

IRevolution: A Data-Driven Exploration of Apple's iPhone Impact in India

Problem Statement

The launch of the iPhone by Apple Inc. revolutionized the global smartphone industry, but its journey in India presents a unique and complex market dynamic. India, being one of the fastest-growing smartphone markets in the world, is highly price-sensitive and dominated by Android competitors. Despite this, the iPhone has steadily expanded its presence across urban and emerging markets.

However, there is limited consolidated, data-driven analysis that explores:

- How iPhone sales have evolved in India over time
- The influence of pricing, income levels, and regional distribution
- Market share trends compared to competitors
- Consumer preferences and upgrade cycles
- The impact of manufacturing initiatives like 'Make in India'

Core Problem

To analyze and visualize the growth, market penetration, and economic impact of Apple's iPhone in India using Tableau, in order to identify trends, consumer behavior patterns, regional variations, and strategic insights that explain its performance in a competitive and price-sensitive market.