FUNDAMENTALS OF DATA ANALYTICS WITH TABLEAU

1. INTRODUCTION:

1.1 Overview:

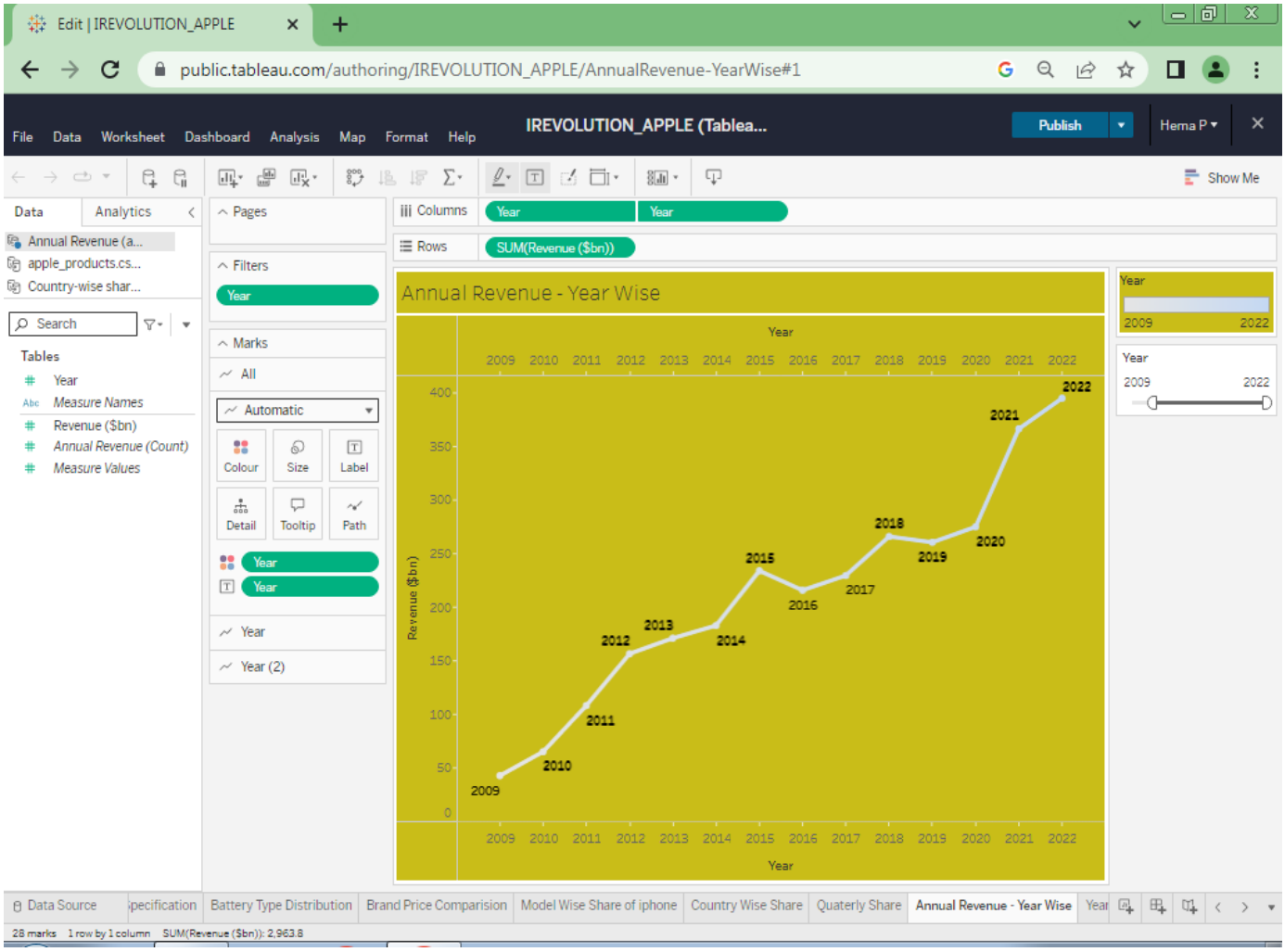
The world has changed as a consequence of the increasing use of smartphones, which have improved communication, connected people, and revolutionized many different businesses. With its main product, the iPhone, capturing markets around the world, Apple Inc. has emerged as a prominent player among the 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 datadriven 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.

1.2 Purpose

Tableau is a data visualization tool that can be used to create various types of graphs and visualization to help better understanding and analyze of Apple iphone impact data. Here are a few types of graphs and visualization that can be used to visualize Apple iphone impact data and their purposes:

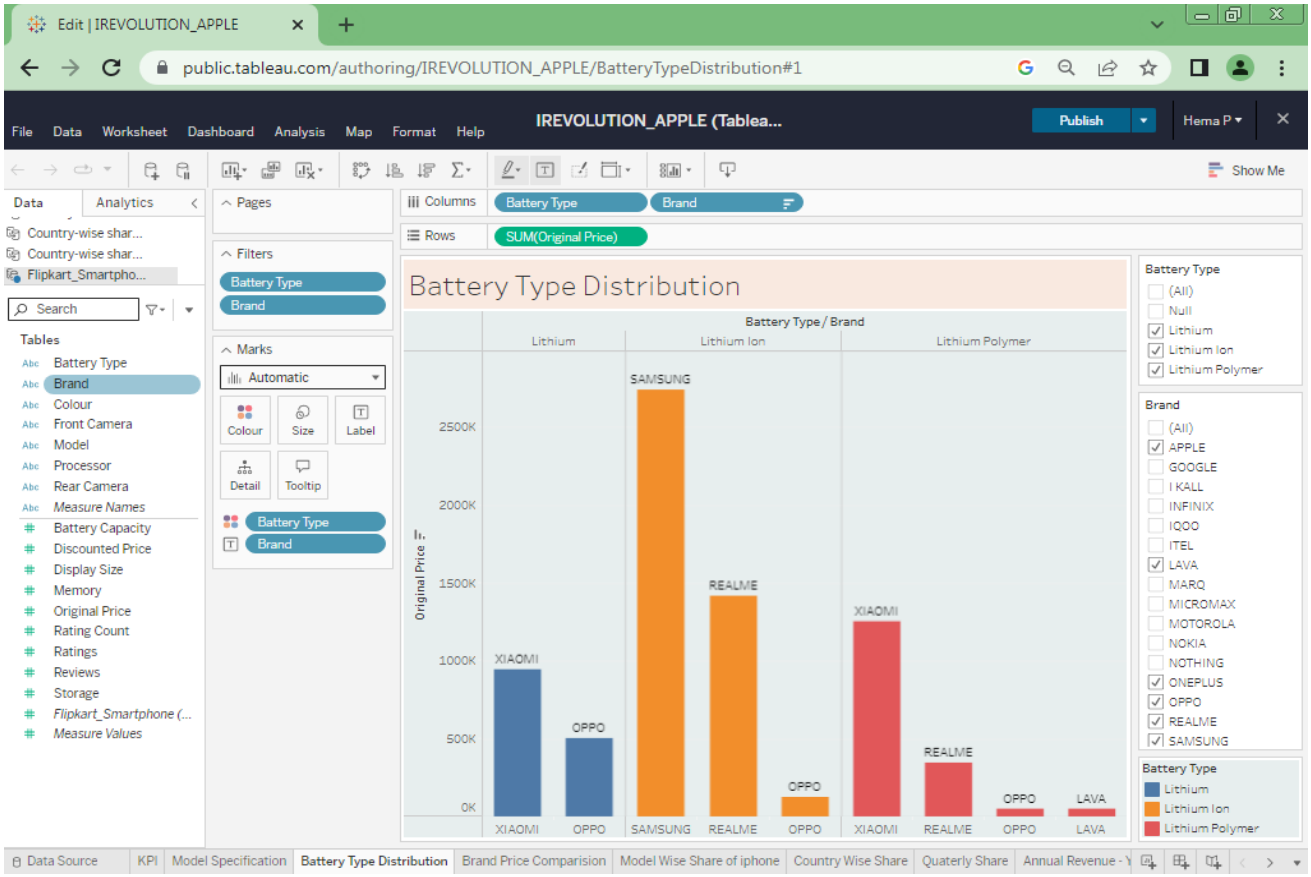
ANNUAL REVENUE – YEAR WISE- LINE MAP

These graphs are useful for visualizing to trends and impact of apple iphone over time. They can show how impact are increased or decreased over a specific period and can help to identify patterns and fluctuations in the data.



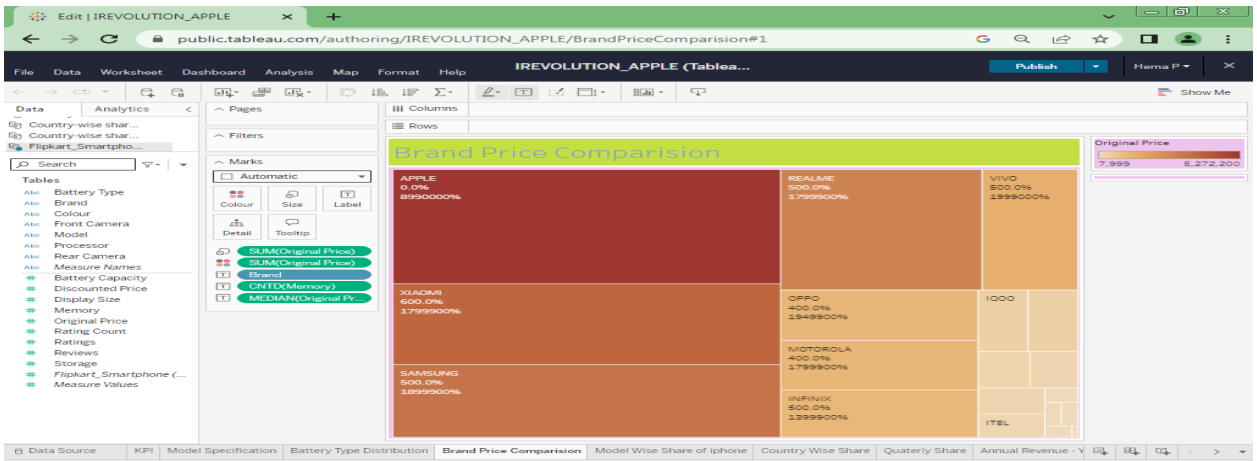
Battery Wise Distribution- Bar chart

This chart says about the battery types between the other brands. In the manufacturing of battery, lithium battery is used highly with compared than other batteries like lithium polymer and lithium iron.



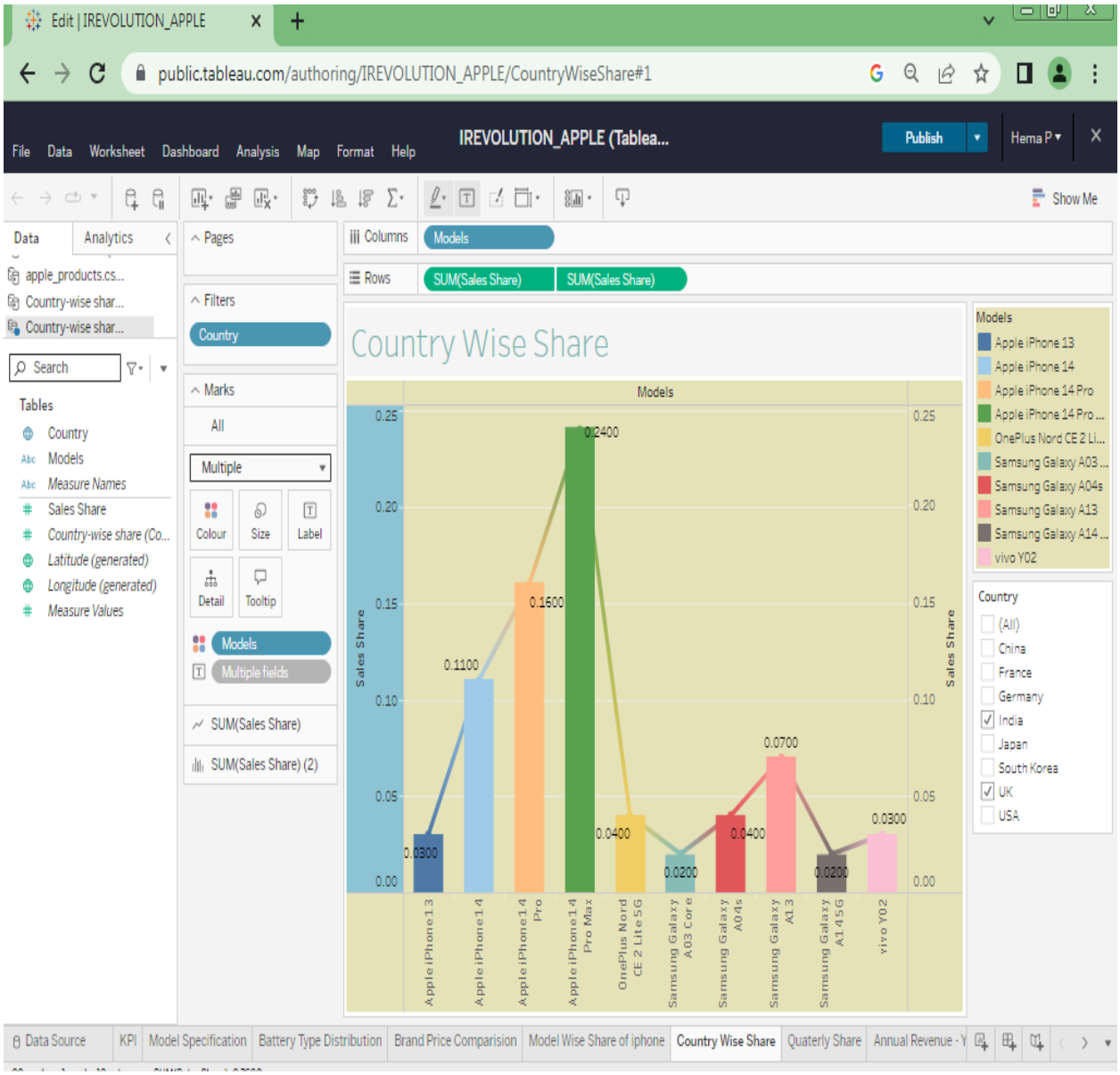
BRAND – PRICE COMPARISON – TREE MAP

Tree Maps – In tree map we known about that, the different types of brands compared to their price rate. Then it is compared to the memory capacity and original size of the different mobile brands.



COUNTRY WISE BEST SELLING SMARTPHONE – LINE-BAR CHART

This country wise is explained by the line- bar chart. The above countries and brands are compared wise share in decreasing order. At the top most brand is Apple iphone 14 in Apple brand and then comparison make up with oneplus and Samsung brands.

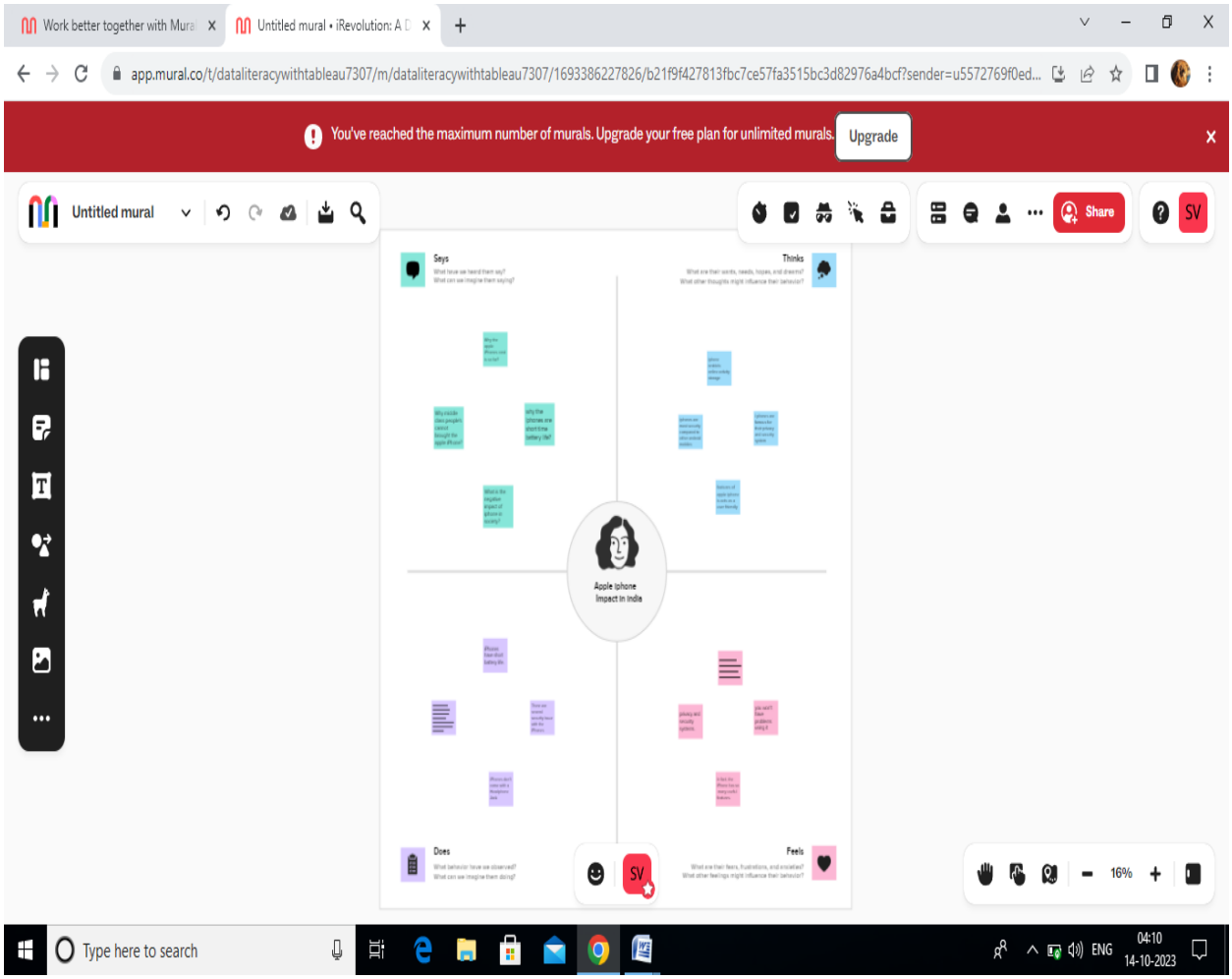


2. Problem Definition & Design Thinking:

2.1 Empathy Map

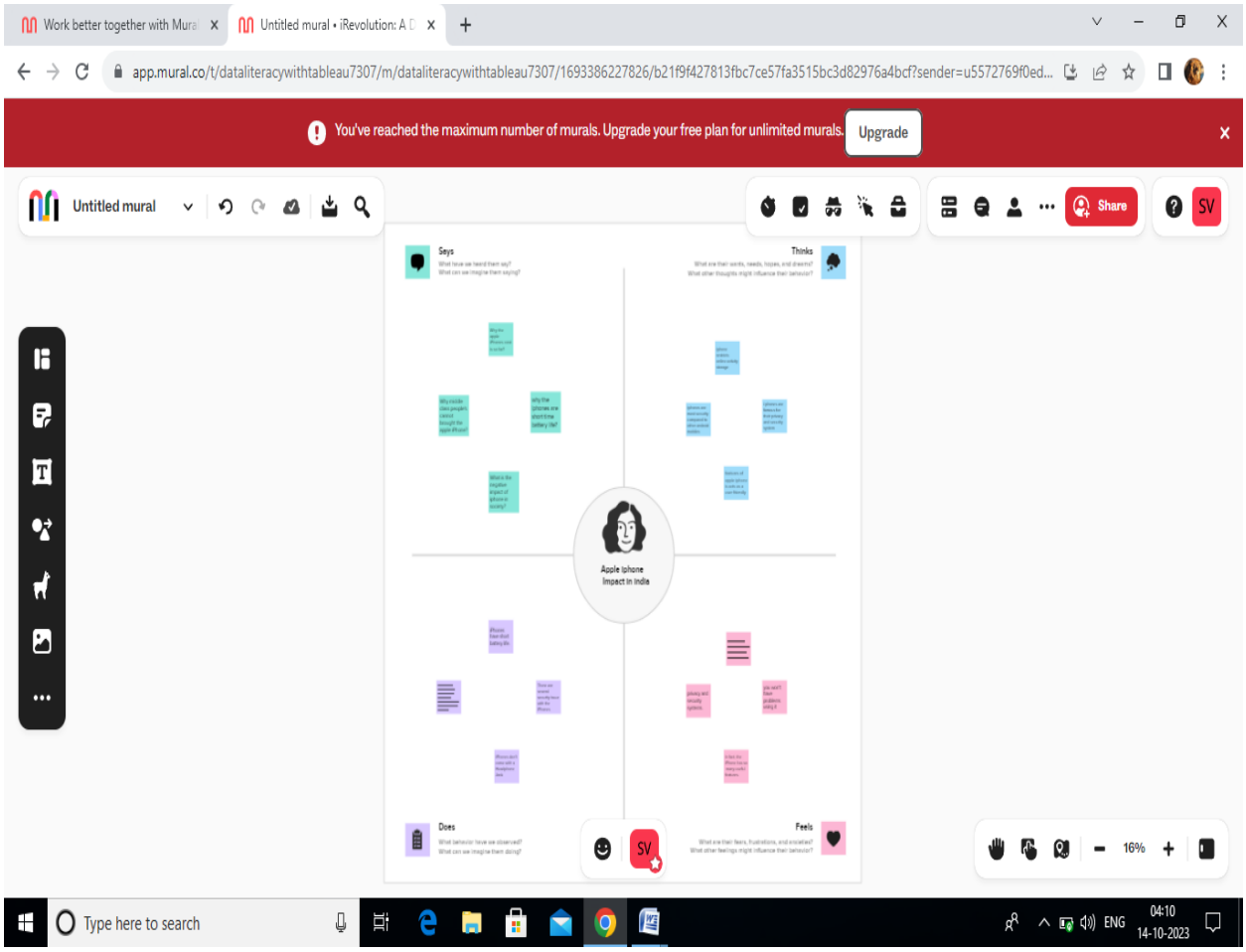
In empathy map is a template that organizes a user's behaviors and feelings to create a sense of empathy between the user and team. The empathy map represents a principal user and helps teams understand their motivations, concerns, and experience.

Empathy mapping is an important tool used in marketing, product development, and user experience design to identify and solve individuals' or target audiences' requirements, motivations, and experiences. Empathy mapping can be applied to various design thinking activities, including user research, brainstorming, and prototyping.



2.2 Ideation & Brainstorming Map:

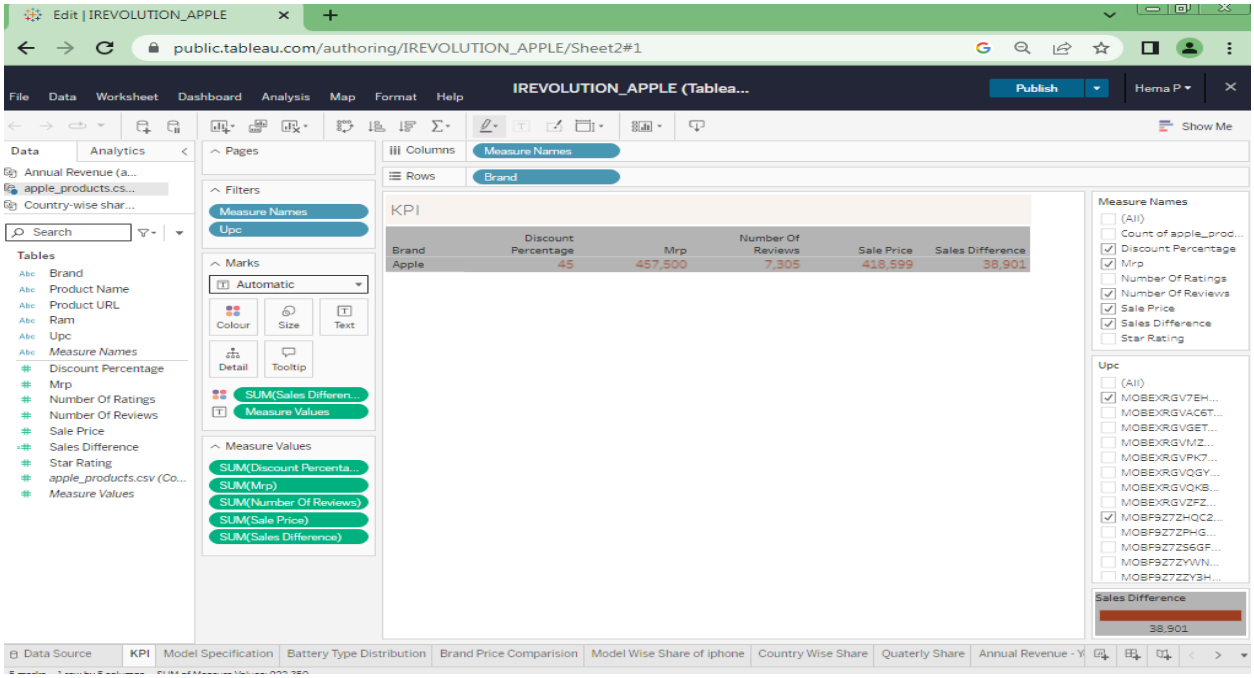
Ideation is often closely related to the practice of brainstorming, a specific technique that is utilized to generate new ideas. A principal difference between ideation and brainstorming is that ideation is commonly more thought of as being an individual pursuit, while brainstorming is almost always a group activity.

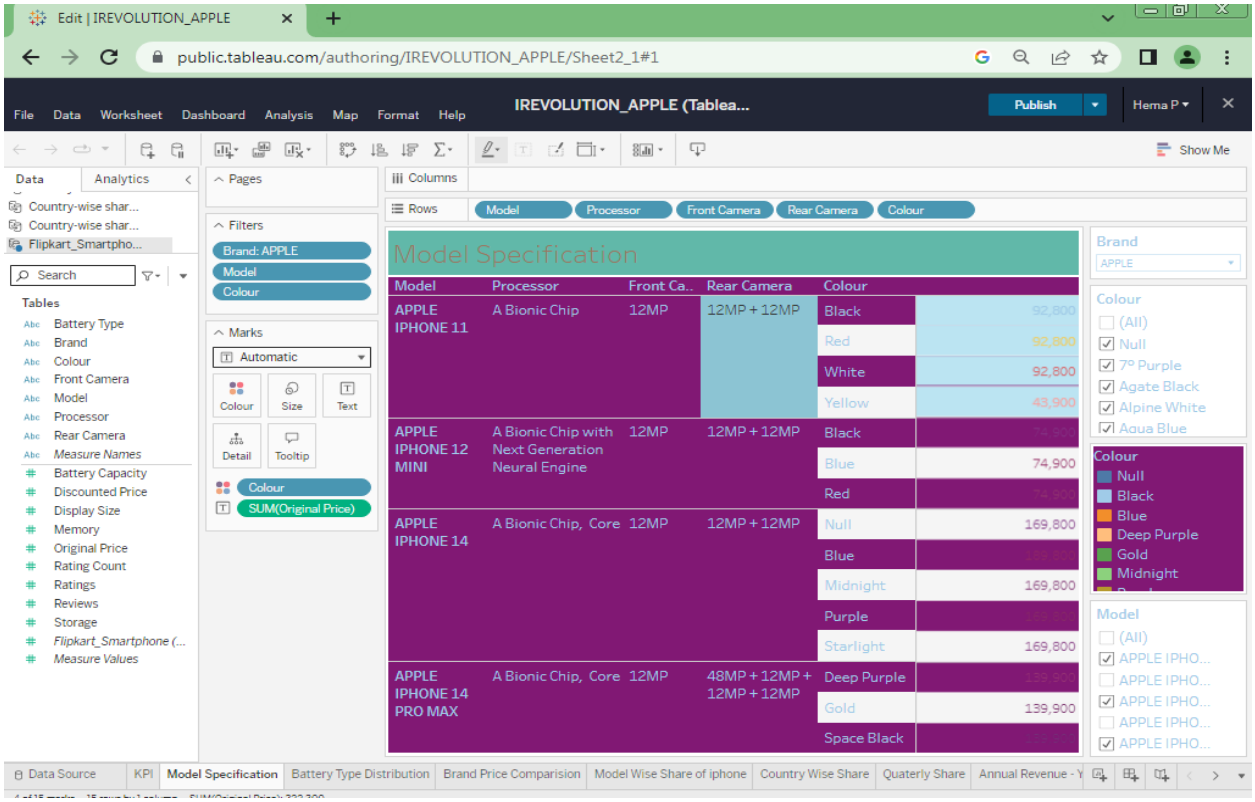


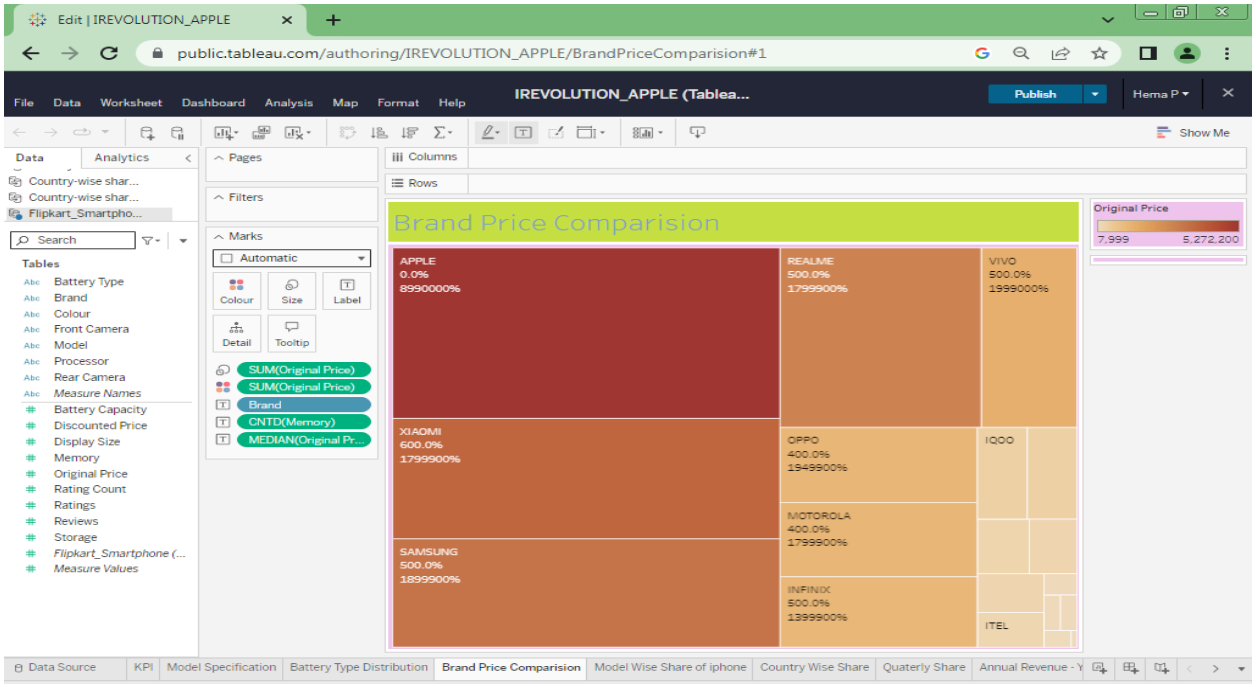
Visualization:

Data visualization is the process of creating graphical representations of data in order to help people understand and explore the information. The goal of data visualization is to make complex data sets more accessible, intuitive, and easier to interpret. By using visual elements

such as charts, graphs, and maps, data visualizations can help people quickly identify patterns, trends, and outliers in the data.



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Battery Type
Brand
Colour
Front Camera
Model
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Rear Camera
Measure Names
Battery Capacity
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Display Size
Memory
Original Price
Rating Count
Ratings
Reviews
Storage
Flipkart_Smartphone (...
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Size
Label
Detail
Tooltip
SUM(Original Price)
SUM(Original Price)
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Brand Price Comparision
APPLE
0.0%
8990000%
REALME
500.0%
1799900%
VIVO
500.0%
1999000%
XIAOMI
600.0%
1799900%
OPPO
400.0%
1949900%
IQOO
MOTOROLA
400.0%
1799900%
SAMSUNG
500.0%
1899900%
INFINIX
500.0%
1399900%
ITEL
Original Price
7,999
5,272,200
Data Source
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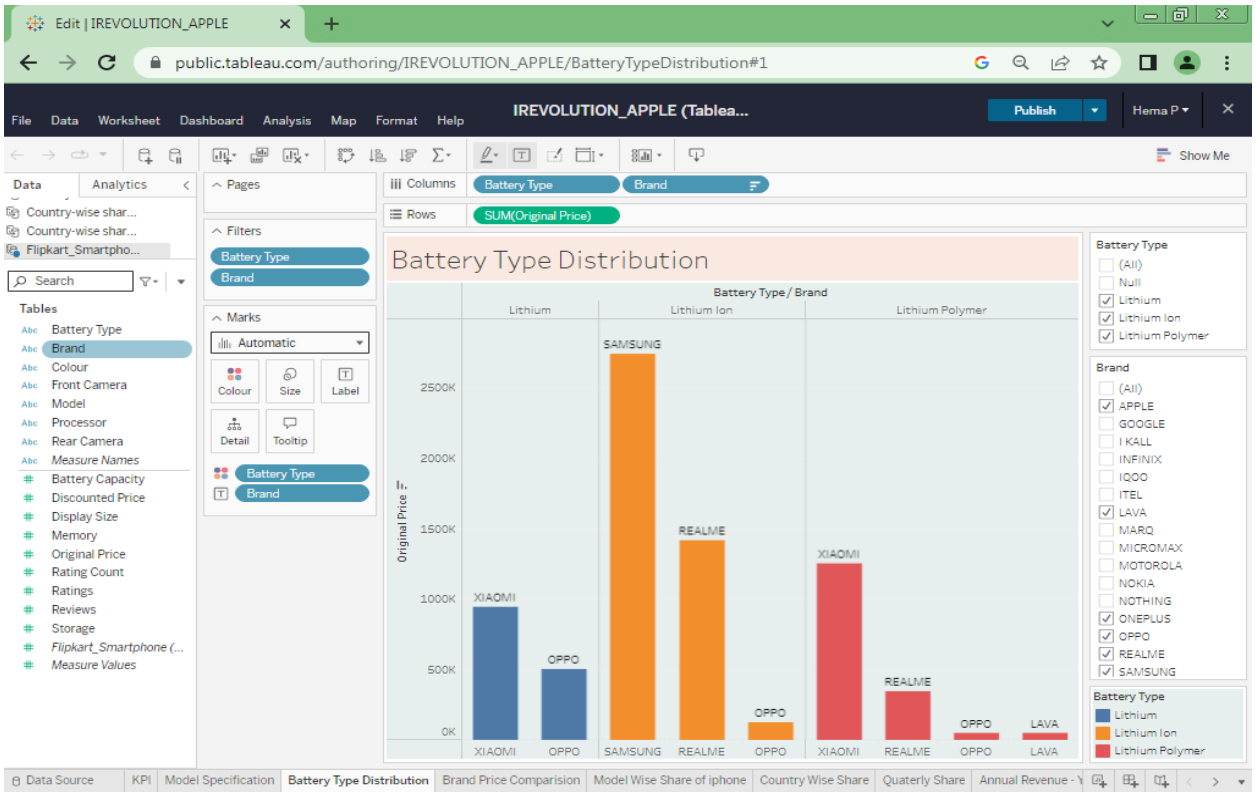
Model Specification
Battery Type Distribution
Brand Price Comparision
Model Wise Share of iphone
Country Wise Share
Quaterly Share
Annual Revenue - Y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Memory
Original Price
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Measure Values
Pages
Filters
Battery Type
Brand
Marks
Automatic
Colour
Size
Label
Detail
Tooltip
Battery Type
Brand
Columns
Battery Type
Brand
Rows
SUM(Original Price)
Battery Type Distribution
Battery Type / Brand
Lithium
Lithium Ion
Lithium Polymer
Original Price
2500K
2000K
1500K
1000K
500K
0K
XIAOMI
OPPO
SAMSUNG
REALME
OPPO
XIAOMI
REALME
OPPO
LAVA
Battery Type
(All)
Null
Lithium
Lithium Ion
Lithium Polymer
Brand
(All)
APPLE
GOOGLE
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INFINIX
IQOO
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LAVA
MARQ
MICROMAX
MOTOROLA
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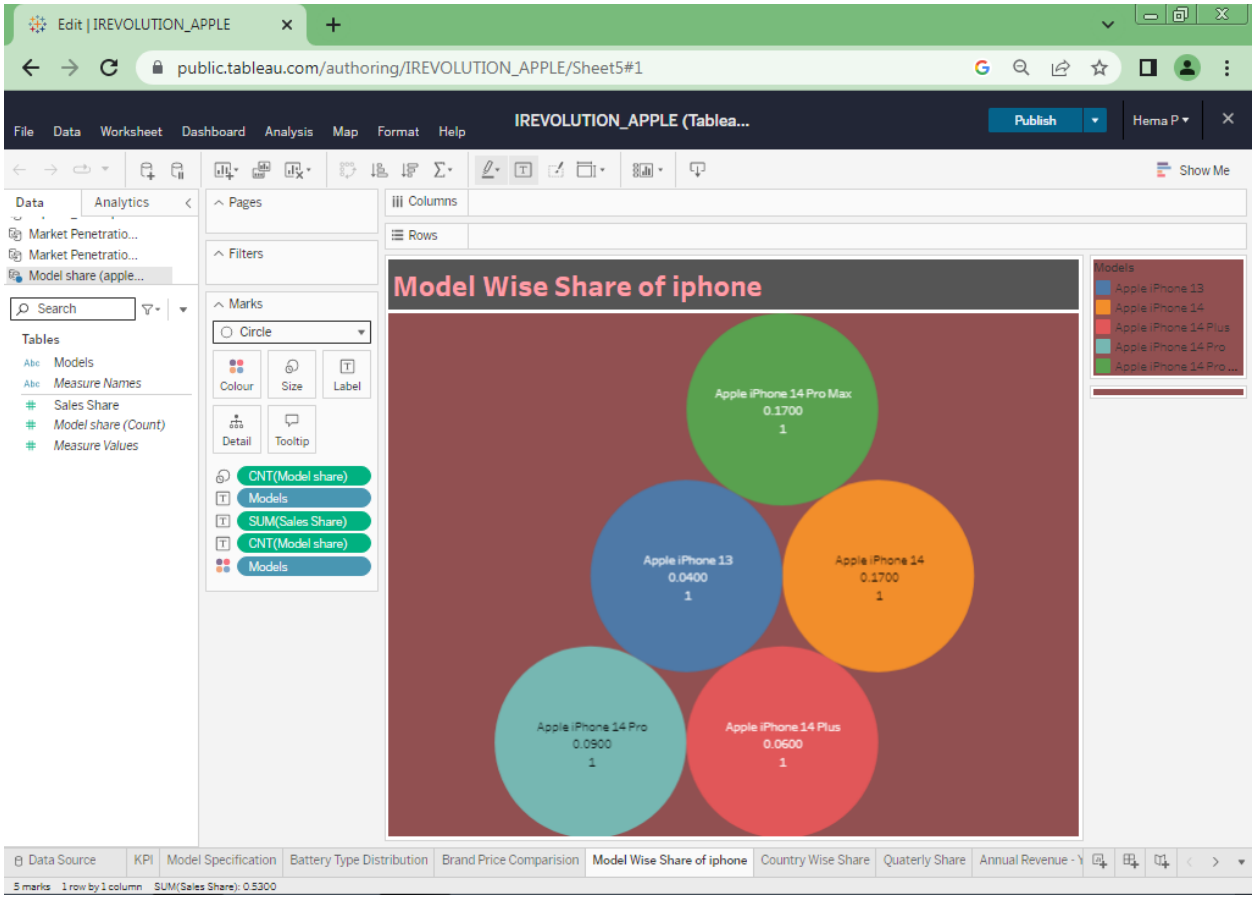
Country Wise Share
Quaterly Share
Annual Revenue - Y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Model share (Count)
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CNT(Model share)
Models
SUM(Sales Share)
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Model Wise Share of iphone
Apple iPhone 14 Pro Max
0.1700
1
Apple iPhone 13
0.0400
1
Apple iPhone 14
0.1700
1
Apple iPhone 14 Pro
0.0900
1
Apple iPhone 14 Plus
0.0600
1
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Apple iPhone 13
Apple iPhone 14
Apple iPhone 14 Plus
Apple iPhone 14 Pro
Apple iPhone 14 Pro ...
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Model Specification
Battery Type Distribution
Brand Price Comparision
Model Wise Share of iphone
Country Wise Share
Quaterly Share
Annual Revenue - Y
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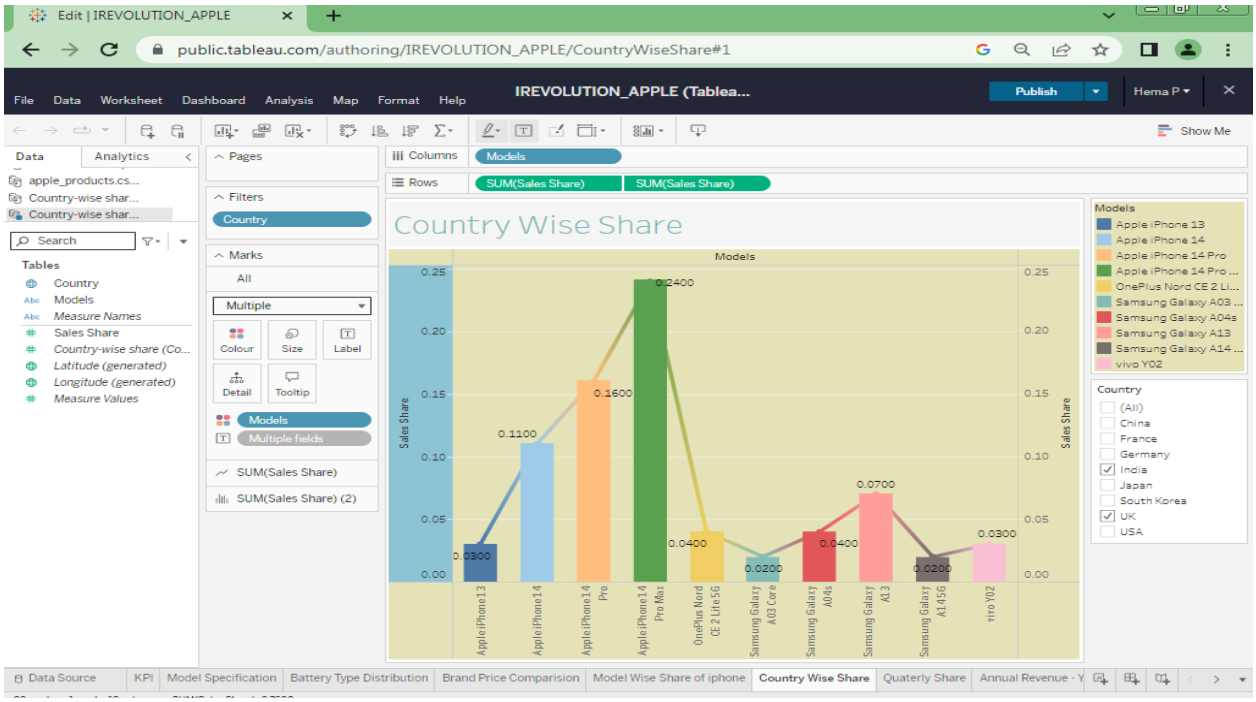
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SUM(Sales Share) (2)
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SUM(Sales Share)
Country Wise Share
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0.25
0.20
0.15
0.10
0.05
0.00
Sales Share
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0.1100
0.1600
0.2400
0.0400
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0.0400
0.0700
0.0200
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Apple iPhone13
Apple iPhone14
Apple iPhone14 Pro
Apple iPhone14 Pro Max
OnePlus Nord CE 2 Lite 5G
Samsung Galaxy A03 Core
Samsung Galaxy A04s
Samsung Galaxy A13
Samsung Galaxy A14 5G
vivo Y02
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Apple iPhone 13
Apple iPhone 14
Apple iPhone 14 Pro
Apple iPhone 14 Pro ...
OnePlus Nord CE 2 Li...
Samsung Galaxy A03 ...
Samsung Galaxy A04s
Samsung Galaxy A13
Samsung Galaxy A14 ...
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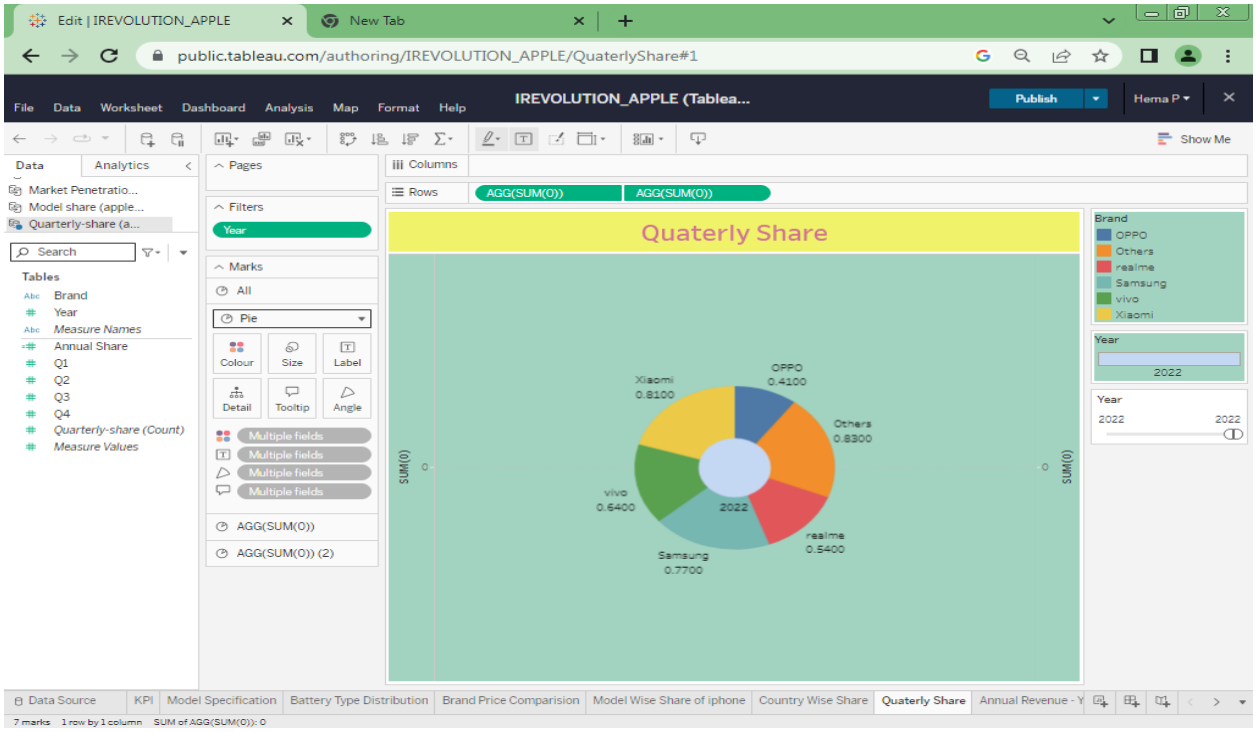
Model Wise Share of iphone
Country Wise Share
Quaterly Share
Annual Revenue - Y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OPPO 0.4100
Others 0.8300
vivo 0.6400
2022
realme 0.5400
Samsung 0.7700
SUM(0)
Brand
OPPO
Others
realme
Samsung
vivo
Xiaomi
Year
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2022 2022
Data Source
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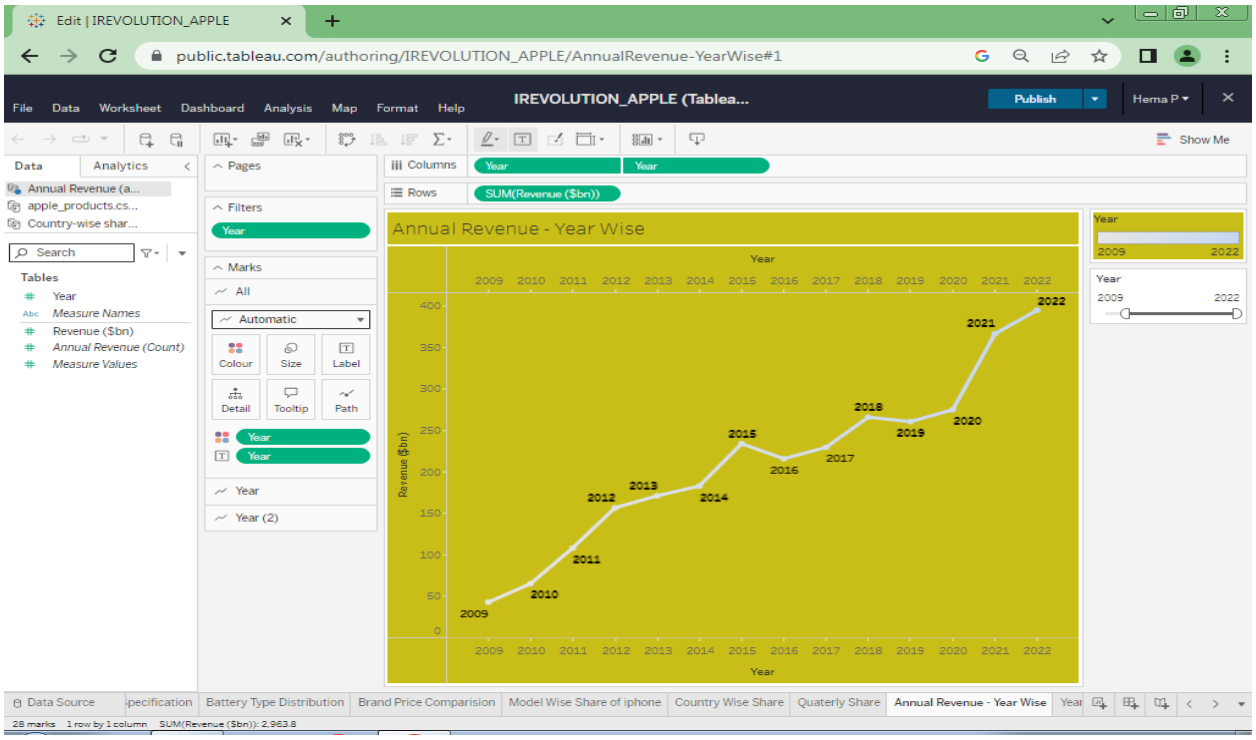
Model Specification
Battery Type Distribution
Brand Price Comparision
Model Wise Share of iphone
Country Wise Share
Quaterly Share
Annual Revenue - Y
7 marks 1 row by 1 column SUM of AGG(SUM(0)): 0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SUM(Revenue ($bn))
Annual Revenue - Year Wise
Year
2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022
Revenue ($bn)
0 50 100 150 200 250 300 350 400
2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022
Year
Year
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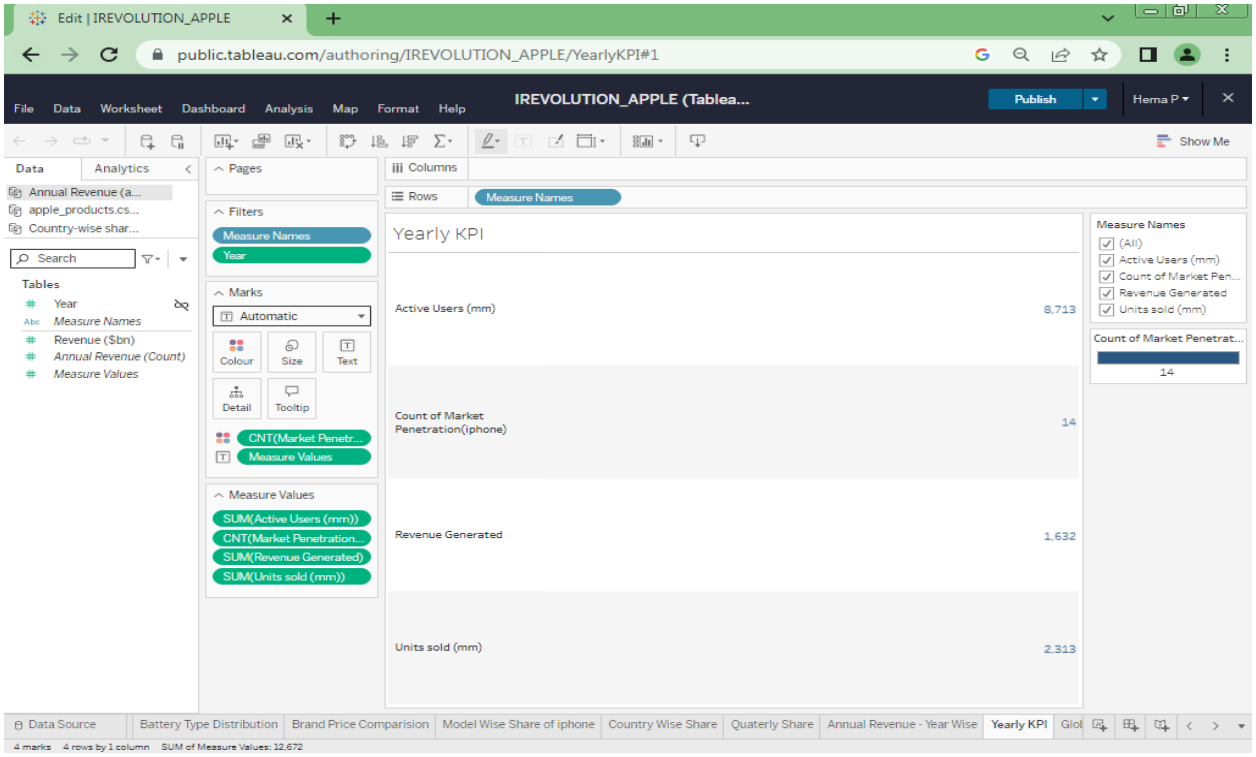
Year
2009 2022
Data Source
Battery Type Distribution
Brand Price Comparision
Model Wise Share of iphone
Country Wise Share
Quaterly Share
Annual Revenue - Year Wise
28 marks 1 row by 1 column SUM(Revenue ($bn)): 2,963.8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SUM(Active Users (mm))
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SUM(Revenue Generated)
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Measure Names
Yearly KPI
Active Users (mm)
8,713
Count of Market Penetration(iphone)
14
Revenue Generated
1,632
Units sold (mm)
2,313
Measure Names
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Active Users (mm)
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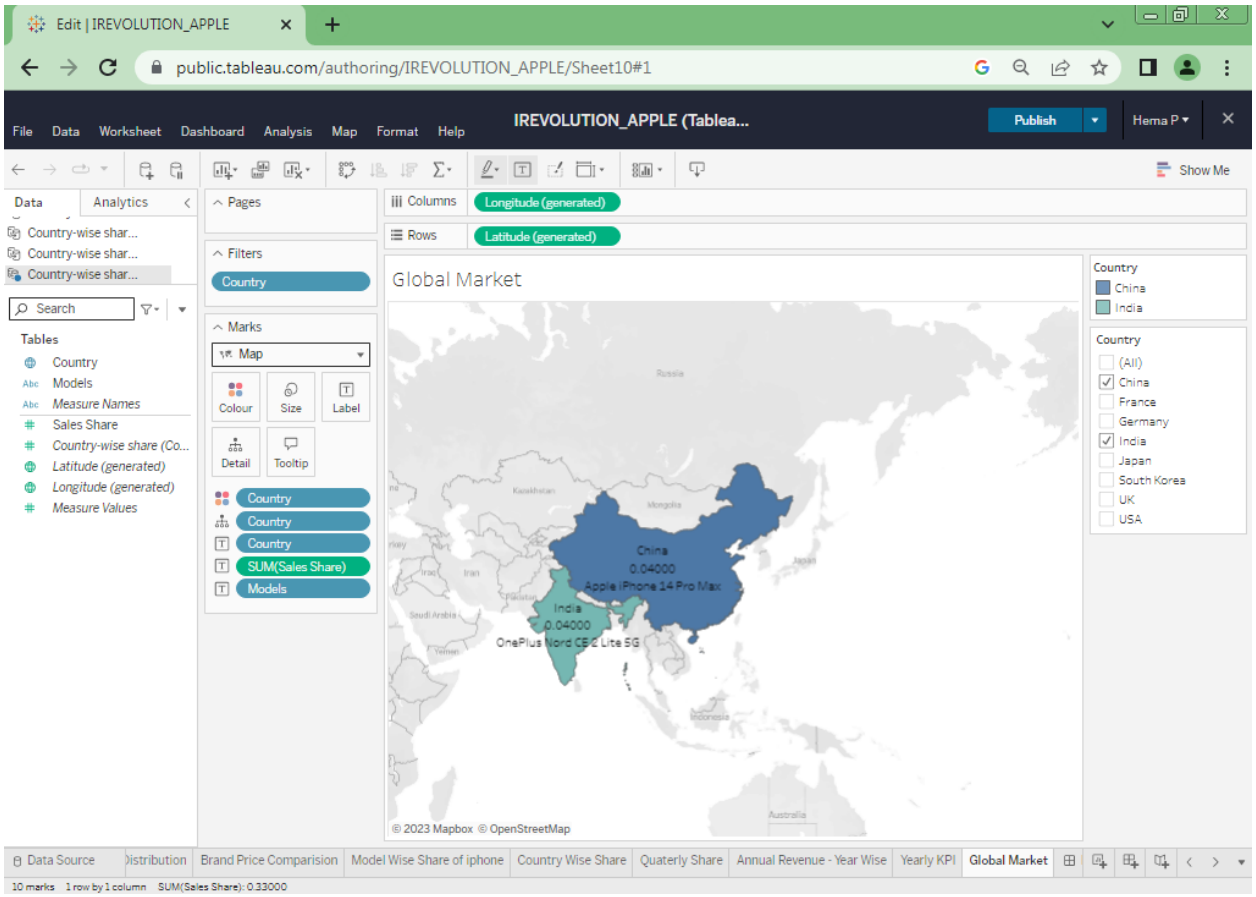
Revenue Generated
Units sold (mm)
Count of Market Penetrat...
14
Data Source
Battery Type Distribution
Brand Price Comparision
Model Wise Share of iphone
Country Wise Share
Quaterly Share
Annual Revenue - Year Wise
Yearly KPI
4 marks
4 rows by 1 column
SUM of Measure Values: 12,672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SUM(Sales Share)
Models
Columns
Longitude (generated)
Rows
Latitude (generated)
Global Market
China
0.04000
Apple iPhone 14 Pro Max
India
0.04000
OnePlus Nord CE 2 Lite 5G
© 2023 Mapbox © OpenStreetMap
Country
China
India
Country
(All)
China
France
Germany
India
Japan
South Korea
UK
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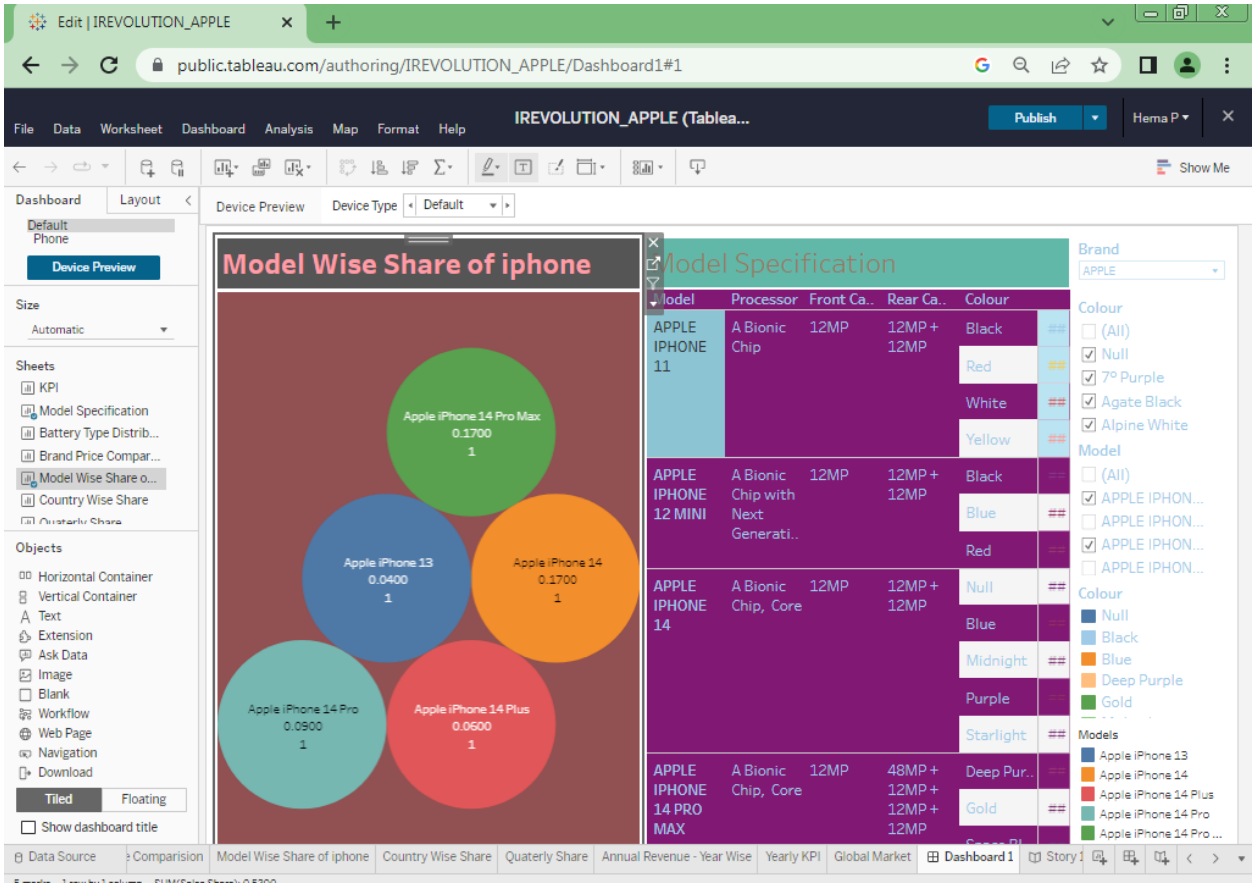
Data Source
Brand Price Comparision
Model Wise Share of iphone
Country Wise Share
Quaterly Share
Annual Revenue - Year Wise
Yearly KPI
Global Market
10 marks
1 row by 1 column
SUM(Sales Share): 0.33000

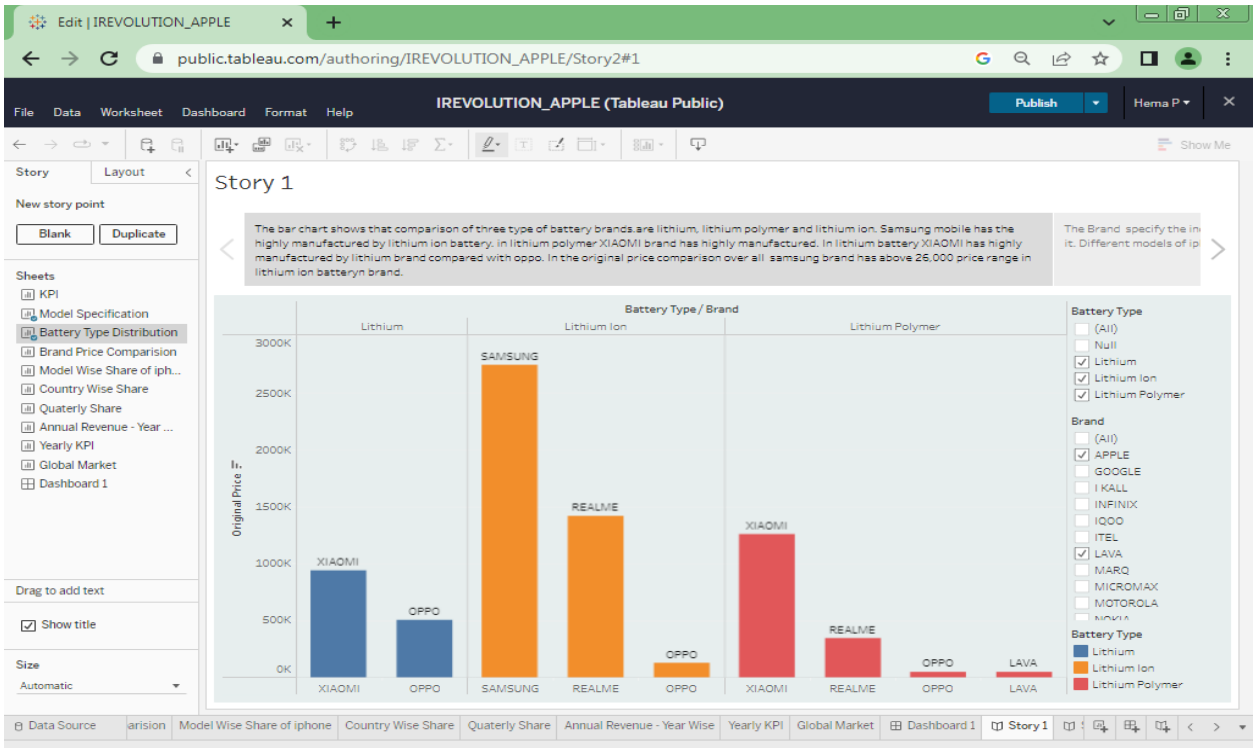
3.Result

3.1 Dashboard 1

A dashboard is a graphical user interface (GUI) that displays information and data in an organized, easy-to-read format. Dashboards are often used to provide real-time monitoring and analysis of data, and are typically designed for a specific purpose or use case. Dashboards can be used in a variety of settings, such as business, finance, manufacturing, healthcare, and many other industries. They can be used to track key performance indicators (KPIs), monitor performance metrics, and display data in the form of charts, graphs, and tables



3.2 Story 1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Model Specification
Battery Type Distribution
Brand Price Comparision
Model Wise Share of iph...
Country Wise Share
Quaterly Share
Annual Revenue - Year ...
Yearly KPI
Global Market
Dashboard 1
Drag to add text
Show title
Size
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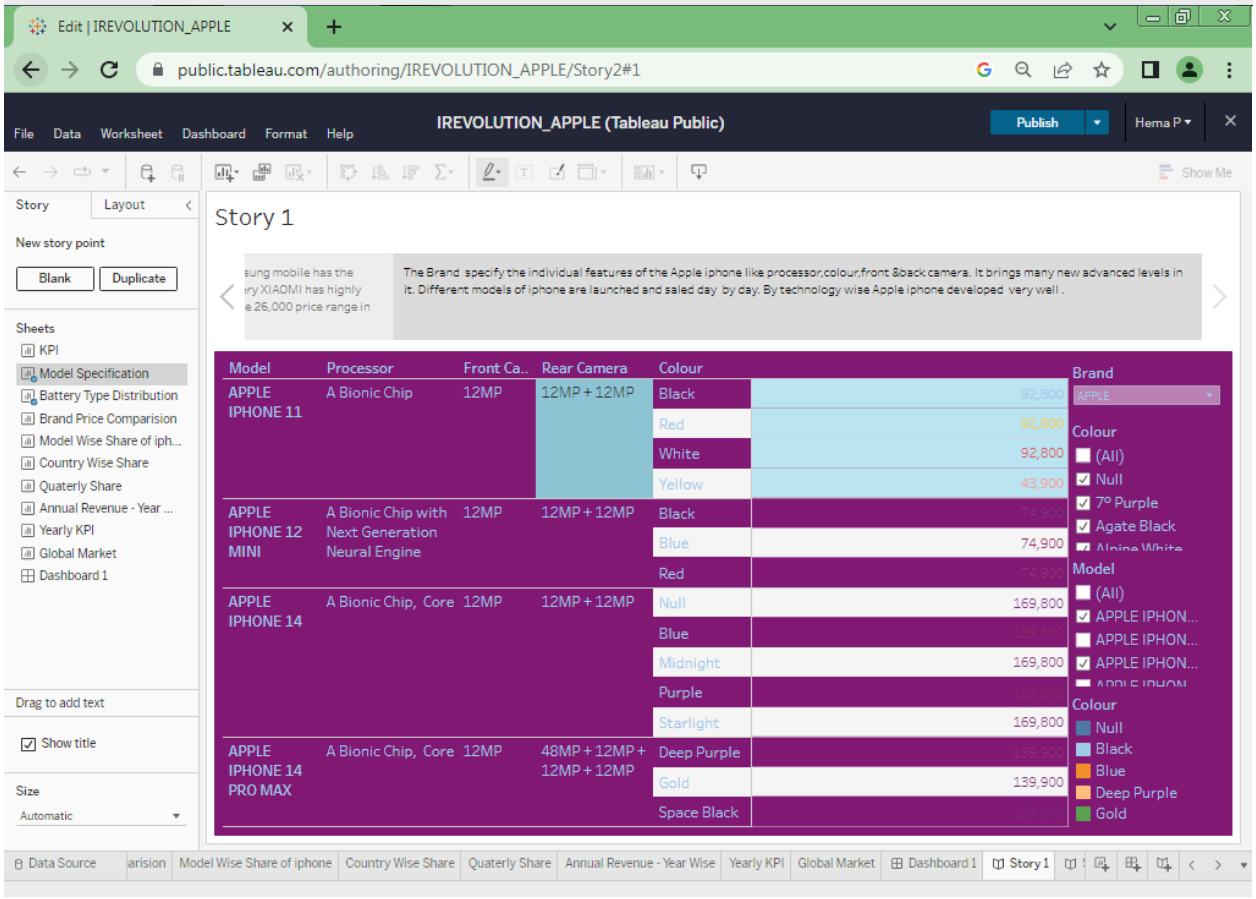
Story 1
The bar chart shows that comparison of three type of battery brands.are lithium, lithium polymer and lithium ion. Samsung mobile has the highly manufactured by lithium ion battery. in lithium polymer XIAOMI brand has highly manufactured. In lithium battery XIAOMI has highly manufactured by lithium brand compared with oppo. In the original price comparison over all samsung brand has above 26,000 price range in lithium ion batteryn brand.
Battery Type / Brand
Lithium
Lithium Ion
Lithium Polymer
Original Price
3000K
2500K
2000K
1500K
1000K
500K
0K
XIAOMI
OPPO
SAMSUNG
REALME
OPPO
XIAOMI
REALME
OPPO
LAVA
Battery Type
(All)
Null
Lithium
Lithium Ion
Lithium Polymer
Brand
(All)
APPLE
GOOGLE
I KALL
INFINIX
IQOO
ITEL
LAVA
MARQ
MICROMAX
MOTOROLA
Data Source
Model Wise Share of iphone
Country Wise Share
Quaterly Share
Annual Revenue - Year Wise
Yearly KPI
Global Market
Dashboard 1
Story 1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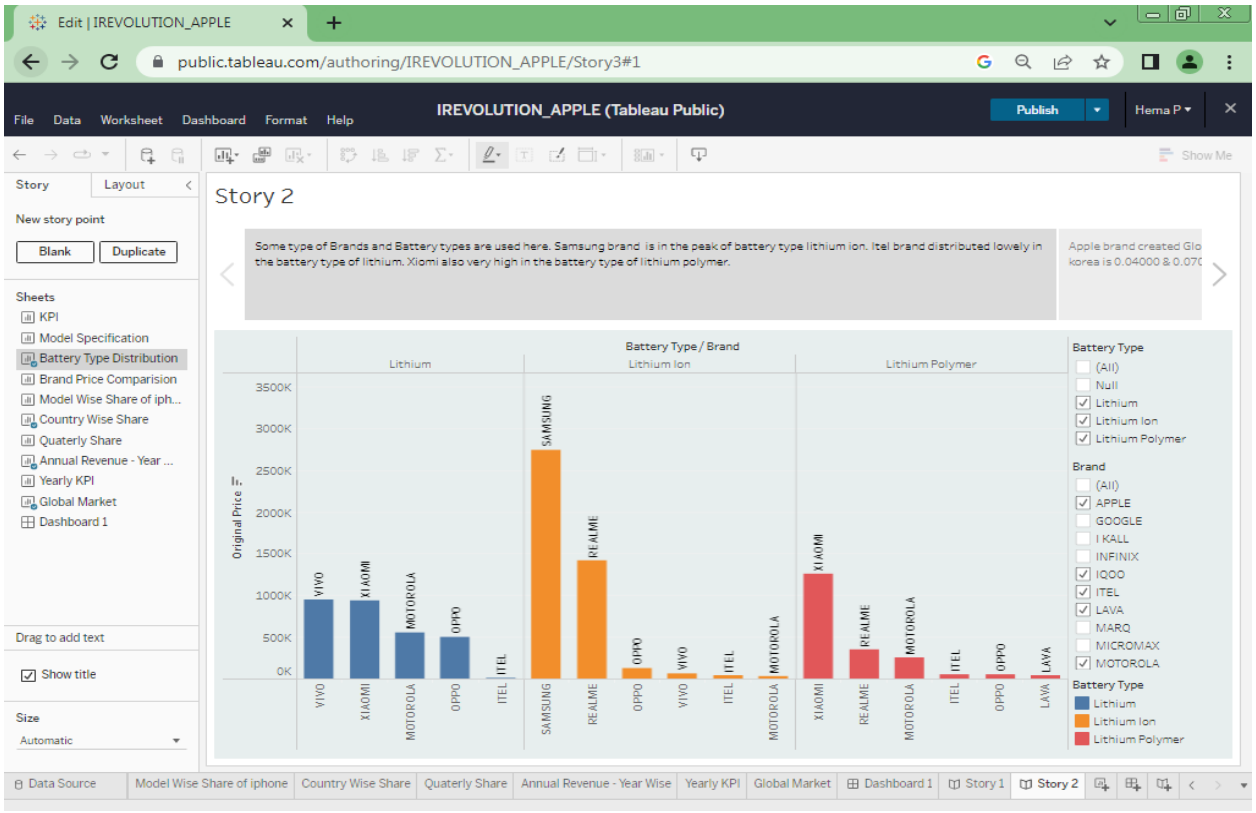
Model Specification
Battery Type Distribution
Brand Price Comparision
Model Wise Share of iph...
Country Wise Share
Quaterly Share
Annual Revenue - Year ...
Yearly KPI
Global Market
Dashboard 1
Drag to add text
Show title
Size
Automatic
Story 1
The Brand specify the individual features of the Apple iphone like processor,colour,front &back camera. It brings many new advanced levels in it. Different models of iphone are launched and saled day by day. By technology wise Apple iphone developed very well .
Model
Processor
Front Ca..
Rear Camera
Colour
APPLE IPHONE 11
A Bionic Chip
12MP
12MP + 12MP
Black
Red
White
Yellow
92,800
92,800
92,800
43,900
APPLE IPHONE 12 MINI
A Bionic Chip with Next Generation Neural Engine
12MP
12MP + 12MP
Black
Blue
Red
74,900
APPLE IPHONE 14
A Bionic Chip, Core
12MP
12MP + 12MP
Null
Blue
Midnight
Purple
Starlight
169,800
169,800
169,800
APPLE IPHONE 14 PRO MAX
A Bionic Chip, Core
12MP
48MP + 12MP + 12MP + 12MP
Deep Purple
Gold
Space Black
139,900
Brand
APPLE
Colour
(All)
Null
7º Purple
Agate Black
Model
(All)
APPLE IPHON...
APPLE IPHON...
APPLE IPHON...
Colour
Null
Black
Blue
Deep Purple
Gold
Data Source
Model Wise Share of iphone
Country Wise Share
Quaterly Share
Annual Revenue - Year Wise
Yearly KPI
Global Market
Dashboard 1
Story 1

Story 2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Sheets
KPI
Model Specification
Battery Type Distribution
Brand Price Comparision
Model Wise Share of iph...
Country Wise Share
Quaterly Share
Annual Revenue - Year ...
Yearly KPI
Global Market
Dashboard 1
Drag to add text
Show title
Size
Automatic
Story 2
Some type of Brands and Battery types are used here. Samsung brand is in the peak of battery type lithium ion. Itel brand distributed lowely in the battery type of lithium. Xiomi also very high in the battery type of lithium polymer.
Apple brand created Glo
korea is 0.04000 & 0.070
Battery Type / Brand
Lithium
Lithium Ion
Lithium Polymer
Original Price
3500K
3000K
2500K
2000K
1500K
1000K
500K
0K
VIVO
XIAOMI
MOTOROLA
OPPO
ITEL
SAMSUNG
REALME
OPPO
VIVO
ITEL
MOTOROLA
XIAOMI
REALME
MOTOROLA
ITEL
OPPO
LAVA
Battery Type
(All)
Null
Lithium
Lithium Ion
Lithium Polymer
Brand
(All)
APPLE
GOOGLE
I KALL
INFINIX
IQOO
ITEL
LAVA
MARQ
MICROMAX
MOTOROLA
Battery Type
Lithium
Lithium Ion
Lithium Polymer
Data Source
Model Wise Share of iphone
Country Wise Share
Quaterly Share
Annual Revenue - Year Wise
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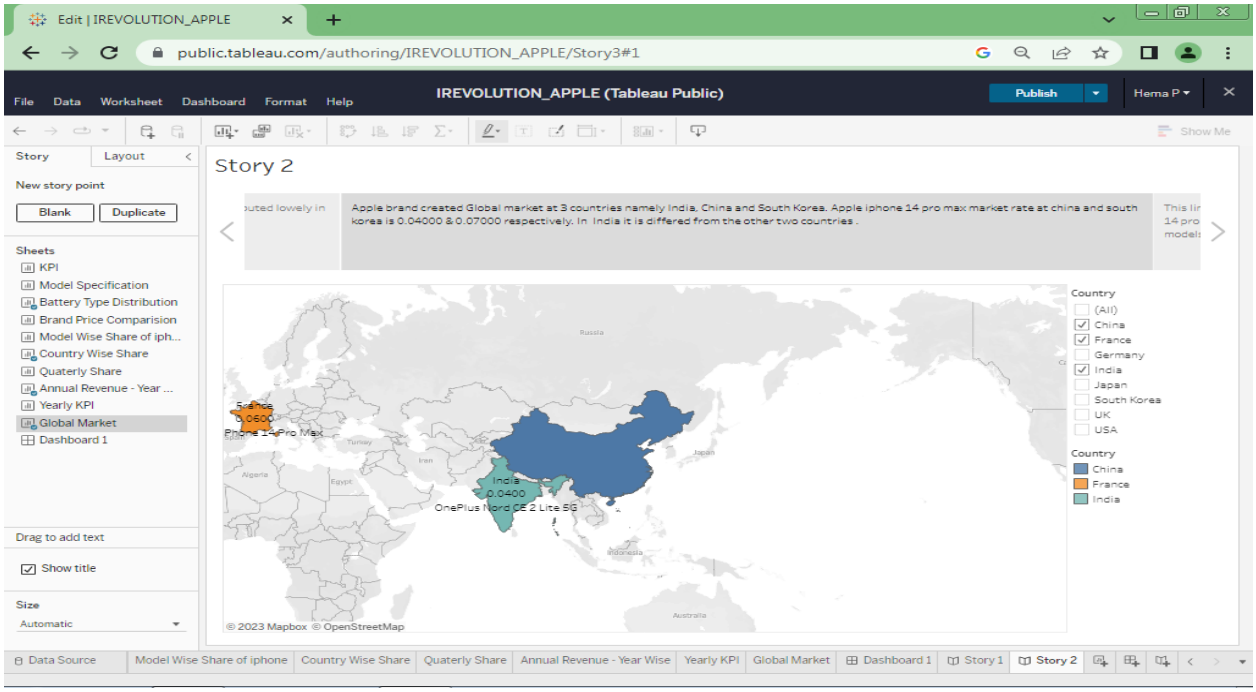
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Annual Revenue - Year ...
Yearly KPI
Global Market
Dashboard 1
Drag to add text
Show title
Size
Automatic
Story 2
Apple brand created Global market at 3 countries namely India, China and South Korea. Apple iphone 14 pro max market rate at china and south korea is 0.04000 & 0.07000 respectively. In India it is differed from the other two countries .
Russia
Turkey
Iran
Egypt
Algeria
Japan
Indonesia
Australia
India
0.0400
OnePlus Nord CE 2 Lite 5G
Phone 14 Pro Max
© 2023 Mapbox © OpenStreetMap
Country
(All)
China
France
Germany
India
Japan
South Korea
UK
USA
Country
China
France
India
Data Source
Model Wise Share of iphone
Country Wise Share
Quaterly Share
Annual Revenue - Year Wise
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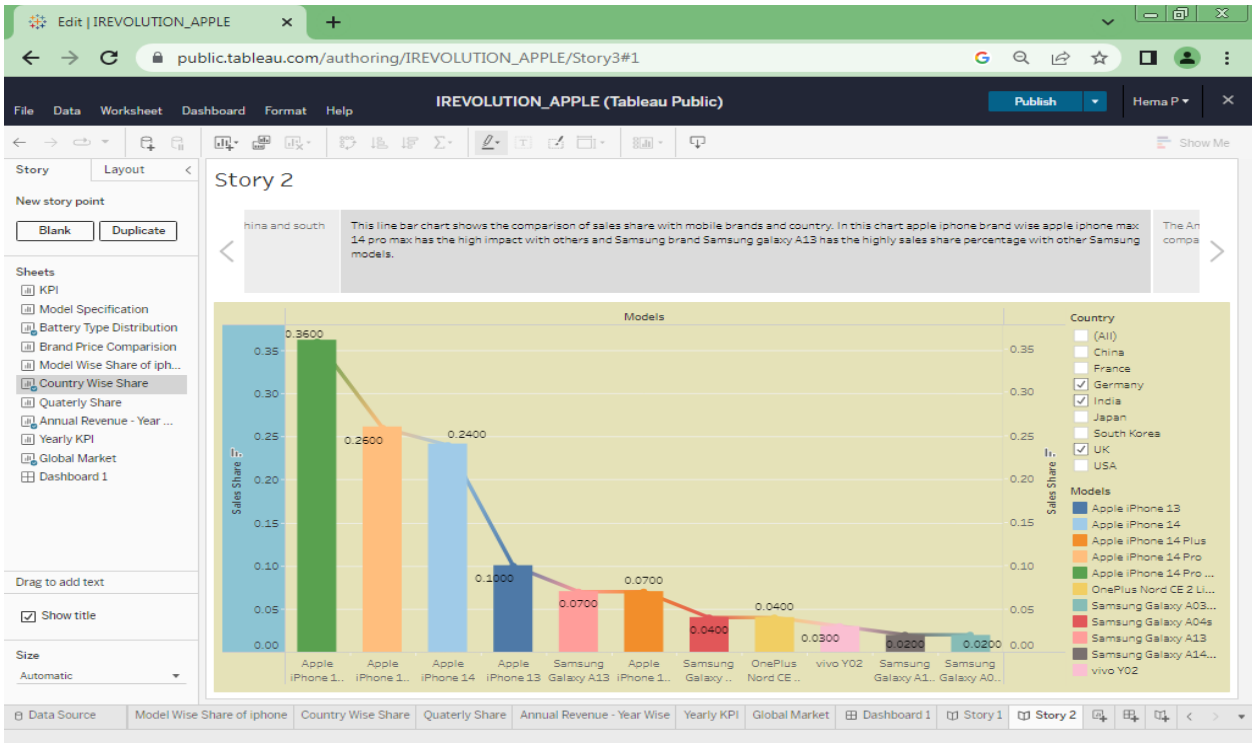
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Country Wise Share
Quaterly Share
Annual Revenue - Year ...
Yearly KPI
Global Market
Dashboard 1
Drag to add text
Show title
Size
Automatic
Story 2
This line bar chart shows the comparison of sales share with mobile brands and country. In this chart apple iphone brand wise apple iphone max 14 pro max has the high impact with others and Samsung brand Samsung galaxy A13 has the highly sales share percentage with other Samsung models.
Models
Sales Share
0.3600
0.2600
0.2400
0.1000
0.0700
0.0700
0.0400
0.0400
0.0300
0.0200
0.0200
Apple iPhone 1..
Apple iPhone 1..
Apple iPhone 14
Apple iPhone 13
Samsung Galaxy A13
Apple iPhone 1..
Samsung Galaxy ..
OnePlus Nord CE ..
vivo Y02
Samsung Galaxy A1..
Samsung Galaxy A0..
Country
(All)
China
France
Germany
India
Japan
South Korea
UK
USA
Models
Apple iPhone 13
Apple iPhone 14
Apple iPhone 14 Plus
Apple iPhone 14 Pro
Apple iPhone 14 Pro ...
OnePlus Nord CE 2 Li...
Samsung Galaxy A03...
Samsung Galaxy A04s
Samsung Galaxy A13
Samsung Galaxy A14...
vivo Y02
Data Source
Model Wise Share of iphone
Country Wise Share
Quaterly Share
Annual Revenue - Year Wise
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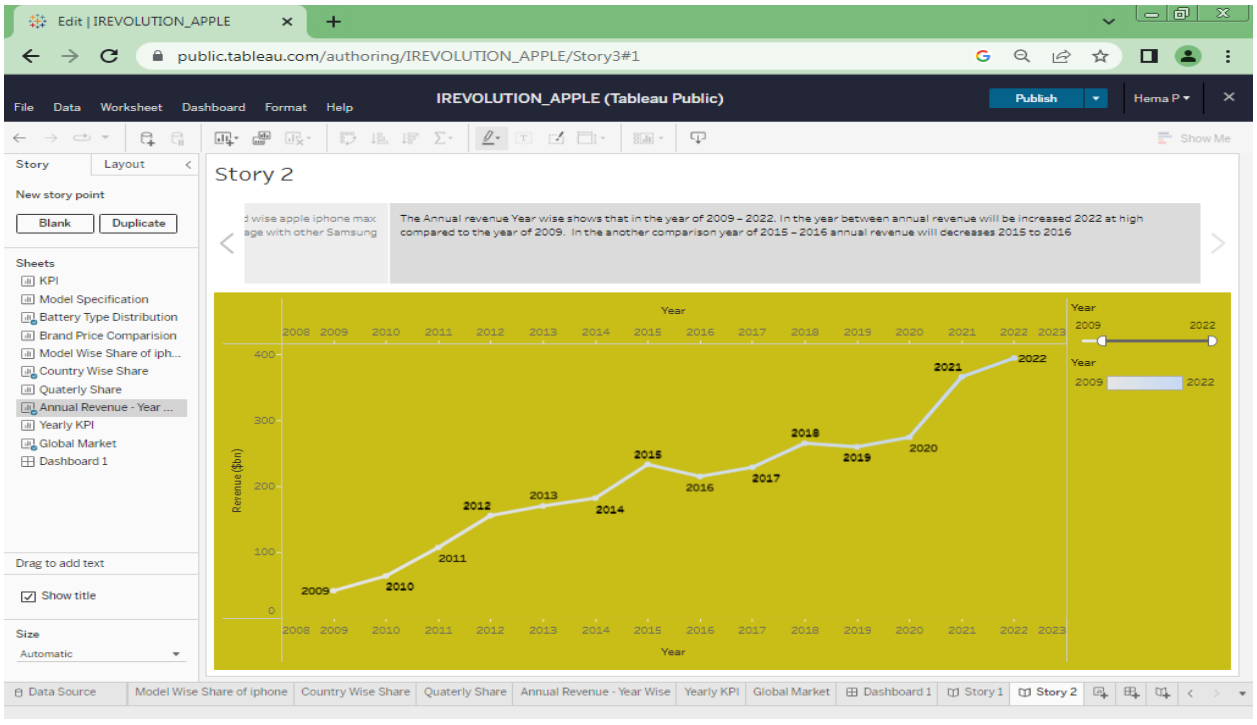
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Quaterly Share
Annual Revenue - Year ...
Yearly KPI
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Dashboard 1
Drag to add text
Show title
Size
Automatic
Story 2
The Annual revenue Year wise shows that in the year of 2009 – 2022. In the year between annual revenue will be increased 2022 at high compared to the year of 2009. In the another comparision year of 2015 – 2016 annual revenue will decreases 2015 to 2016
Year
Revenue ($bn)
2009
2010
2011
2012
2013
2014
2015
2016
2017
2018
2019
2020
2021
2022
Year
2009
2022
Year
2009
2022
Data Source
Model Wise Share of iphone
Country Wise Share
Quaterly Share
Annual Revenue - Year Wise
Yearly KPI
Global Market
Dashboard 1
Story 1
Story 2

4 ADVANTAGES & DISADVANTAGES:

Advantages of apple iphone impact:

- Assess how the iPhone market contributes to the Indian economy through sales, job creation, and taxes.
- Explore how Apple's user-friendly interface and ecosystem benefit Indian consumers.
- Analyze how iPhone technology has influenced innovation in India, particularly in app
- development and related industries.Examine how owning an iPhone influences social status and personal branding in the Indian context.
- Evaluate the security features of iPhones and their impact on user data protection.

Disadvantages of apple iphone impact:

- Discuss the high price point of iPhones and how it may limit their accessibility in India
- Investigate the environmental impact of iPhone production and disposal in India.
- Analyze how Apple's dominance affects the competition and availability of other smartphone brand.
- Examine how being locked into the Apple ecosystem can be limiting for users
- Assess the challenges of repairing and maintaining iPhones in India.

5. APPLICATIONS:

1. Explore how iPhones are used in the education sector for e-learning and skill development.

2. Investigate iPhone applications in healthcare, including telemedicine and health tracking.

3. Analyze how iPhones are used to promote digital banking and financial inclusion.

4. Examine the role of iPhones in the Indian entertainment industry, including streaming and gaming.

5. Discuss how iPhones are being utilized for social causes and activism in India.

This research would require data collection, surveys, interviews, and a thorough analysis of both quantitative and qualitative data to draw meaningful conclusions about the impact of iPhones in India.

6. CONCLUSION:

In conclusion, analyzing apple iphone impact using Excel data sheet can provide valuable insights into the source and trends of apple iphone impact. By importing the dataset and connecting it to Tableau Public, we can create range of graphs and visualizations that help us better understand the data and identify opportunities for reducing impact.

Some of the types of graphs and visualizations we can create include line graphs, bar, charts, heat maps, scatter plots and tree maps. Each of these visualization types has its advantages and can provide valuable insights into the data.

7. FUTURE SCOPE:

The future scope of Apple iPhones is expected to continue impacting various aspects

of technology and society. Some potential areas of impact include:

1. Apple is likely to continue pushing the boundaries of smartphone technology, introducing new features, hardware advancements, and software enhancements. This innovation often sets industry standards and influences other Smartphone manufacture.

2. The Apple ecosystem, including the App Store, iCloud, and other services, is expected to expand and deepen its integration with iPhones, offering users a seamless and comprehensive experience.

3. Apple has shown a strong interest in AR technology, and future iphone may play a significant role in the development and adoption of AR applications and devices.

4. Apple's emphasis on user privacy and security is likely to remain a key selling point. The company's stance on data protection is influencing industry conversations and government regulations.

5. Apple is increasingly focusing on environmental sustainability, which may lead to more eco-friendly production processes and materials in future iPhones.

6. The iPhone is likely to continue evolving as a personal health and wellness tool with features like the Health app and integration with health monitoring devices.

7. As 5G networks become more prevalent, Apple will likely adopt and optimize 5G technology, enabling faster data speeds and new possibilities for mobile communication.

8. Social and Cultural Impact: iPhones will continue to shape the way we communicate, consume media, and connect with the world, influencing cultural and social norms.

9. Apple's strong brand and large customer base give it the power to influence consumer preferences and shape the direction of the smartphone market.

10. Apple's interactions with other tech giants and its competitive stance with companies like Google and Samsung will continue to impact the broader tech landscape.

11. It's important to note that the specific impact will depend on Apple's product development, market dynamics, and societal trends as we move into the future.