

GOVERNMENT ARTS COLLEGE (AUTONOMOUS)

COIMBATORE – 6410018

DEPARTMENT OF MATHEMATICS

NAAN MUDHALVAN COURSE: DATA ANALYTICS WITH TABLEAU

CLASS: III YEAR B.Sc. Mathematics – SEMESTER: 5

PROJECT REPORT

(PROJECT DOCUMENTATION)

NM TEAM NUMBER : 08

NM ID : NM2023TMID24953 [56820C1860AB99EA08044CA279E236DB]

NM PROJECT TITLE : IREVOLUTION ; A DATA DRIVEN EXPLORATION OF
APPLE'S IPHONE IMPACT INDIA

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Smart bridge Educational Services Pvt.Ltd.

Project Report Template

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

INTRODUCTION

1.1 Overview

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. India, one of the economies with the greatest economic growth, has seen a tremendous increase in smartphone usage, making it an interesting market to study the effects of Apple's iPhone. In order to shed light on important factors like market penetration, customer preferences, economic ramifications, and societal changes, this research report will perform a data-driven investigation of the impact of the iPhone in India. This study will offer invaluable insights into the transformative impact of the iPhone on India's technological landscape and the lives of its consumers by using advanced data analytics techniques and analyzing large datasets.

Apple has a special chance to increase its market share and develop a significant presence in India thanks to the country's large population and rising smartphone adoption. Each new iPhone model unveiling generates excitement and anticipation among Indian buyers. By utilizing the plethora of information already accessible, this research aims to go beyond conjecture and anecdotal evidence in order to develop a thorough knowledge of the effects of the iPhone.

Technical Architecture:

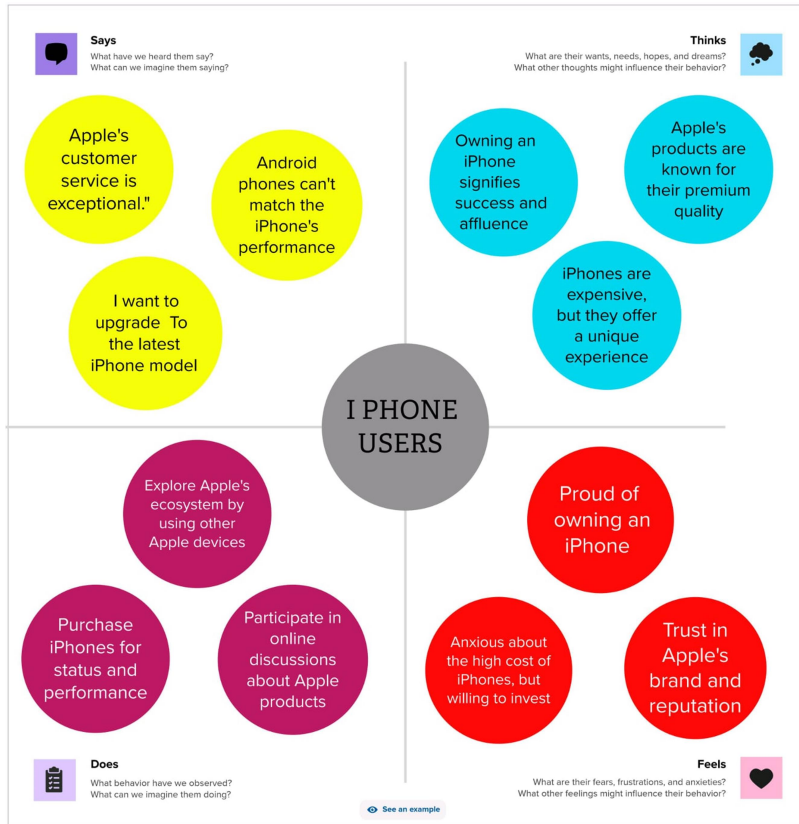
The technical architecture involves leveraging the data analytics capabilities of Tableau for visualizations and analysis. The architecture comprises several components to ensure efficient data processing and visualization. At the core of the architecture is the data infrastructure, which includes data sources such as market reports, economic indicators, and surveys conducted among iPhone users in India. These data sources are collected and stored in a structured format for further analysis. Tableau is used as the primary data visualization tool. It connects to the data sources and allows for data extraction, transformation, and loading (ETL) processes. Tableau's intuitive interface enables users to create interactive and visually appealing visualizations, charts, and dashboards based on the analyzed data.

1.2 Purpose

"iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India" is a research paper that analyzes the impact of iPhones in India using data. It explores various aspects like market penetration, consumer behavior, and economic effects. It's an interesting read for understanding the influence of iPhones in the Indian market.

Problem Definition & Design Thinking

2.1 Empathy Map



2.2 Ideation & Brainstorming Map



RESULT

KPI

<u>Brand</u>	<u>Discou</u> <u>nt Per..</u>	<u>Mrp</u>	<u>Sale</u> <u>Price</u>	<u>Sales</u> <u>differ..</u>	<u>Star</u> <u>Rating</u>
<u>Apple</u>	<u>0</u>	<u>77,000</u>	<u>77,000</u>	<u>0</u>	<u>5</u>

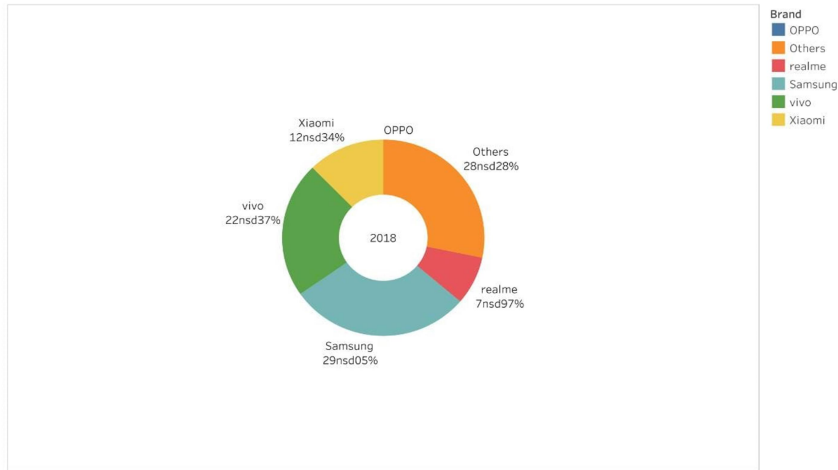
Discount Percentage, Mrp, Sale Price, Sales difference and Star Rating broken down by Brand. The data is filtered on Upc, which keeps MOBEXRGVZFZGZEWV.

KPI-2



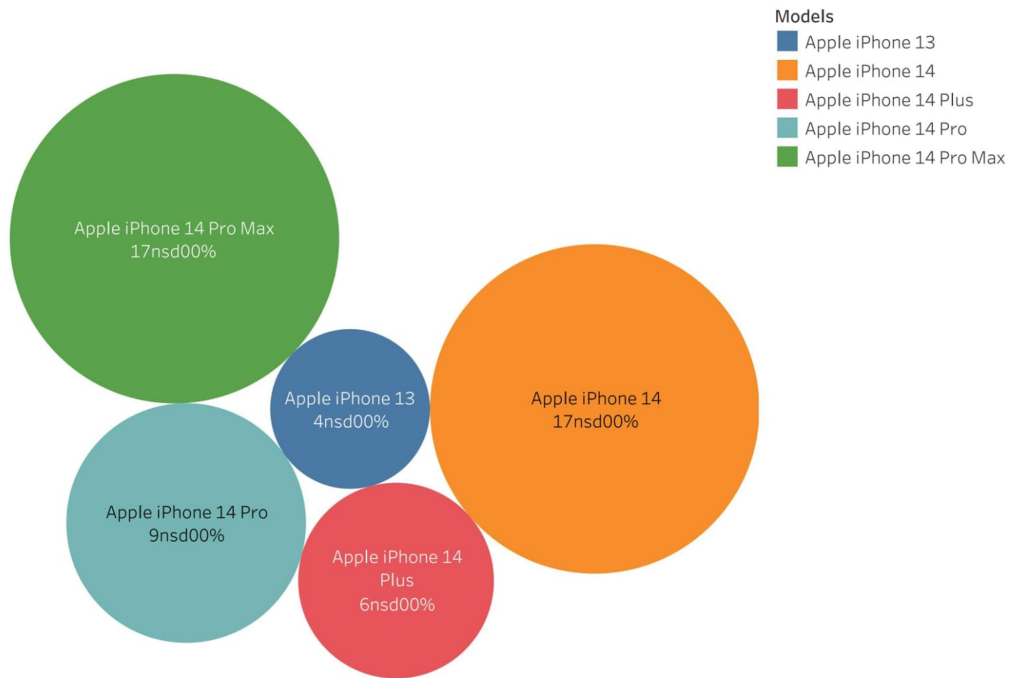
Revenue Generated, Units sold (mm) and Active Users (mm). The data is filtered on Year, which keeps 2022.

Quarterly-Share



SUM(0) and SUM(0). For pane SUM(0): Color shows details about Brand. The marks are labeled by Brand and % of Total Annual Share. For pane SUM(0): The marks are labeled by Year as an attribute. The data is filtered on Year, which keeps 2018.

Model-Share



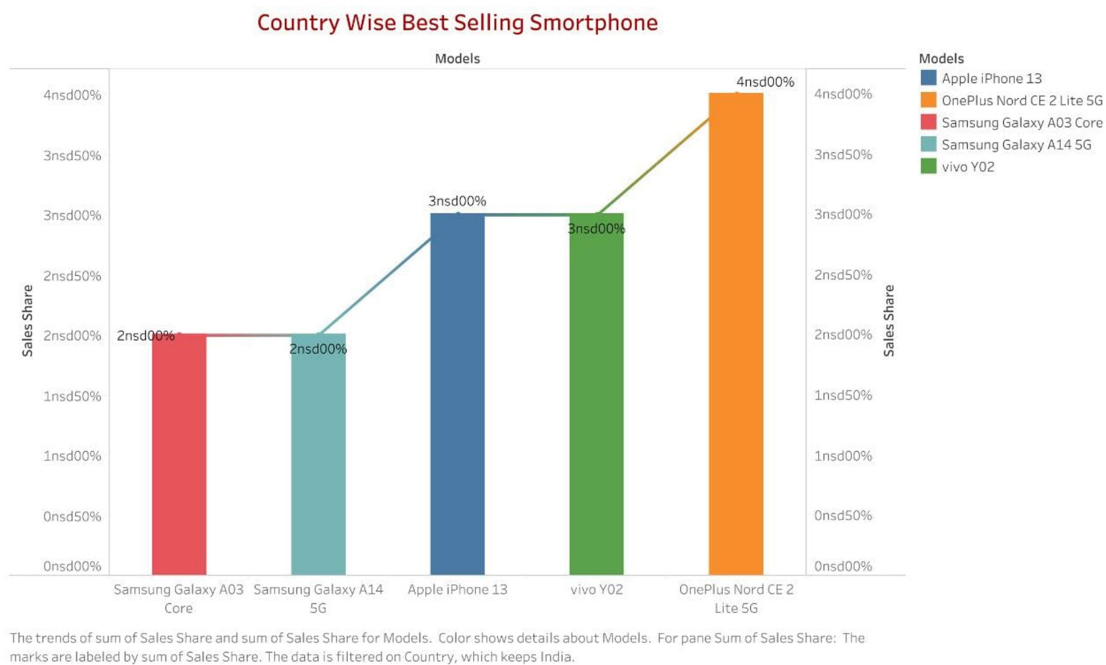
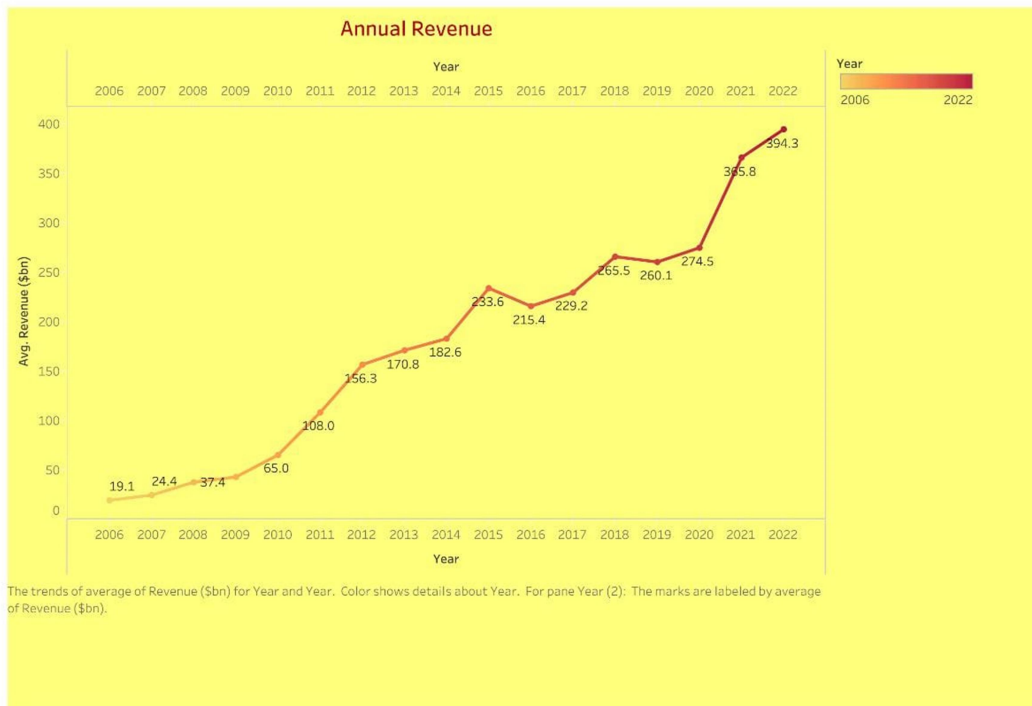
Models and Sales Share. Color shows details about Models. Size shows sum of Sales Share. The marks are labeled by Models and Sales Share.

Global Market Share

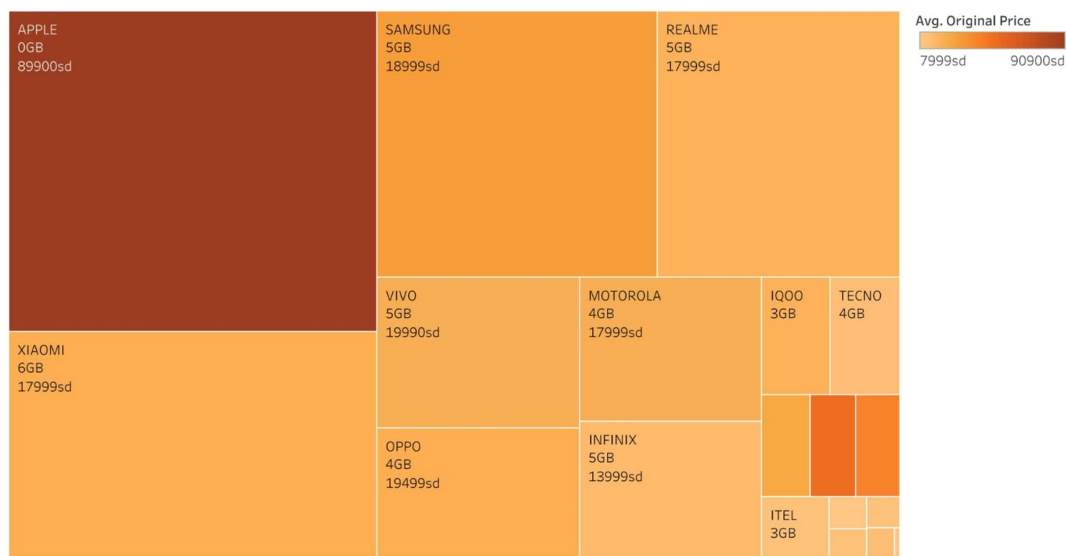


Map based on Longitude (generated) and Latitude (generated). Color shows details about Country. The marks are labeled by Country, Models and sum of Sales Share. Details are shown for Country. The view is filtered on Country, which keeps India.

Model Specification					
Model	Processor	Front Ca..	Rear Camera	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	92,800
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Blue	59,900
				Black	1,99,700
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Blue	74,900
				Black	74,900
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	1,49,800
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	1,89,800
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	99,900
Sum of Original Price broken down by Model, Processor, Front Camera, Rear Camera and Colour. Color shows details about Colour. The data is filtered on Brand, which keeps APPLE. The view is filtered on Colour, which keeps Aqua Blue, Black, Blue, Cool Blue and Couture Blue.					

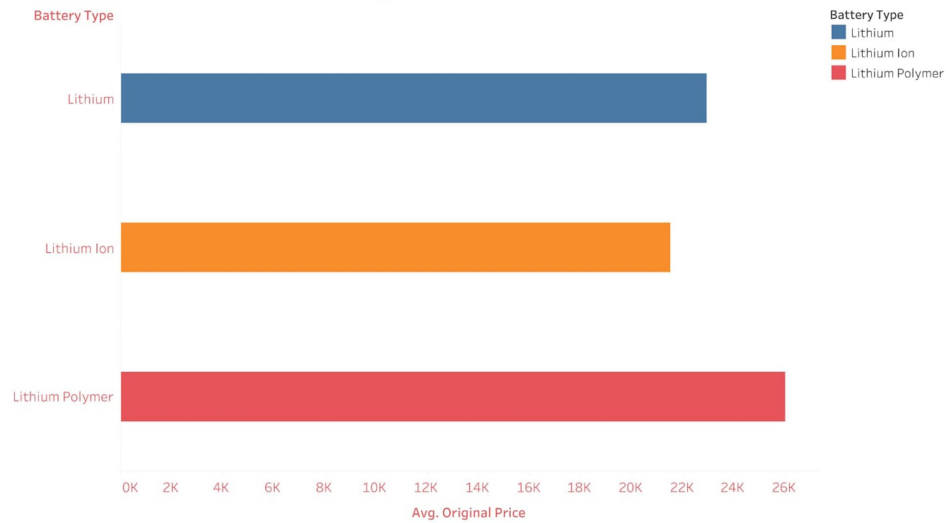


Brand Price Comparison



Brand, distinct count of Memory and median of Original Price. Color shows average of Original Price. Size shows sum of Original Price. The marks are labeled by Brand, distinct count of Memory and median of Original Price.

Battery Type Distribution



Average of Original Price for each Battery Type. Color shows details about Battery Type. The data is filtered on Brand, which keeps OPPO. The view is filtered on Battery Type, which keeps Lithium, Lithium Ion and Lithium Polymer.

ADVANTAGES AND DISADVANTAGES

Advantages: iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India offers several advantages. It provides valuable insights into the impact of iPhones on the Indian market, including market trends, consumer behavior, and economic effects. This information can be useful for businesses, policymakers, and researchers interested in understanding the influence of iPhones in India.

Disadvantages: While iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India offers valuable insights, it's always good to consider potential limitations. Some possible disadvantages could include limited scope, reliance on data accuracy, and the inability to capture all aspects of iPhone impact. However, it's still a great resource for understanding the iPhone's influence in India.

APPLICATION

Areas where this solution can be applied

iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India can be applied in various areas such as market research, consumer behavior analysis, and business strategy development. It provides valuable insights for companies looking to understand the impact of iPhones in the Indian market and make informed decisions.

CONCLUSION

In conclusion, "iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India" offers valuable insights into the influence of iPhones in the Indian market. It analyzes market penetration, consumer behavior, and economic effects, providing useful information for businesses, policymakers, and researchers. It's a great resource for understanding the impact of iPhones in India!

FUTURE SCOPE

In the future, "iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India" could be enhanced by including more recent data and expanding the analysis to include other smartphone brands in the Indian market. This would provide a more comprehensive understanding of the overall smartphone landscape in India. Additionally, incorporating qualitative research methods such as interviews or surveys could offer deeper insights into consumer perceptions and preferences.
