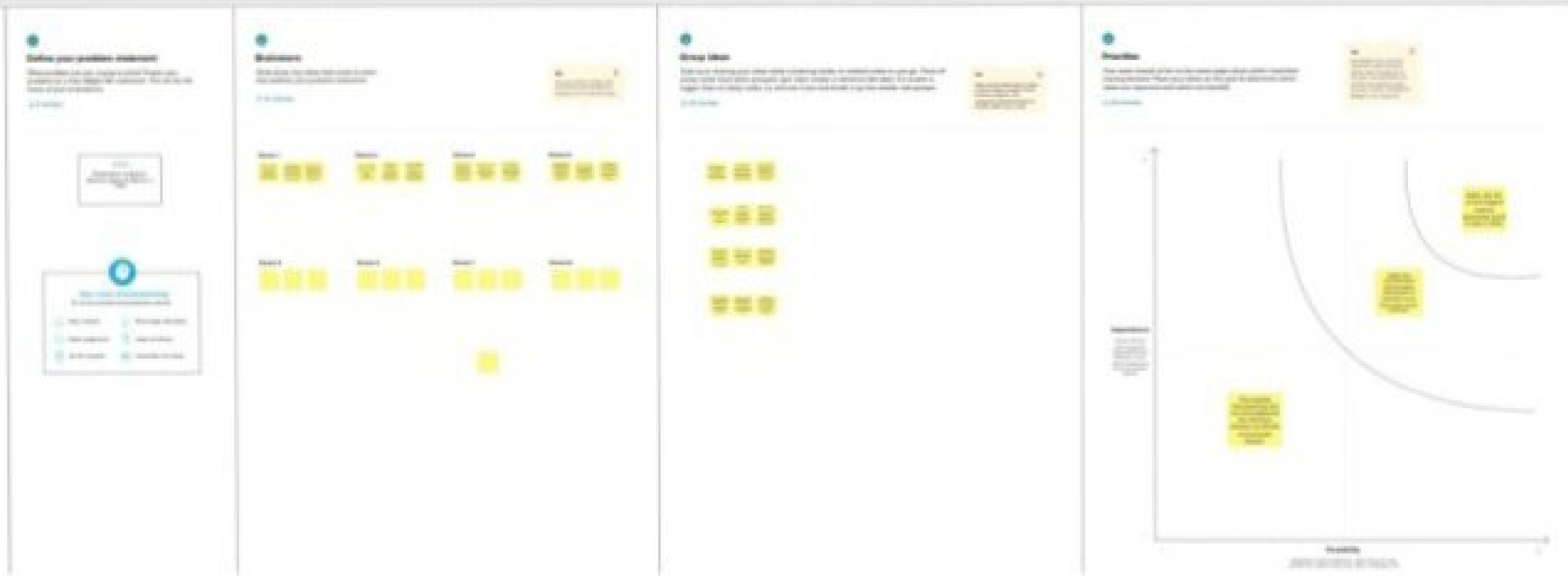
The extra security they provide making it harder for thieves to disable the device.

Apple know that their customers don't really care about fancy customization or versatility.

EMPATHY MAP:



IDEATION & BRAINSTORMING MAP



RESULT:

*Information security .information security companies unanimously agree that apple devices are more secure than android devices. ...

*the apple ecosystem...

*ease of use...

*get the best apps first. ...

*apple pay...

*iphones hold their value...

ADVANTAGE AND :

ADVANTAGE

*High-quality hardware.

*User-friendly interface.

*Robust security features.

*consistent software updates.

SHEETS

Measure Names

(Multiple values)

▼

Upc

MOBEXRGVZFZGZEWV

▼

KPI

Brand	Discount Perce..	Mrp	Sale Price	Star Rating	sales (feren
Apple	0	77,000	77,000	5	

model-share



Models

- Apple iPhone 13
- Apple iPhone 14
- Apple iPhone 1...
- Apple iPhone 1...

Colour

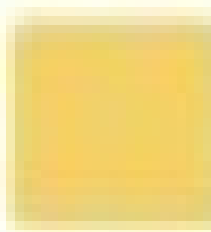
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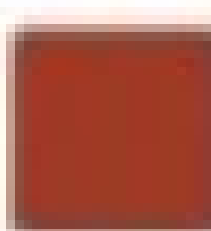
Brand

APPLE ▼

model specification

Model	Process..	Front Ca..	Rear Ca..	Colo
APPLE I..	A Bionic..	12MP	12MP + ..	Blac
APPLE IPHONE ..	A Bionic Chip wit..	12MP	12MP + 12MP	Blac Blac
APPLE IPHONE ..	A Bionic Chip wit..	12MP	12MP + 12MP	Blac Blac
APPLE I..	A Bionic..	12MP	12MP + ..	Blac
APPLE I..	A Bionic..	12MP	12MP + ..	Blac
APPLE I..	A Bionic..	12MP	12MP + ..	Blac

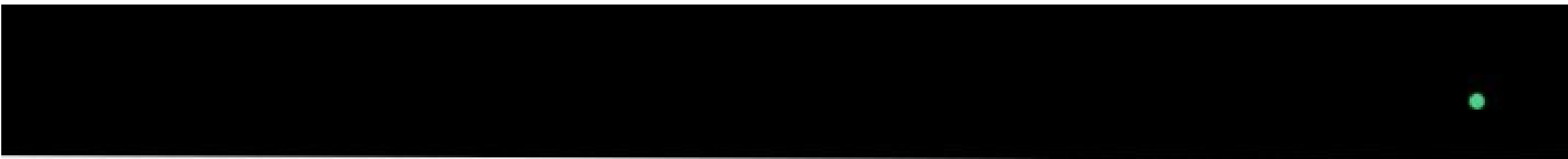
 Black

 Blue

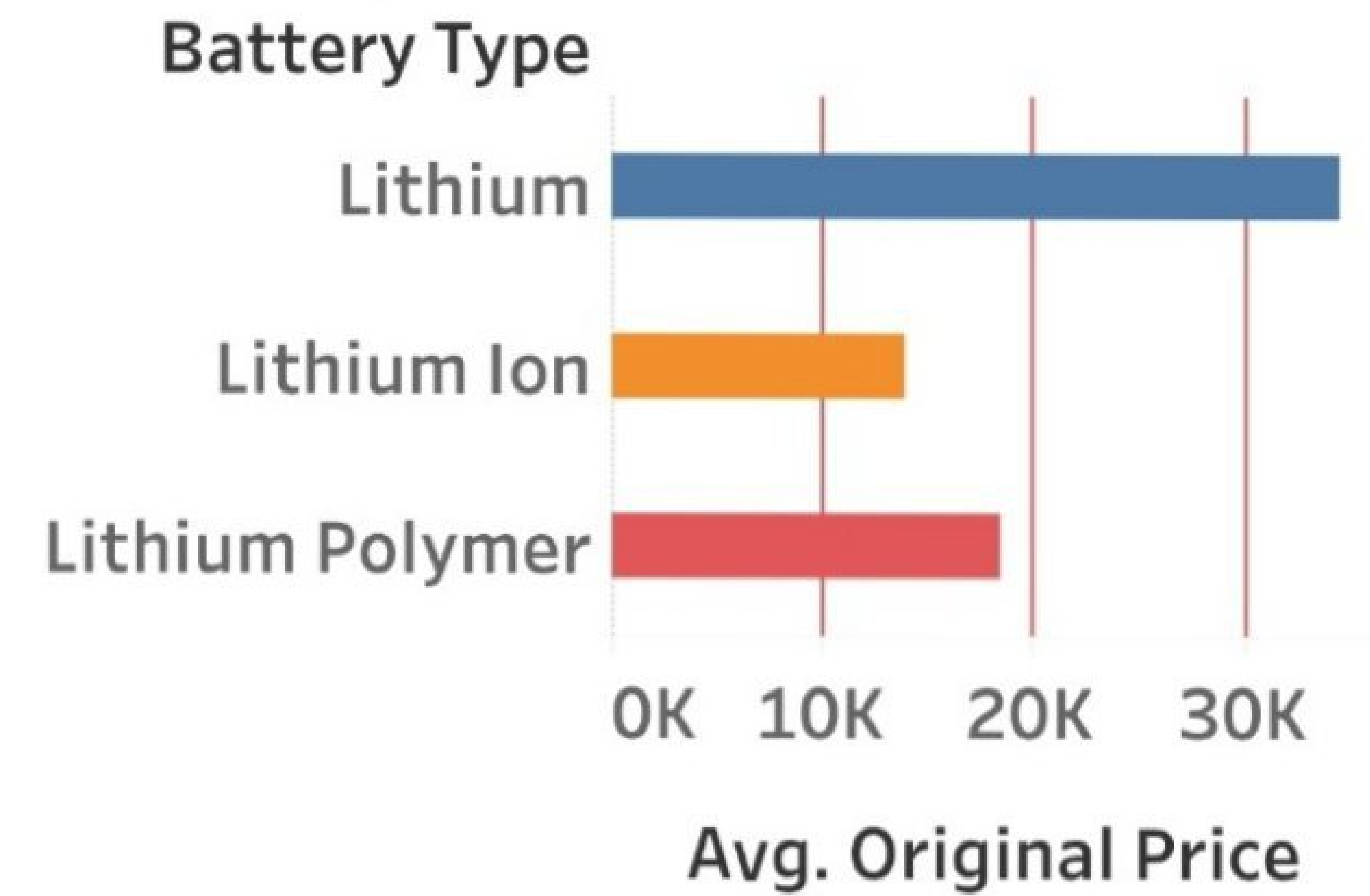
Brand

MOTOROLA

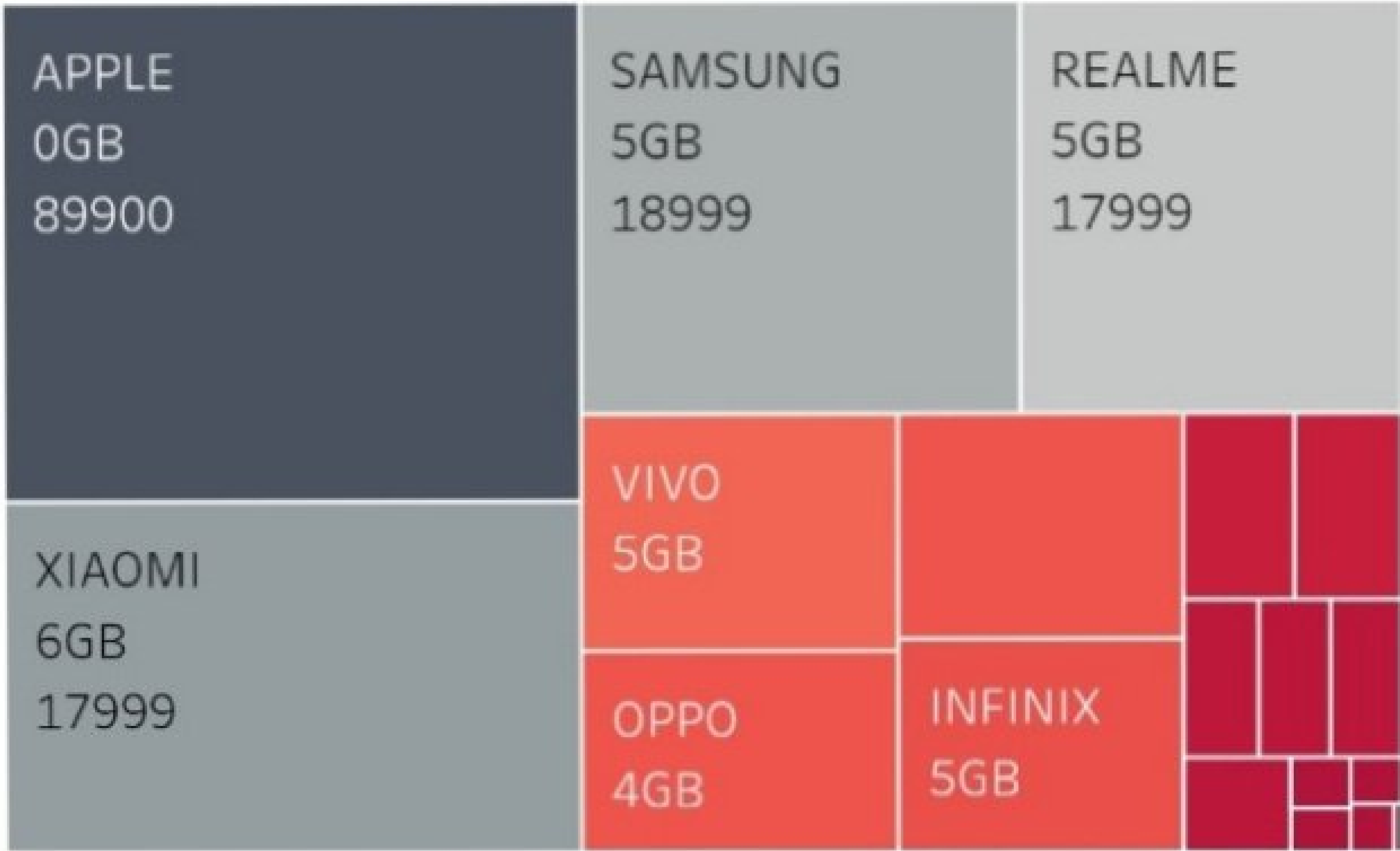
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Battery Type Distribution



Brand Price Comparison



Original Price



DASHBOARD:

