The problem definition for a data-driven exploration of Apple’s iPhone impact in India aims at exploring the market dynamics, consumer behaviour, economic impact and customer satisfaction. This analysis will encompass specification of data sources to be used that includes sales data, economic indicators and Apple’s financial reports, identifying the key metrics or indicators that are used to measure the iPhone’s impact such as market growth rate, revenue generated and adoption rates. This data analysis leads us to evaluate the economic contributions of Apple in India, to identify challenges faced by apple in the Indian market and explore potential growth opportunities. Such an analysis paves way to use data-driven models to make future projections regarding iPhone sales, market share and consumer surveys and feedback.