

Problem Statement

The Indian smartphone market is one of the largest and fastest-growing markets in the world, dominated by brands offering devices across various price segments. Despite being positioned as a premium brand, Apple's iPhone has shown significant growth in India over the years. However, there is limited structured analysis that clearly explains the extent of Apple's impact on the Indian smartphone industry. This project aims to analyze and evaluate the growth, market share, pricing trends, regional demand patterns, and competitive positioning of Apple's iPhone in India using data-driven techniques. By leveraging Tableau for visualization and analytics, the study seeks to identify sales trends, customer preferences, and the influence of factors such as pricing strategy, local manufacturing initiatives, and technological advancements like 5G adoption. The core problem addressed in this study is: How has Apple's iPhone impacted the Indian smartphone market in terms of sales growth, market share, pricing strategy, and regional penetration, and what insights can be derived using data visualization techniques in Tableau?