

GOVERNMENT ARTS COLLEGE (AUTONOMOUS)
COIMBATORE -641 018
DEPARTMENT OF MATHEMATICS
NAANMUDHALVAN COURSE: DATA ANALYTICS WITH TABLEAU
CLASS : III YEAR B.Sc Mathematics - SEMESTER : 5
PROJECT REPORT
(PROJECT DOCUMENTATION)

NM TEAM NUMBER : 8

NM TEAM ID : NM2023TMID23816

**NM PROJECT TITLE : A Data Driven Exploration of Apple's
iPhone Impact in India**

**Mentor : Dr. MALATHY THANGAVELU M.Sc., M.Phil., B.Ed.,Ph.D.,
ASSOCIATE PROFESSOR, DEPARTMENT OF MATHEMATICS**

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Submitted to

SmartBridge Educational Services Pvt. Ltd.

1)Introduction :

The purpose of this project report is to examine the impact of iPhones on various aspects of Indian society, focusing on journalism, education, business, and technology adoption. iPhones, produced by Apple Inc., have been a global phenomenon since their inception. In India, their influence has been substantial across multiple sectors

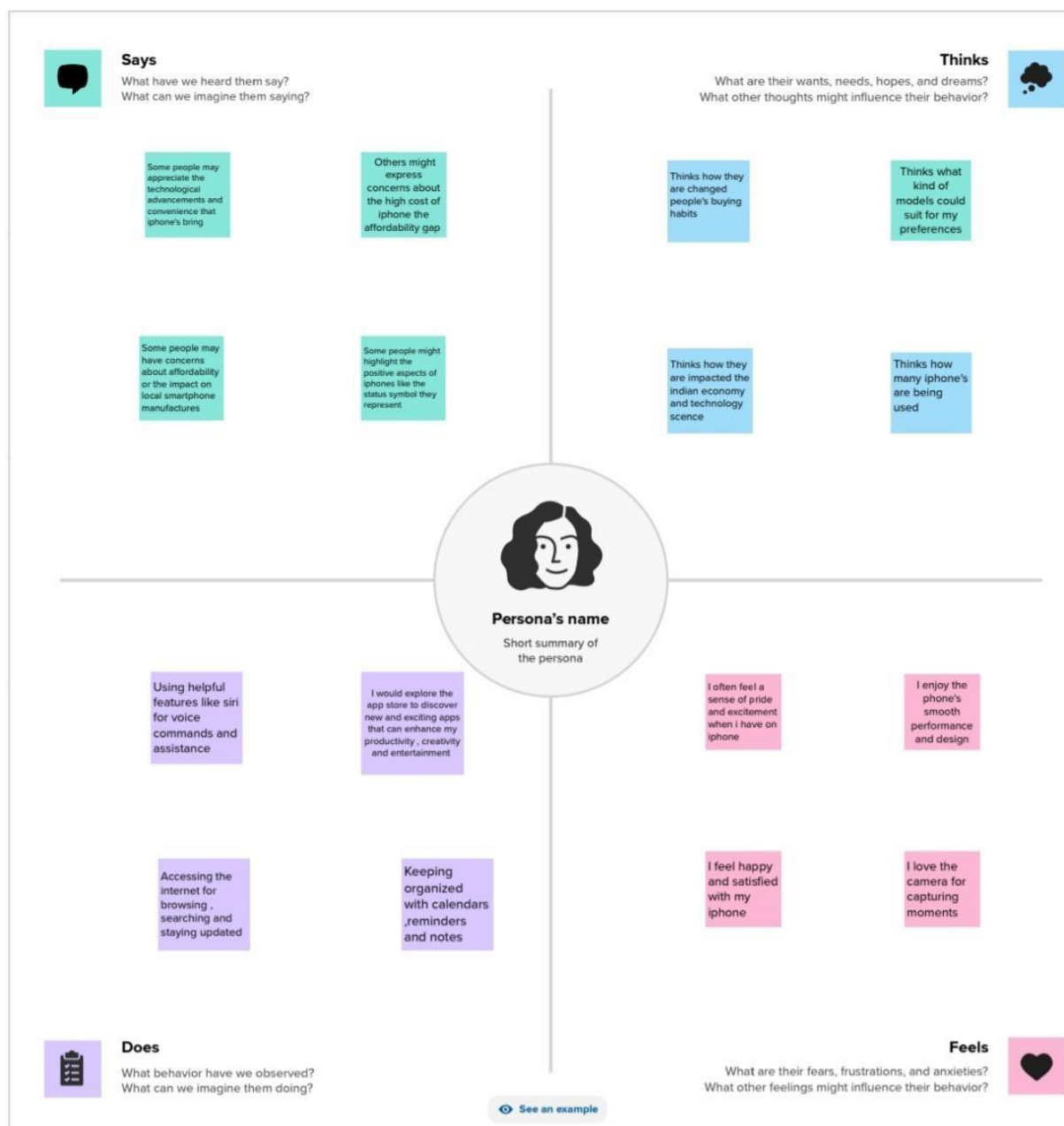
The advent of the iPhone, a revolutionary product from Apple Inc., has had a profound impact on the socio-economic and technological landscape of India. Since its introduction in 2007, the iPhone has transformed the way Indians communicate, work, learn, and engage with technology. This project report aims to comprehensively examine and analyze the multifaceted impact of iPhones in India, shedding light on the advantages, challenges, and future prospects associated with their widespread adoption.

The iPhone's iconic status transcends its role as a mere communication device; it has become a symbol of prestige and innovation in the Indian market. The device's allure extends to urban and rural areas alike, transcending demographic boundaries. Its influence permeates various sectors, including communication, education, business, journalism, entertainment, and more.

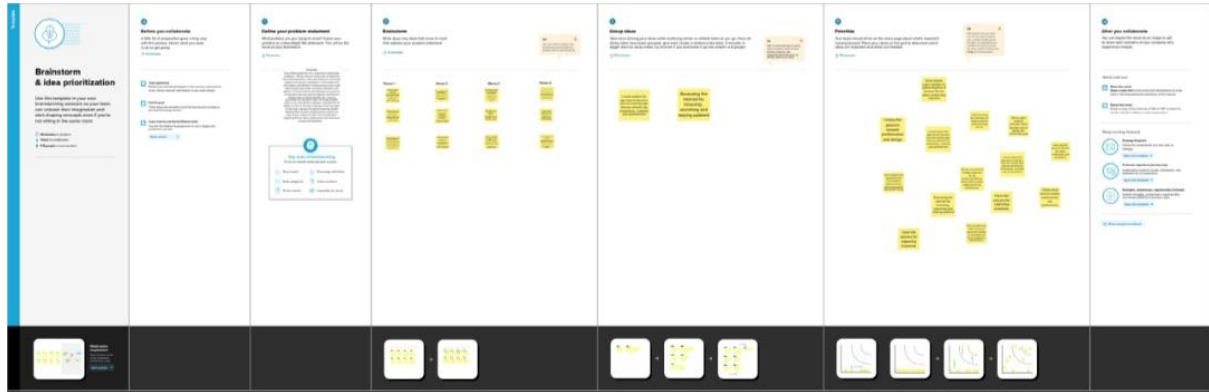
As of the last update in September 2021, iPhones continued to shape the digital landscape of India. This report will delve into the extensive array of advantages iPhones bring to users, such as advanced technology, seamless communication, improved productivity, and access to a diverse ecosystem of apps. However, it will also address the challenges posed by their relatively high cost, ecosystem lock-in, and environmental considerations.

2)problem definition & design thinking:

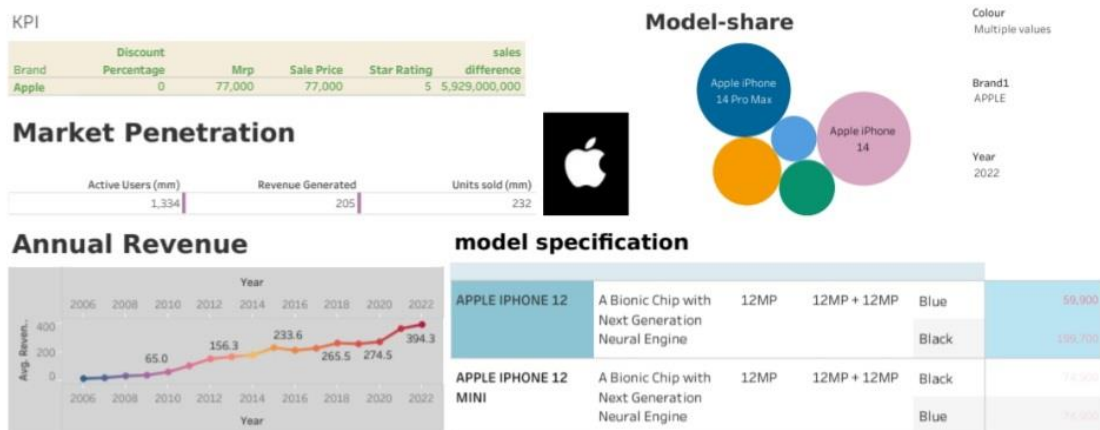
- Empathy map



- Brainstorming map

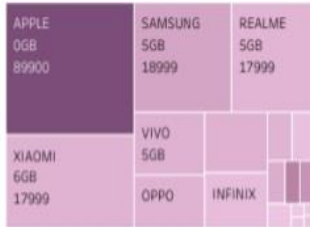


3)Result:

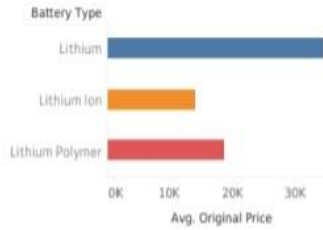


Dashboard 1

Brand price comparison



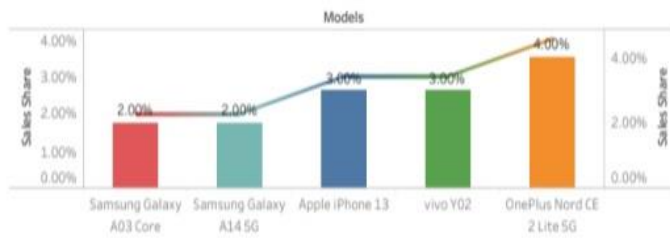
Battery Type Distribution



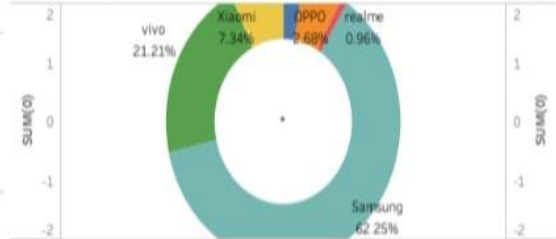
Global Market Share



country wise best selling smartphone



Quarterly-share



Dashboard 2

Story 1

Apple's sales in India hit a new high of about \$6 billion in the fiscal year, up nearly 50% from a year earlier, showcasing the increasing importance of iPhones in a country that emerged to be the fastest growing major economy.

Camera improvements: Apple tends to enhance camera capabilities with each new iPhone, offering features like improved low-light performance, computational photography, and new shooting modes.

The Indian version of the iPhone supports a wider range of cellular networks than the global version. This means that you can use the Indian version of the iPhone with more carriers in India. Price: The Indian version of the iPhone is typically more expensive than the global version.

KPI

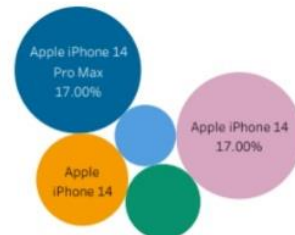
Brand	Discount Percentage	Mrp	Sale Price	Star Rating	sales difference
Apple	0	77,000	77,000	5	5,929,000,000

Market Penetration

Active Users (mm)	Revenue Generated	Units sold (mm)
1,334	205	232



Model-share

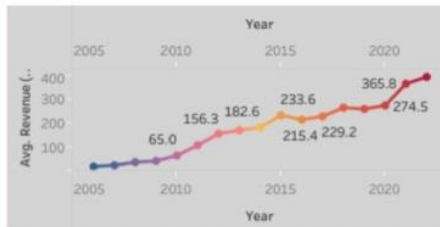


Colour
Multiple values

Brand1
APPLE

Year
2022

Annual Revenue



model specification

APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Blue	59,900
				Black	199,700
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	74,900
				Blue	74,900

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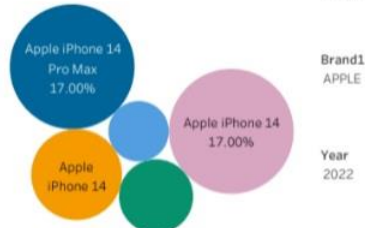
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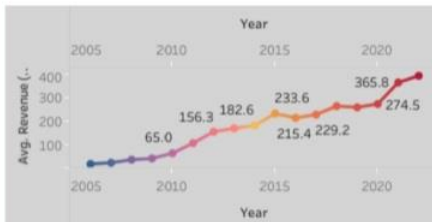
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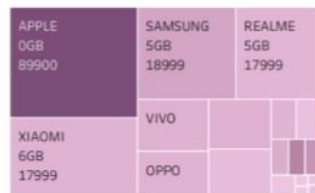
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iPhone batteries use lithium-ion technology. Compared with older generations of battery technology, lithium-ion batteries charge faster, last longer and have a higher power density, giving more battery life in a lighter package.

Brand price comparison



Battery Type Distribution



Global Market Share



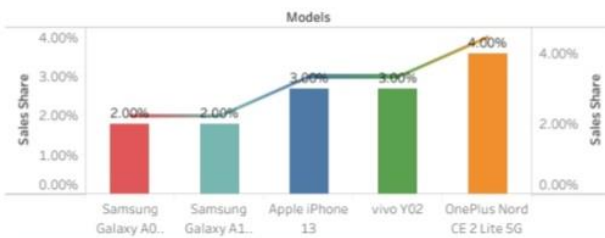
Country
India

Year
Multiple values

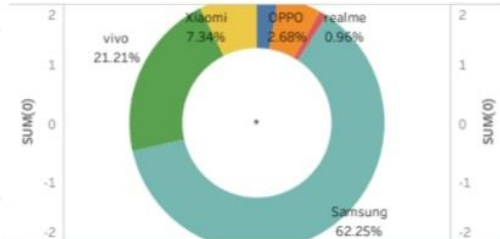
Country
India

Brand1
MOTOROLA

country wise best selling smartphone



Quarterly-share

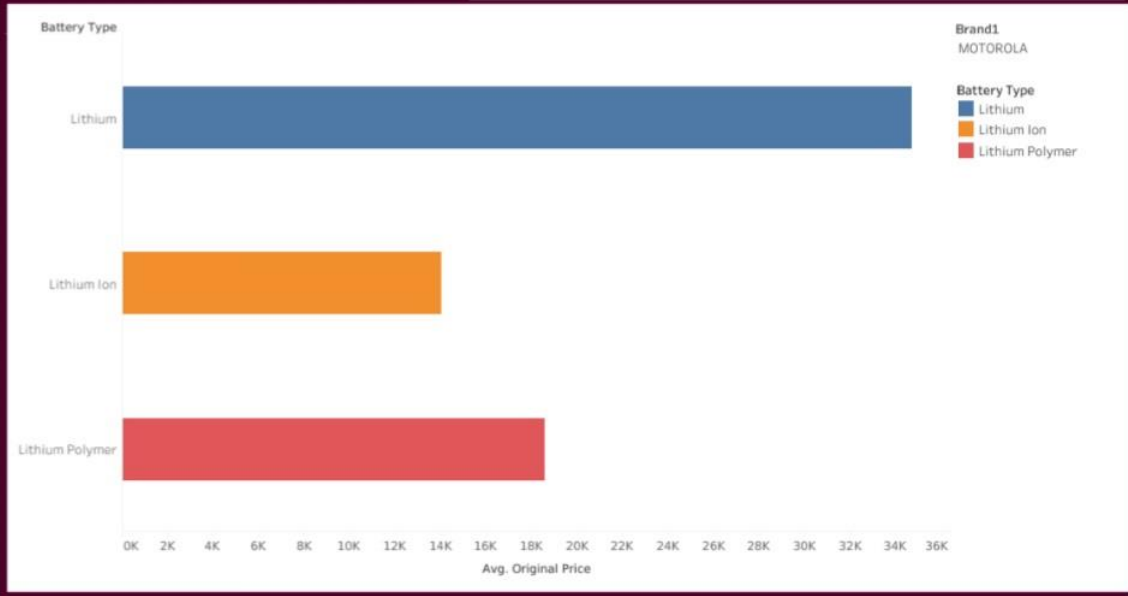


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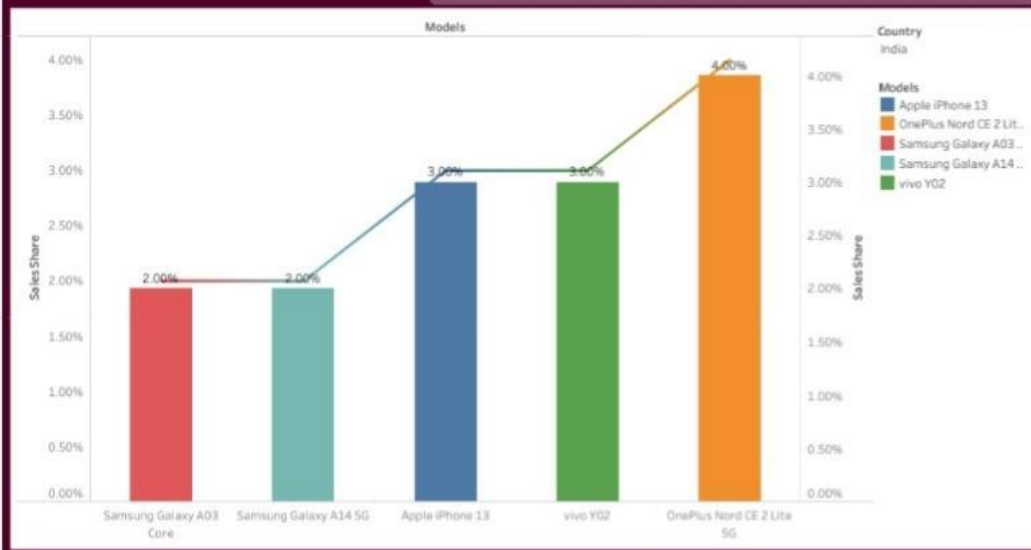


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Story for iPhone impact in India

4) Advantages & Disadvantages:

Advantages:

- iPhones are known for their cutting-edge technology, offering high quality hardware and software features, which can benefit users in various ways.
- iPhones provide efficient and reliable means of communication through calls, messaging, and video conferencing, enhancing personal and professional connections.
- iPhone users benefit from a wide range of productivity apps, helping with tasks, notes, calendars, and document management, improving overall efficiency.
- Apple's commitment to innovation ensures a user-friendly experience and a vast ecosystem of apps and services.
- iPhones facilitate digital payments, making transactions easier and contributing to the growth of the digital economy.

Disadvantages:

- iPhones are relatively expensive compared to many other smartphones, making them less accessible to a significant portion of the Indian population.
- Once users invest in the Apple ecosystem, they may find it challenging to switch to other devices or platforms due to compatibility issues.
- Apple's strict policies and guidelines for the App Store can limit the availability of certain apps and services, potentially hindering users' choices.

- Repairing or replacing iPhone components can be expensive, as well as reliant on Apple's authorized service providers.
- The production and disposal of iPhones contribute to electronic waste, posing environmental challenges if not properly managed.

5)Applications:

The impact of iPhones in India can be seen through various applications or aspects of daily life. Here are some key applications of iPhone impact in India:

- Smartphones as a Status Symbol: Owning an iPhone is often seen as a status symbol in India, signifying affluence and sophistication.
- Photography and Content Creation: The advanced camera technology in iPhones has fueled a surge in photography and content creation.
- Education and E-Learning: iPhones have enabled access to educational apps and online learning platforms, making education more accessible and interactive.
- Mobile Journalism :iPhones have empowered journalists to capture and report news in real-time using mobile journalism techniques.
- Entertainment and Streaming: iPhones serve as entertainment hubs, offering access to streaming platforms like Netflix, Disney+, and Apple TV+.

6)Conclusion:

iPhones have had a profound impact on various aspects of Indian society, including journalism, education, business, and technology adoption. Their advanced technology, connectivity, and versatility have transformed how individuals and organizations operate. While challenges related to affordability persist, the influence of iPhones in India is undeniable, shaping the future of these sectors.

7)Future Scope:

iPhones have had a significant impact on India, particularly in the realm of reporting projects. Here are some key points with subheadings to elaborate on their impact:

- **Digital Inclusion and Accessibility:** As iPhones become more affordable and accessible, they will play a crucial role in bridging the digital divide in India, allowing more people to access the internet and digital services.
- **5G and Advanced Connectivity:** With the rollout of 5G networks, iPhones will support faster internet speeds and enable new applications in areas like augmented reality (AR), virtual reality (VR), and lots.
- **Artificial Intelligence (AI) Integration:** iPhones will incorporate AI-driven features and services, enhancing user experiences and productivity.

Thank you !!