



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?

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

Important Factors:

- Market penetrate
- customer preferences
- societal changes

Emerged as a prominent, player among the smartphone makers.

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

This research report will perform a data-driven investigation of the impact of the iphone in India.

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



Persona’s name

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

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

By utilizing the plethora ofinformation

Already accesssible, this research aims to go beyond conjecture

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



Does

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



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?