

PROJECT –REPORT

I - Revolution: A Data driven
exploration of apple's I phone impact



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PROJECT FLOW

- DEFINE PROBLEM/ PROBLEM UNDERSTANDING
 - ❖ Specify the business problem
 - ❖ Business requirements
 - ❖ Literature survey
- DATA COLLECTION AND EXTRACTION
 - ❖ Collect the data set
 - ❖ Connect data set with tableau
- DATA PREPARATION
 - ❖ Prepare the data for visualizations
- DATA VISUALIZATION
 - ❖ No of unique visualizations
- DASH BOARD
 - ❖ Response and design of dashboard
- STORY
 - ❖ No of scenes of story
- PERFORMANCE TESTING
 - ❖ Utilization of data filters
 - ❖ No of calculation fields
 - ❖ No of visualization / graphs
- PUBLISHING
 - ❖ Publishing dashboard and story to tableau public
- PROJECT DEMONSTRATION AND DOCUMENTATION
 - ❖ Record explanation video for project end to end solution
 - ❖ Project documentation step by step project development procedure

INTRODUCTION

1.1: Overview:

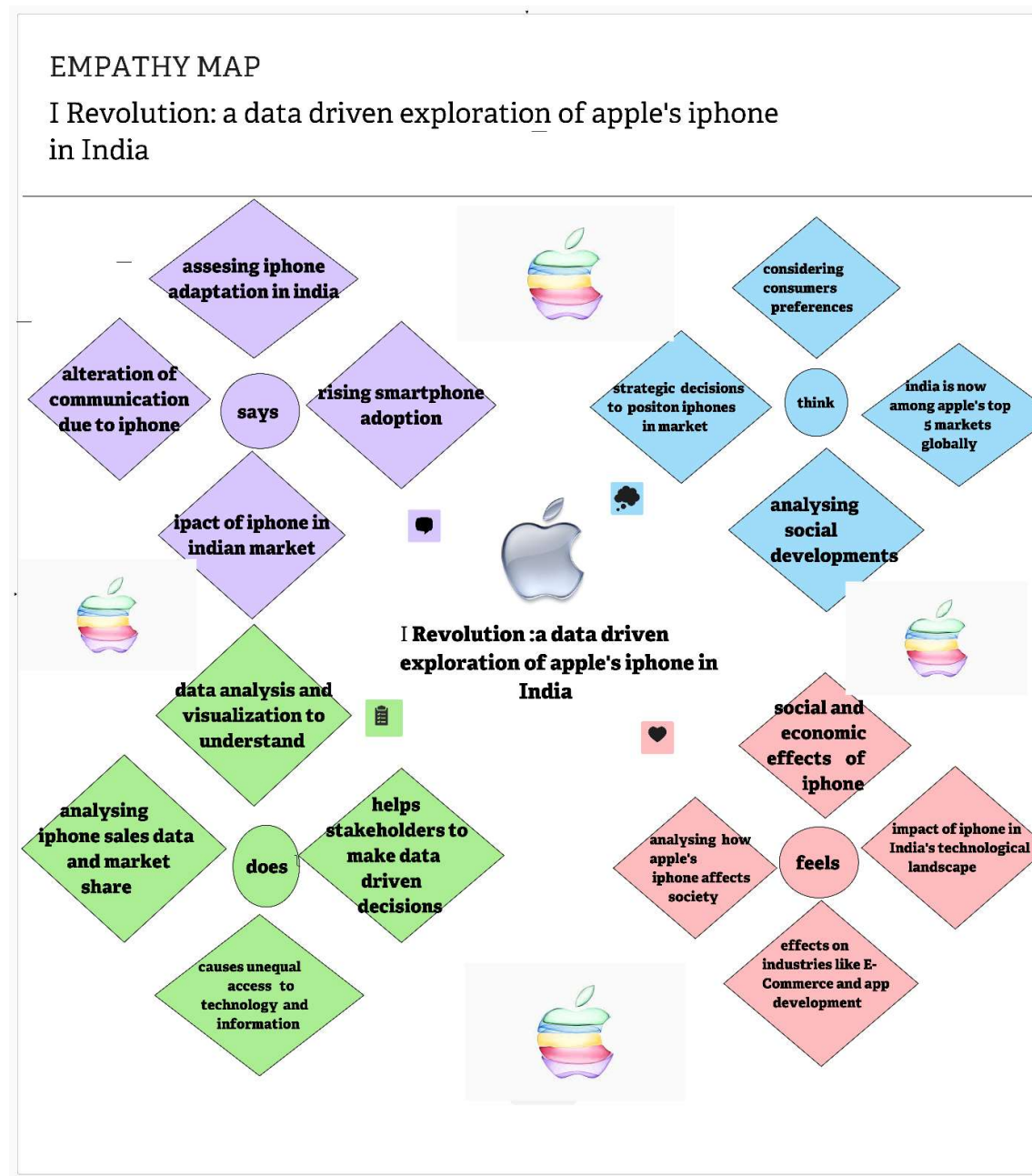
Apple's iPhone has been capturing markets around the world. It has emerged as a prominent player among the top smartphone makers

1.2: Purpose:

The goal is 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.

2.Problem Definition & Design Thinking

2.1 Empathy map

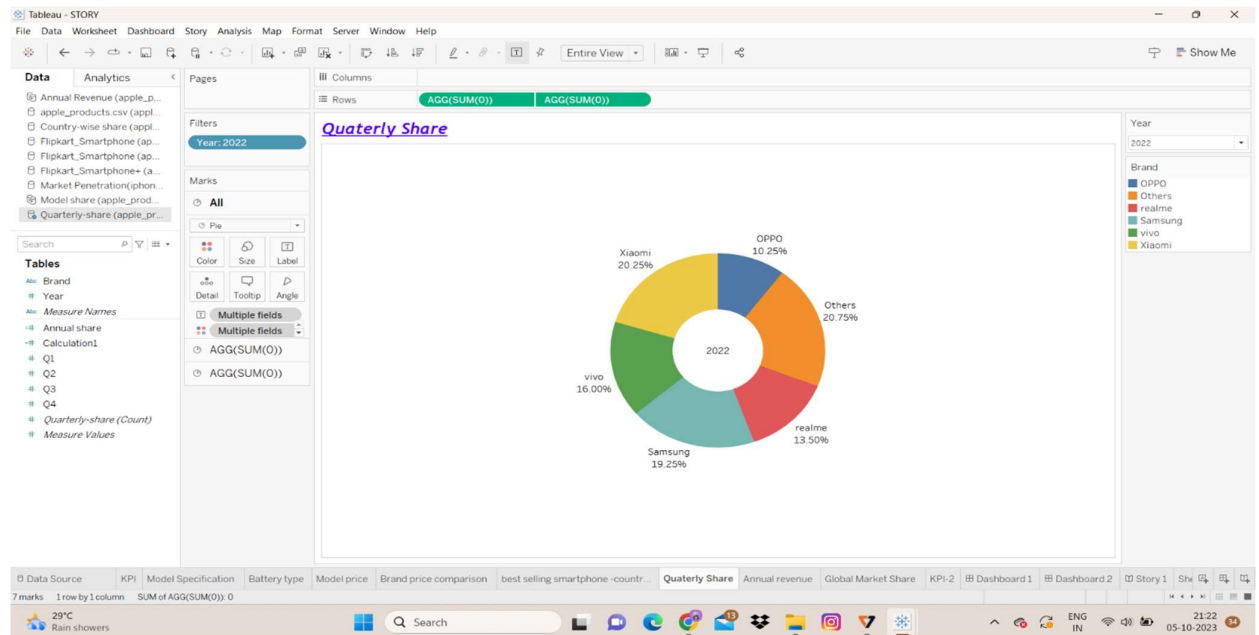


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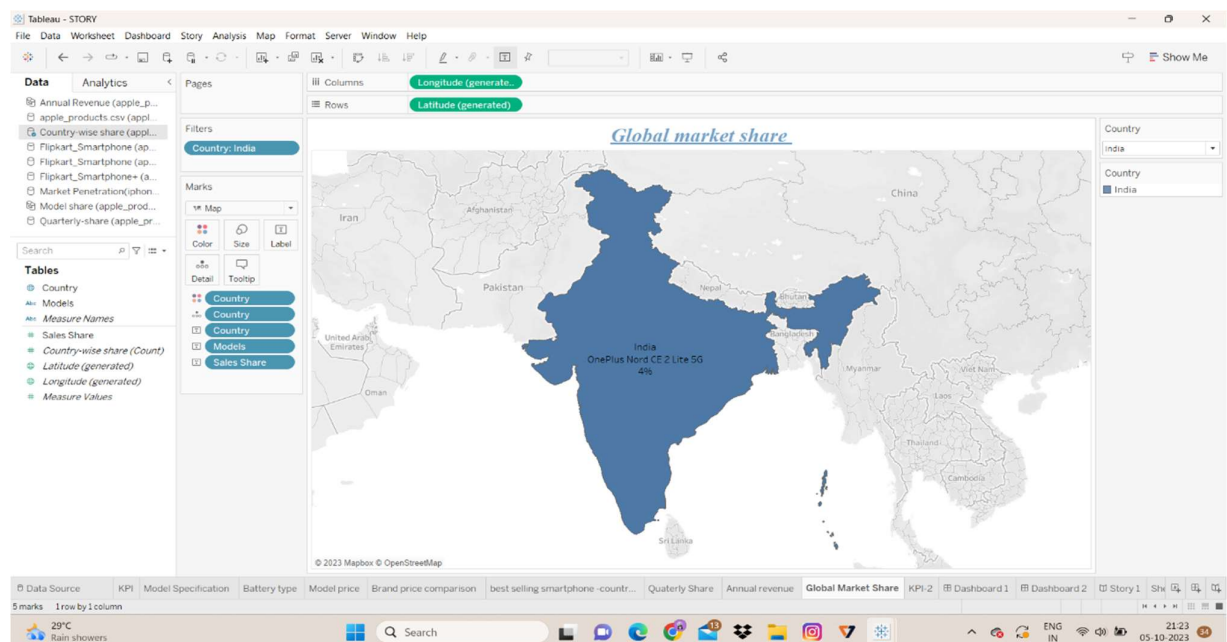
3:Result:

Using tableau software we analysed the dataset of iphone market and have created visualizations

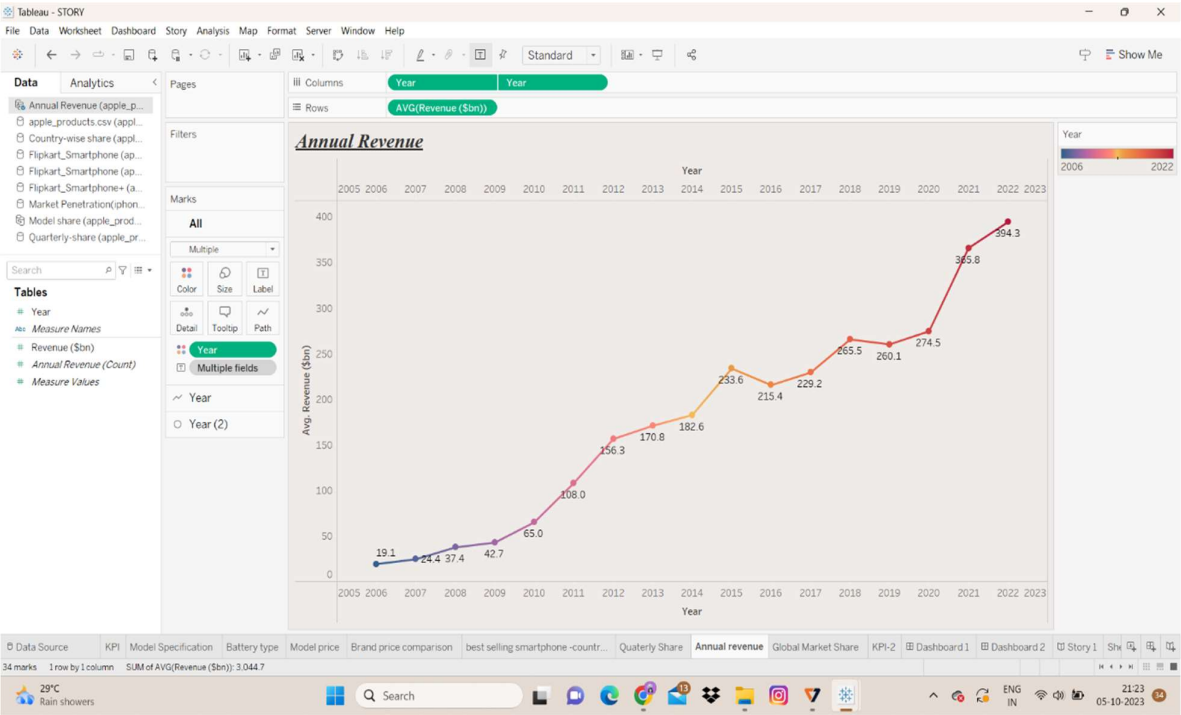
#Quaterly share of every smartphone brands



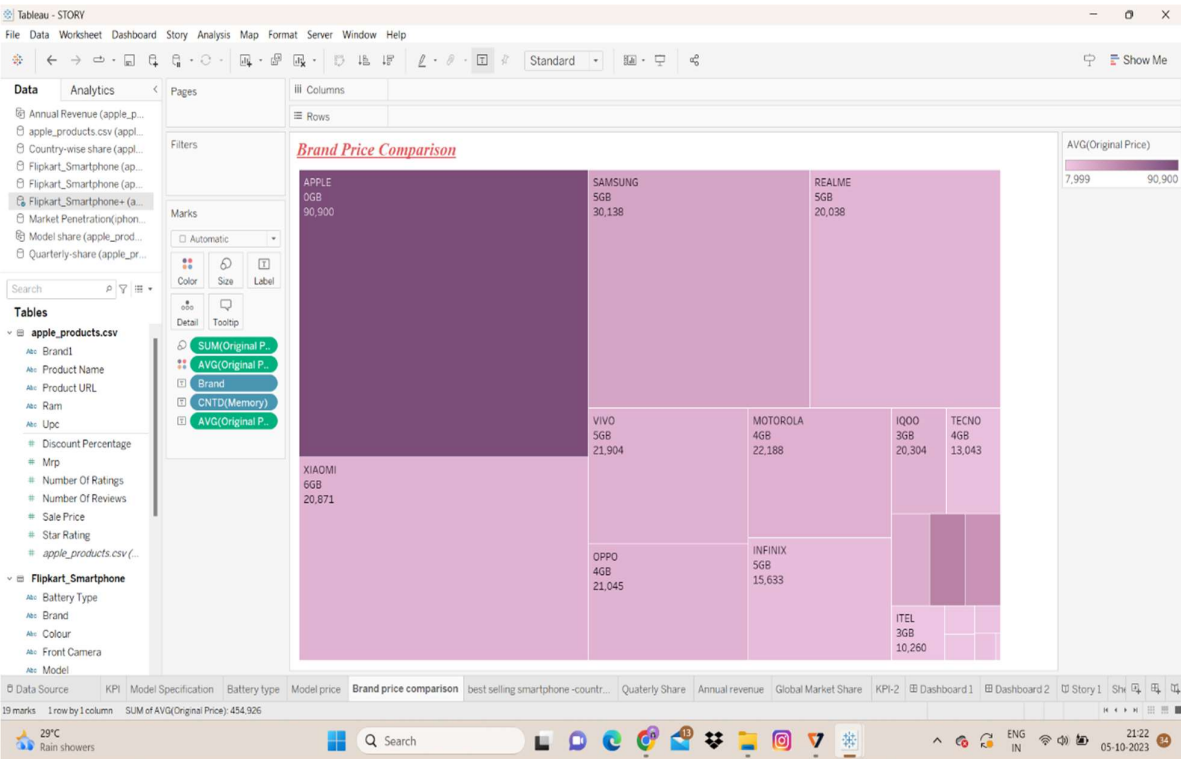
#Global market share



#Annual revenue



#Band price comparison

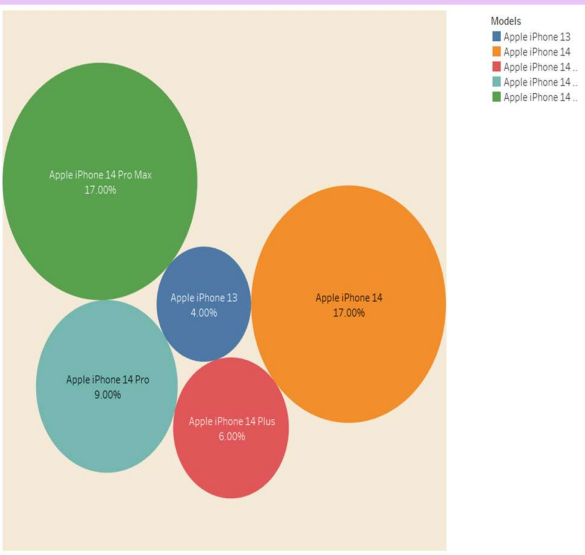


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STORY

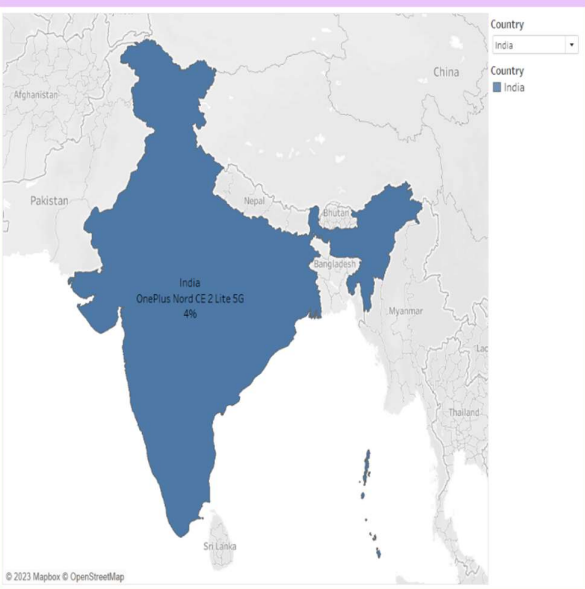
I-Revolution : A data driven exploration of Apple's iphone impact in India

Comparing to other iphone models Apple iphone 14 pro max and Apple iphone 14 has the most sales shares



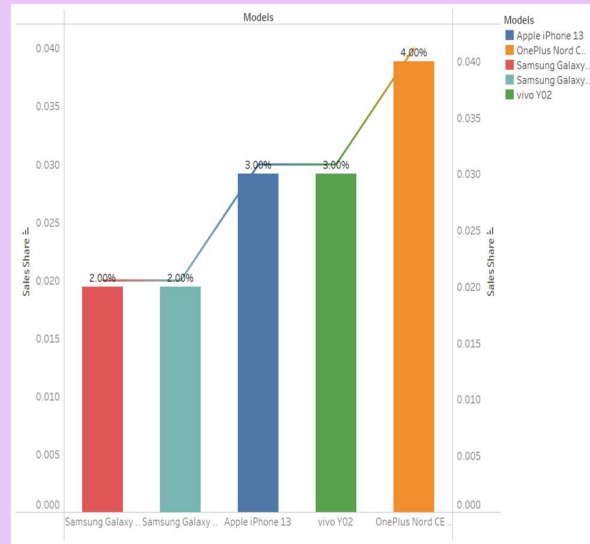
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In India iPhone isn't far behind in the competition. Comparing to the global market share iPhone has 3% sales share in India.



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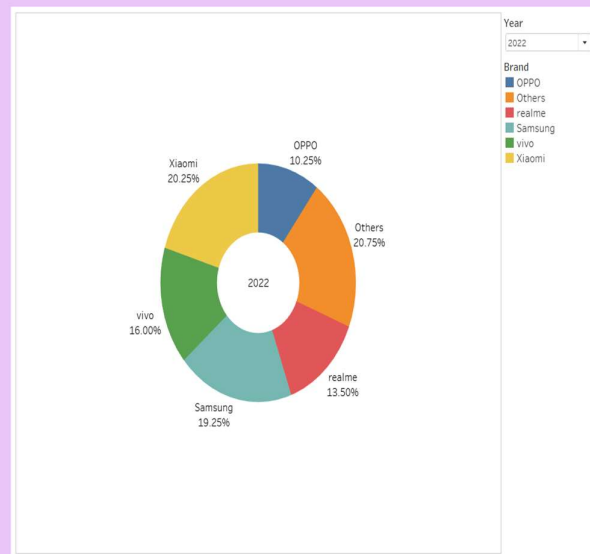
Comparing among other various smartphone brands Oneplus nord is leading in sales in India and Apple iphone has yet to make impact in India and exist in middle position .



specification Battery type Model price Brand price comparison best selling smartphone -countr... Quaterly Share Annual revenue Global Market Share KPI-2 Dashboard 1 Dashboard 2 Story 1 Sheet 11 Story 2 Story 3

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iphone has generated \$205 billion revenue for Apple in 2022. It has sold 232 million iphone units that year.



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4: Advantages & Disadvantages

#Advantages

- * We could explore the apple's iphone market in India.
- * By tableau app we create visualization's to analyse data of iphones marketing.
- * We are learning about social and economic effects of iphone market in india.

#Disadvantages

- * In India Iphone market has not yet made a impact among consumers.
- * Iphone's market has affected other smartphone market revenue in India

Applications

- * By using all these data and analysing the data's we have learned the market's situation in India.
- * Using tableau we can visualize all the data's for easy understanding.

5. Conclusion

Hereby we understand how to use tableau application and analysing the given data. Using tableau application we can create visualizations for easy understanding.

6. Future scope

We will give the solution for various problems using data set by tableau software .