

# Introduction

After more than two years of development, the device was first released in the United States in 2007. The iPhone was subsequently released in Europe in 2007 and Asia in 2008. Apple designed its first mobile smartphone to run the Mac OS X operating system, made popular on the company's personal computers.

## Overview

Apple directly sub-contracts hardware production to external OEM companies, maintaining a high degree of control over the end product. The iPhone contains most of the hardware parts of a typical modern smartphone. Some hardware elements, such as 3D Touch and the Taptic Engine, are unique to the iPhone. The main hardware of the iPhone is the touchscreen, with current models offering screens of 4.7 inches and larger. All iPhones include a rear-facing camera; the front-facing camera dates back to the iPhone 4. The iPhone 7 Plus introduced multiple lenses to the rear-facing camera. A range of sensors are also included on the device, such as a proximity sensor, ambient light sensor, accelerometer, gyroscopic sensor, magnetometer, facial recognition sensor or fingerprint sensor (depending on the model) and barometer. In 2022, Apple added satellite communications to the iPhone, with the release of the iPhone 14 and iPhone 14 Pro.

## Purpose

The iPhone is a smartphone made by Apple that combines a computer, iPod, digital camera and cellular phone into one device with a touchscreen interface

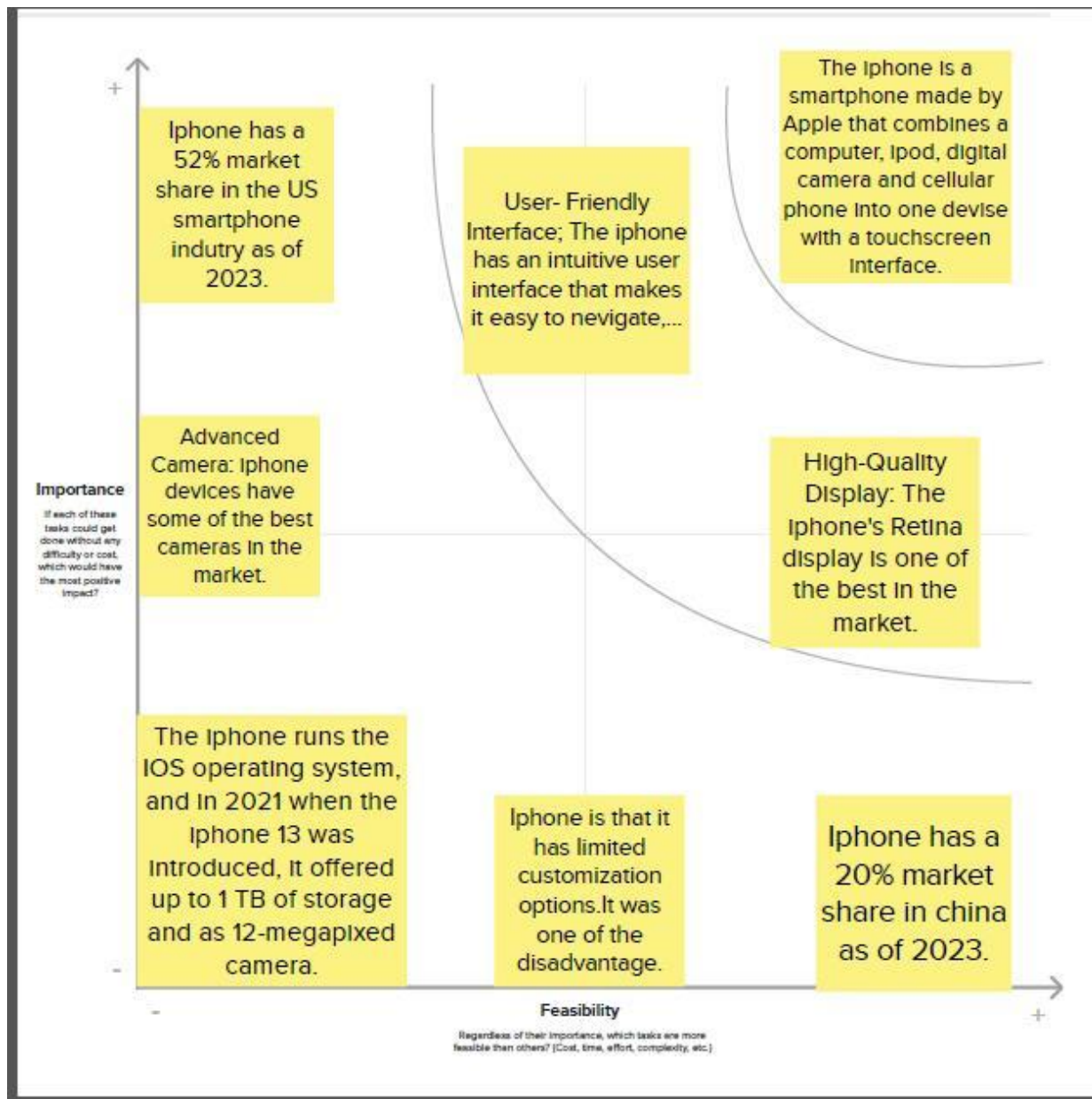
## Problem Statement & Design thinking

**This exploration aims to understand the extent of Apple's influence on the Indian Market, including aspects such as the market share, customer preference, economic impact, and its role in the broader smartphone ecosystem.**

## EMPATHY MAP:



# BRAINSTORMING MAP



RESULTS:

KPI

KPI

Brand	Upc	Count..	Disco..	Mrp	Numb..	Numb..	Sale P..	Star R..
Apple	MOBEXRGVPK7PFEJZ	1	0	77,000	11,202	794	77,000	5

Discount Percentage, Mrp, Number Of Ratings, Number Of Reviews, Sale Price, Star Rating and count of apple\_products.csv broken down by Brand and Upc. The view is filtered on Upc, which keeps MOBEXRGVPK7PFEJZ.

MODEL SPECIFICATION

Model Specification

Model	Processor	Front Ca..	Colour	Brand	
APPLE IPHONE 11	A Bionic Chip	12MP	Black	APPLE	92,800
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	Black	APPLE	1,99,700
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	Black	APPLE	74,900

Sum of Original Price broken down by Model, Processor, Front Camera, Colour and Brand. Details are shown for Colour. The view is filtered on Brand and Colour. The Brand filter keeps APPLE. The Colour filter keeps Black.

# BATTERY TYPE DISTRIBUTION

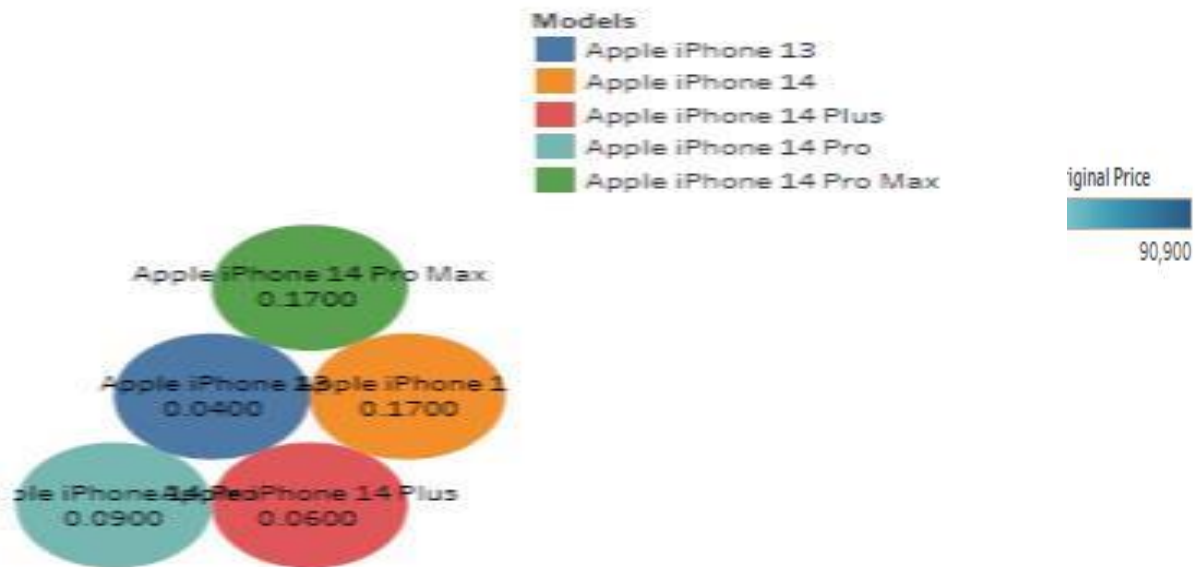
## Battery Type Distribution



Average of Original Price for each Battery Type. The marks are labeled by sum of Original Price. Details are shown for Battery Type. The data is filtered on Brand, which keeps MICROMAX and MOTOROLA. The view is filtered on Battery Type, which keeps Lithium, Lithium Ion and Lithium Polymer.

## BRAND PRICE COMPARISON

### Model Share



Models and sum of Sales Share.  
Color shows details about  
Models. Size shows count of  
Model share. The marks are  
labeled by Models and sum of  
Sales Share.

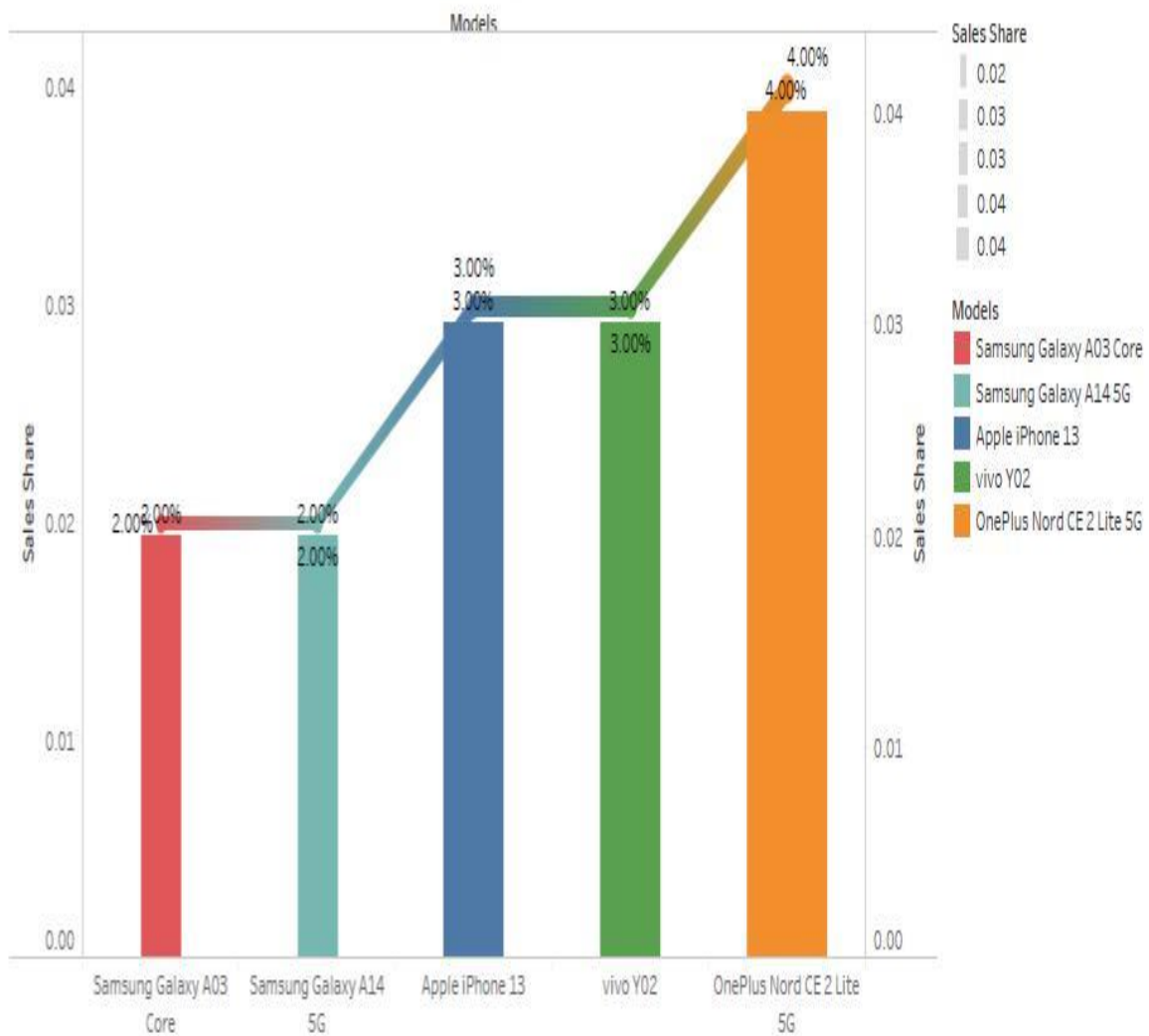


Brand and sum of Original Price. Color shows average of Original Price. Size shows sum of Original Price. The marks are labeled by Brand and sum of Original Price.



## COUNTRY WISE BEST SELLING SMARTPHONE

## Country Wise Best Selling Smartphone



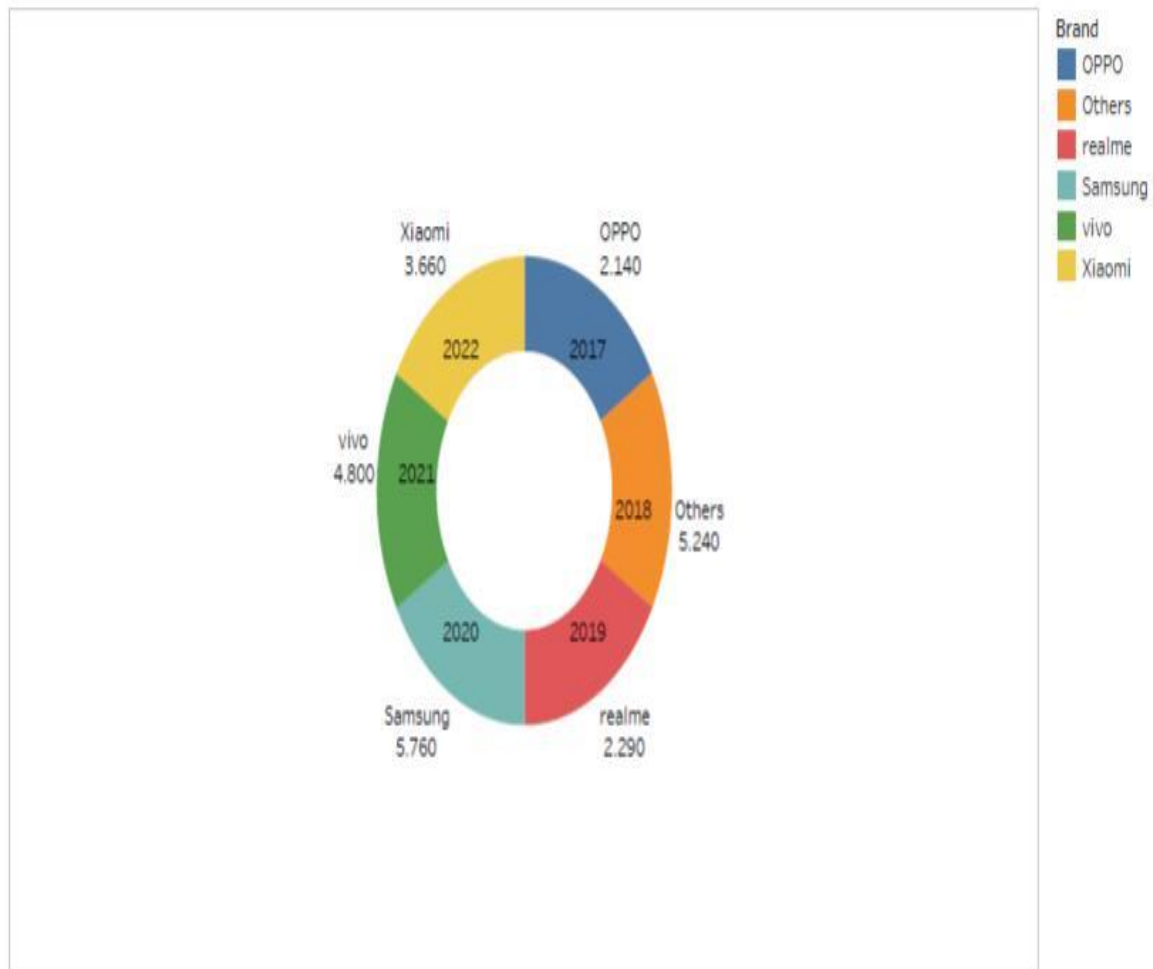
The trends of sum of Sales Share and sum of Sales Share for Models. Color shows details about Models. Size shows sum of Sales Share. The marks are labeled by sum of Sales Share. The data is filtered on Country, which keeps India.



## QUARTERLY SHARE

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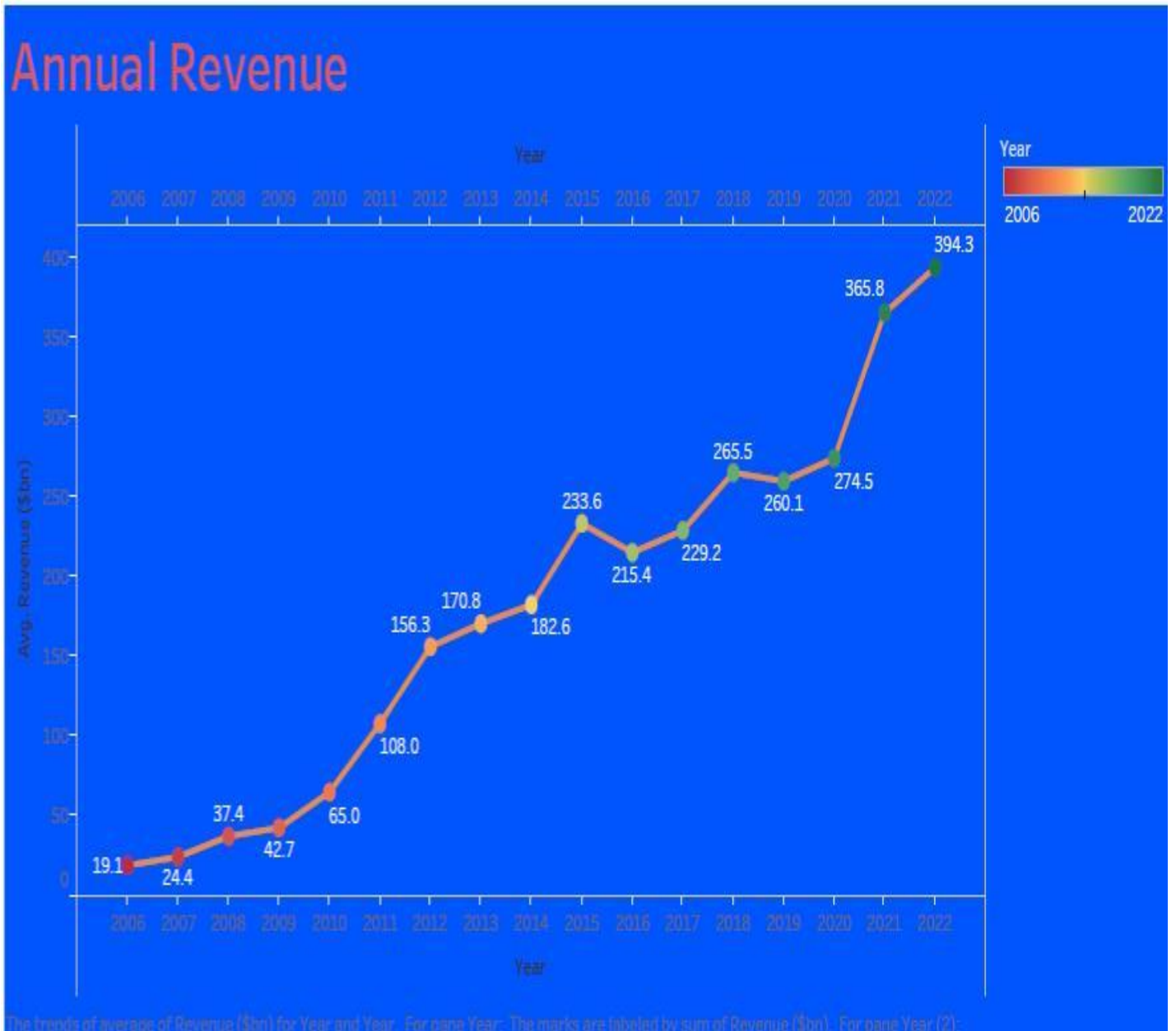
### Quarterly Share



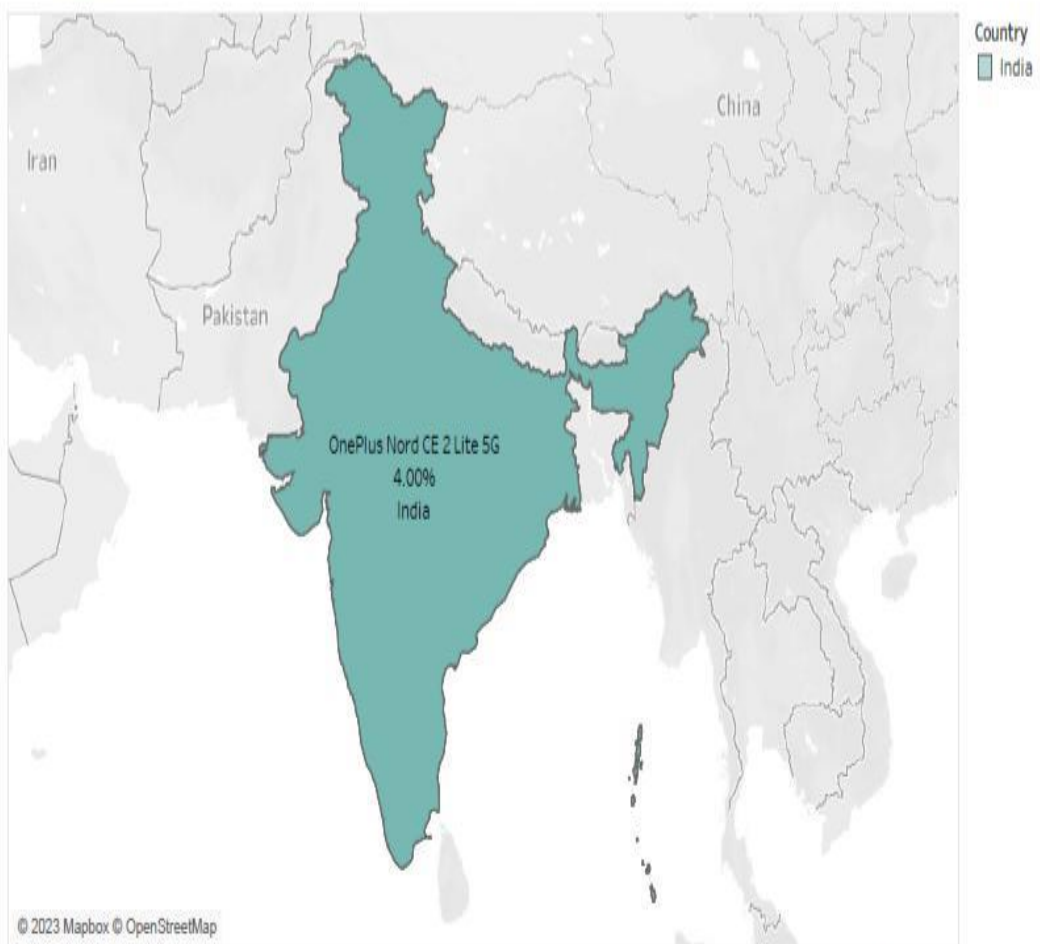
Sum(0) and Sum(0). For pane Sum(0): Color shows details about Brand. The marks are labeled by Brand and sum of Anval Share. For pane Sum(0): The marks are labeled by Year.

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## ANNUAL REVENUE



## GMS



Map based on Longitude (generated) and Latitude (generated). Color shows details about Country. The marks are labeled by Models, Sales Share and Country. Details are shown for Country. The view is filtered on Country, which keeps India.

KPI 2

KPI2



Active Users (mm), Revenue Generated and Units sold (mm). The data is filtered on Year, which ranges from 2008 to 2022.

DASHBOARD 1

Model  
Share



Battery Type Distribution



KPI

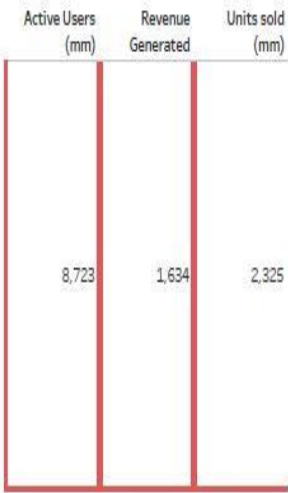
Brand	Upc	Count..	Disco..	Mrp N
Apple	MOBEXR..	1	0	77,000 1

Model Specification

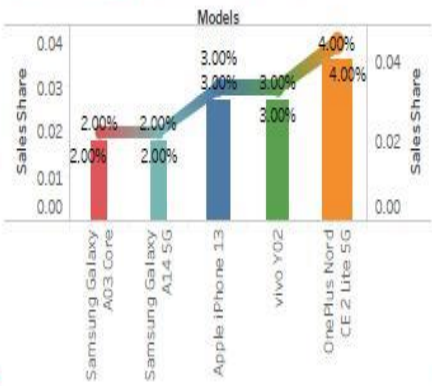
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DASHBOARD 2

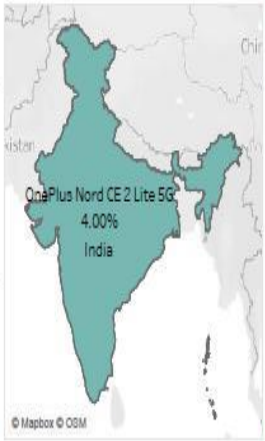
KPI2



Country Wise Best Selling Smartphone



GMS



- Country
- India
- Country
- India
- Year
- 2006
- 2022
- Country
- China
- France
- Germany
- India
- Japan
- South Korea
- UK
- USA
- Models
- Samsung Galaxy A03 Core
- Samsung Galaxy A14 5G
- Apple iPhone 13
- vivo Y02
- OnePlus Nord CE 2 Lite 5G

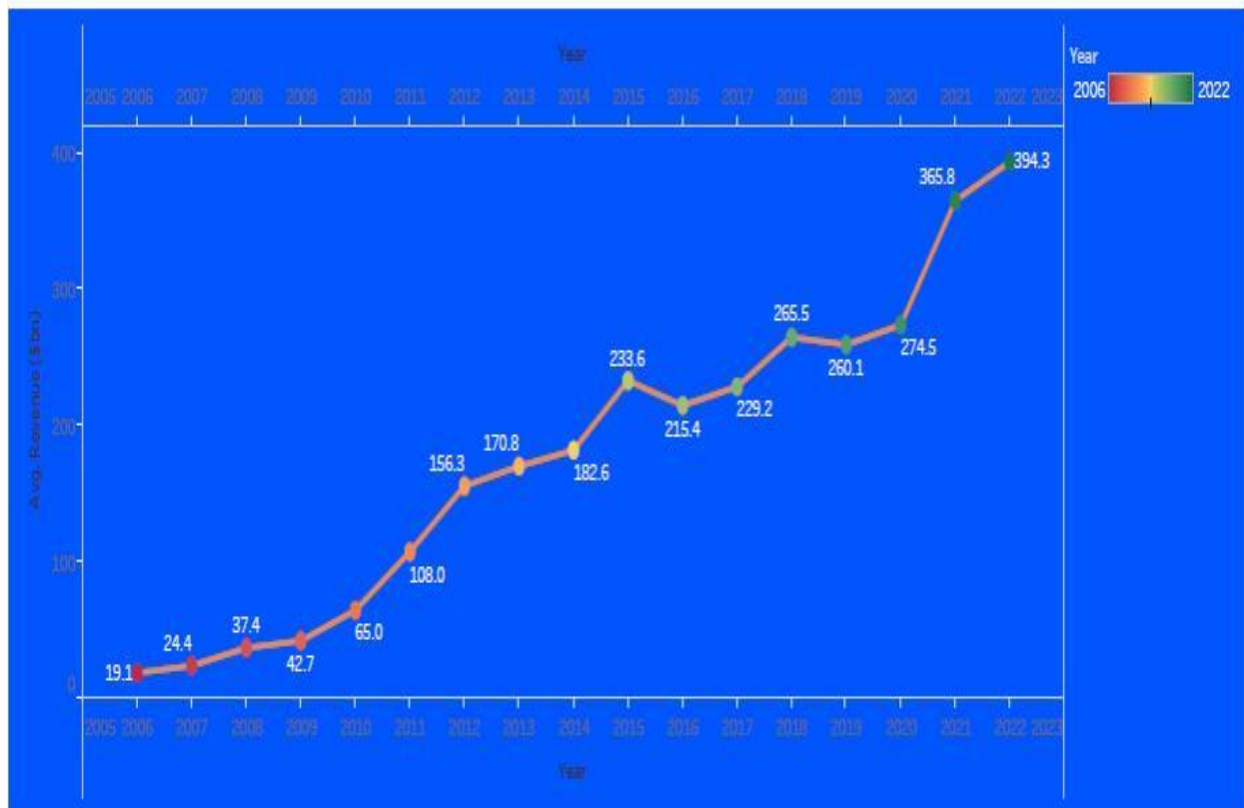
Annual Revenue



# STORY 1

## Story 1

since its inception in 2006 it has seen a tremendous increase in sales and revenue generation over the years through observed in 2016 but over the since it is increased in 2022

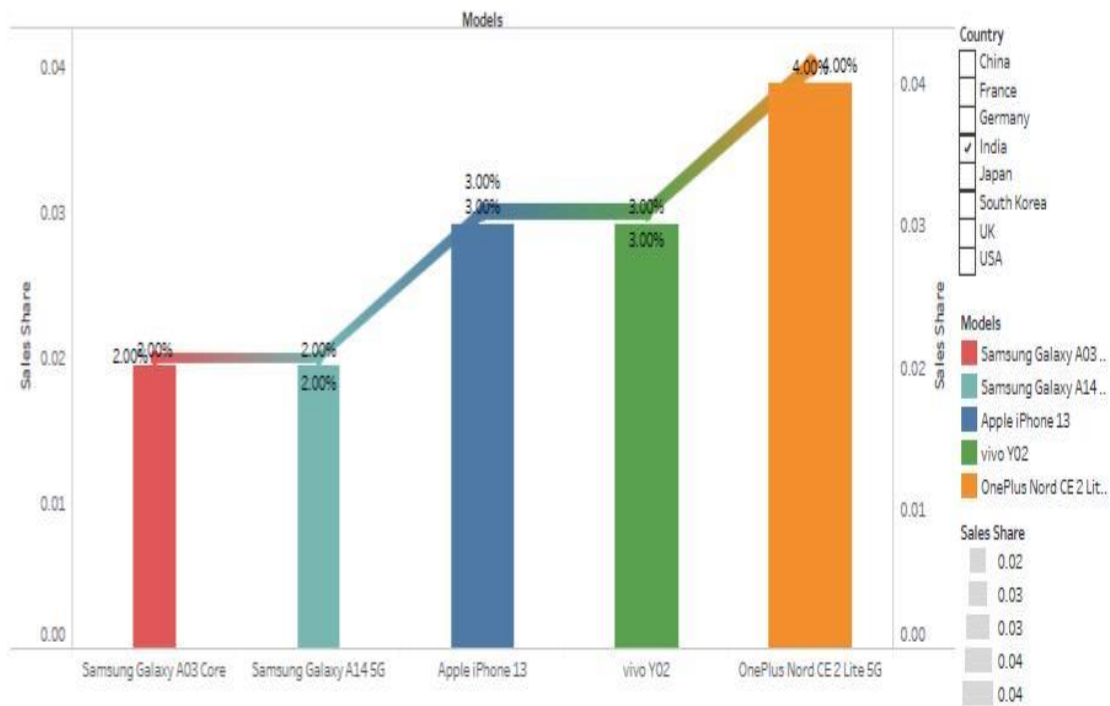




## STORY 2

### Story 2

Comparative analysis amongst various other leading brands in the smartphone industry shows that iPhone is yet to make its impact in India.



## STORY 3

### Story 3

Although the iPhone isn't far behind in the competition, it's market share is...



## **ADVANTAGE & DISADVANTAGE**

### **ADVANTAGE**

- 1. USER-FRIENDLY INTERFACE: THE IPHONE HAS AN INTUITIVE USER INTERFACE THAT MAKES IT EASY TO NAVIGATE. THE TOUCH SCREEN INTERFACE IS EASY TO USE, AND THE IPHONE'S SMOOTH OPERATING SYSTEM IS SIMPLE TO LEARN AND USE.**
- 2. HIGH-QUALITY DISPLAY: THE IPHONE'S RETINA DISPLAY IS ONE OF THE BEST IN THE MARKET. WITH A DENSITY OF OVER 300PPI, PICTURES AND VIDEOS APPEAR CLEAR AND CRISP. THIS HIGH-QUALITY DISPLAY IS PERFECT FOR STREAMING TV SHOWS, MOVIES, AND GRAPHIC-INTENSIVE GAMES.**
- 3. ADVANCED CAMERA: IPHONE DEVICES HAVE SOME OF THE BEST CAMERAS IN THE MARKET. THEY HAVE BEEN KNOWN TO PRODUCE STUNNING IMAGES AND VIDEOS OF THE HIGHEST QUALITY. THEY ALSO COME WITH IMAGE STABILIZATION FEATURES.**

## **DISADVANTAGE**

- 1. COST: THE IPHONE IS ONE OF THE MOST EXPENSIVE SMARTPHONES ON THE MARKET. HIGH-END MODELS CAN COST OVER \$1000, WHICH MAKES IT A LUXURY ITEM FOR MANY PEOPLE.**
- 2. NON-REMOVABLE BATTERY: THE IPHONE'S BATTERIES ARE NON-REMOVABLE, WHICH MEANS THAT USERS CANNOT REPLACE THEM. THIS CAN BE A DISADVANTAGE FOR PEOPLE WHO RELY HEAVILY ON THEIR PHONES AND HAVE TO REPLACE THEM REGULARLY**
- 3. LIMITED CUSTOMIZATION: ONE OF THE DISADVANTAGES OF THE IPHONE IS THAT IT HAS LIMITED CUSTOMIZATION OPTIONS. UNLIKE ANDROID DEVICES, USERS CANNOT CUSTOMIZE THEIR PHONE'S INTERFACE, WHICH CAN BE A DISADVANTAGE FOR SOME PEOPLE.**
- 4. NO EXPANDABLE STORAGE: ANOTHER DISADVANTAGE OF THE IPHONE IS THAT IT HAS NO EXPANDABLE STORAGE OPTIONS. USERS HAVE TO**

**PURCHASE IPHONES WITH LARGER STORAGE CAPACITIES, WHICH CAN BE COSTLY.**

**5.FRAILTY: THE IPHONE IS KNOWN TO BE FRAGILE AND PRONE TO BREAKING IF DROPPED. MANY USERS HAVE REPORTED CRACKING OR SHATTERING THEIR SCREENS AFTER ACCIDENTALLY DROPPING THEIR DEVICES.**

## **APPLICATION:**

**A SOFTWARE APPLICATION THAT RUNS UNDER IOS, WHICH IS THE OPERATING SYSTEM THAT POWERS APPLE'S MOBILE DEVICES. IN MOST CASES, ANY APPLICATION THAT RUNS ON AN IPHONE ALSO RUNS ON AN IPAD AND IPOD TOUCH. HOWEVER, APPS DESIGNED STRICTLY FOR IPADS, WHICH HAVE LARGER SCREENS, DO NOT WORK ON IPHONES AND IPODS. SEE IDEVICE, IOS VERSIONS AND IPHONE.**

## **CONCLUSION:**

**APPLE AND THE IPHONE IS A GREAT EXAMPLE OF A CORPORATION MAKING WHAT THE CONSUMER WANTS IN A GLOBAL MARKET. WITH LIMITED COMPANIES COMPETING, COMPETITION FOR THE BEST PHONE ON THE MARKET IS AT AN ALL-TIME HIGH. WITH THE IPHONE YOU GET BETTER QUALITY AND BETTER SECURITY WHEN DEALING WITH YOUR PERSONAL INFORMATION. INNOVATION AND TECHNOLOGICAL ADVANCEMENTS HAVE KEEP THE IPHONE AND APPLE AHEAD OF ITS COMPETITORS IN THIS TIGHT NOTCH MARKET. WITH THE IPHONE BEING SO POPULAR AND HIGH DEMAND.**