## Says What have we heard them say? What can we imagine them saying?

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Important Factors:

penetrate

customer

societal changes

preferences

Market

 The world as change as a consequence of the increasing use of smartphone, which have improved communication, connected people and revoluationized many different business.

Emerged as a prominent, player among the smartphone makers.

With it's main product, the iphone, capturing markets around the world, apple inc.



The lives ofits consumers by using advanced data analytics techniques and analizing large datasets.



## Persona's name

iRevolution A Datadriven Exploration of Apple's iPhone Impact in India

Already accessible, this research aims conjecture

Anecdotal evidence in order to develop in order to develop a through knowledge of the effects of the iPhone

Each new iphone model unveilind generates excitement and anticipation among indian buyers.

By utilizing the plethora the prinformation of the



Does

What behavior have we observed? What can we imagine them doing?





