

TEAM NMID: NM2023TMID06155

iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India

R.JEGANNATH

S.SIVARAJA

A.BALAMURUGAN

E STEPHEN RAJ

TEAM DETAILS & NM ID

JEGANNATH.R (LEADER)

1A77CD66774279BBEED4C9AE4AF42A66

SIVARAJA .S (MEMBER)

763A6CFC4297C5CA8334F5E93BFBC376

BALAMURUGAN .A (MEMBER)

A8CF9A6B15A2C4CB47444E5976DC6D28

STEPHENRAJ .E (MEMBER)

6D96E3B65D524718E644A4D59A594E36

INTRODUCTION :

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 data-driven 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.



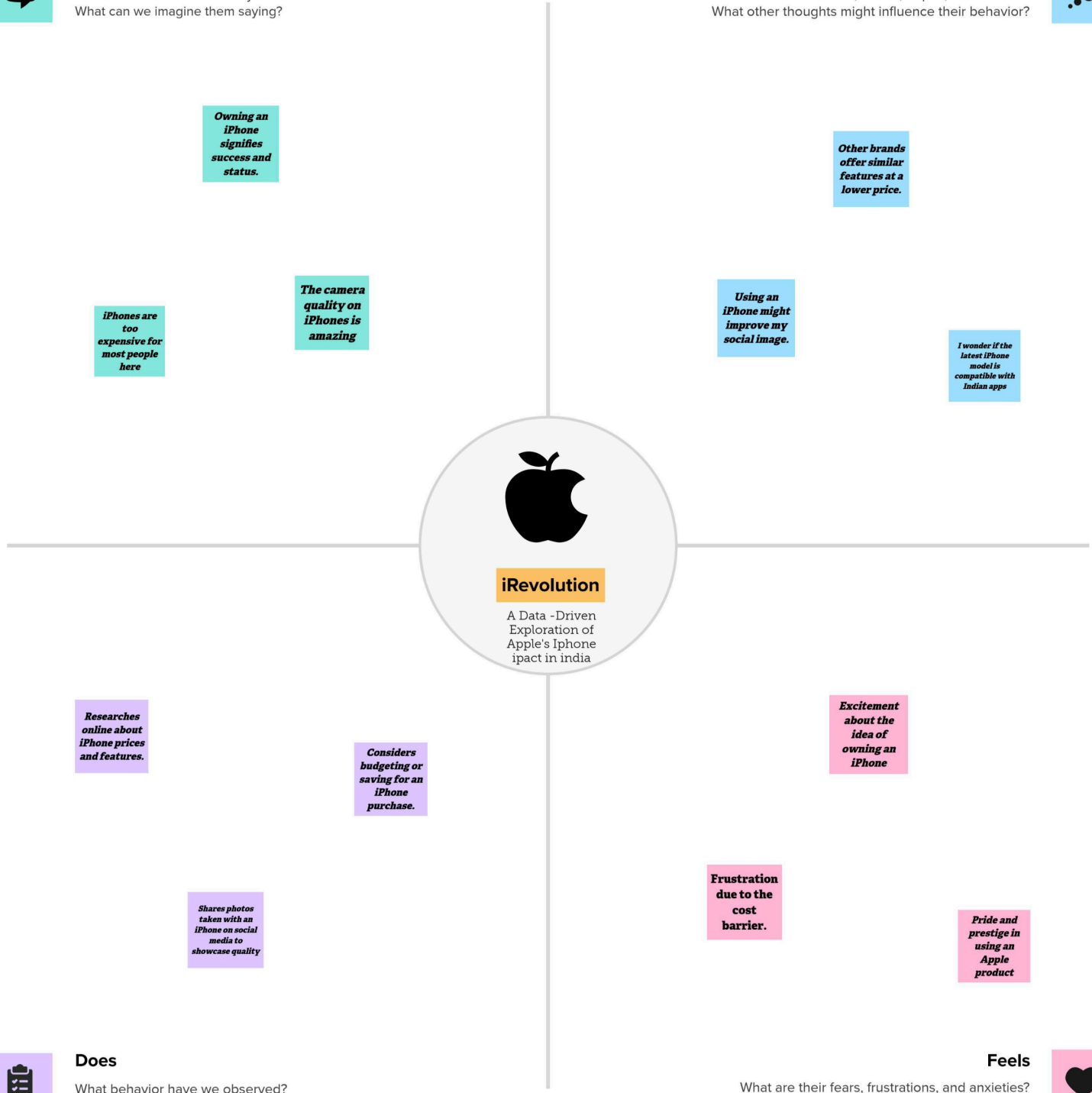
Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



iRevolution

A Data -Driven
Exploration of
Apple's iPhone
ipact in India



Does

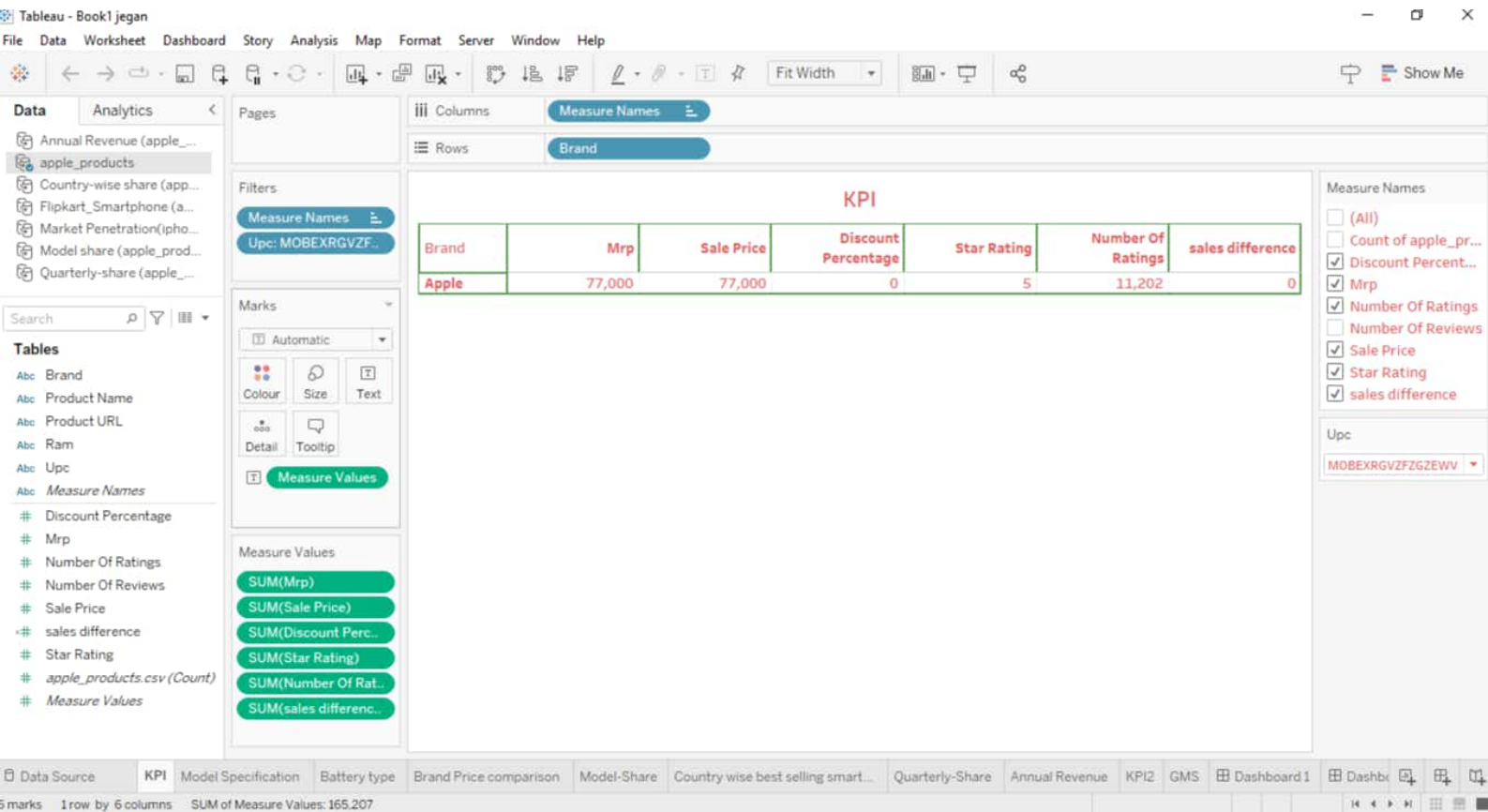
What behavior have we observed?
What can we imagine them doing?

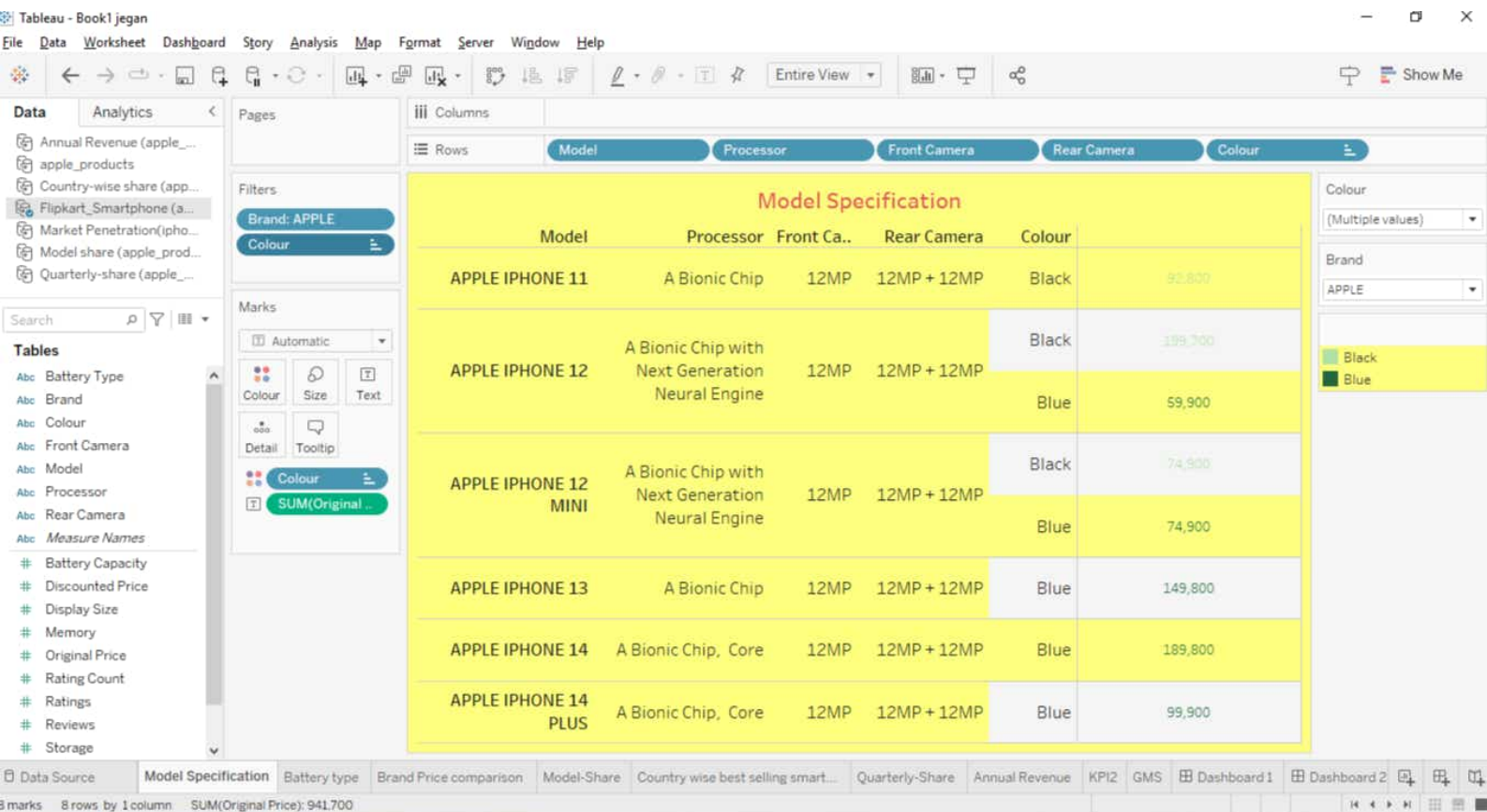


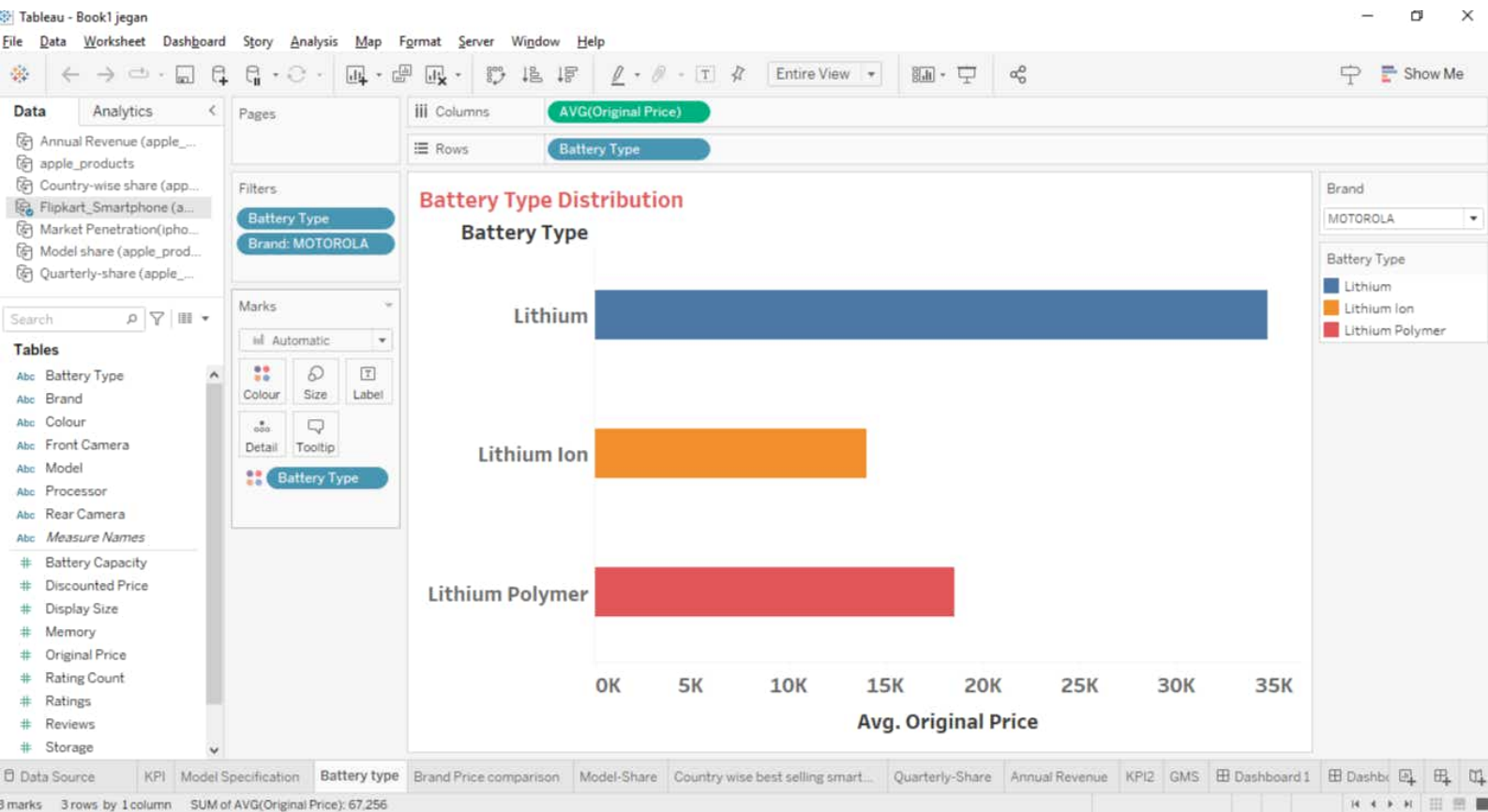
Feels

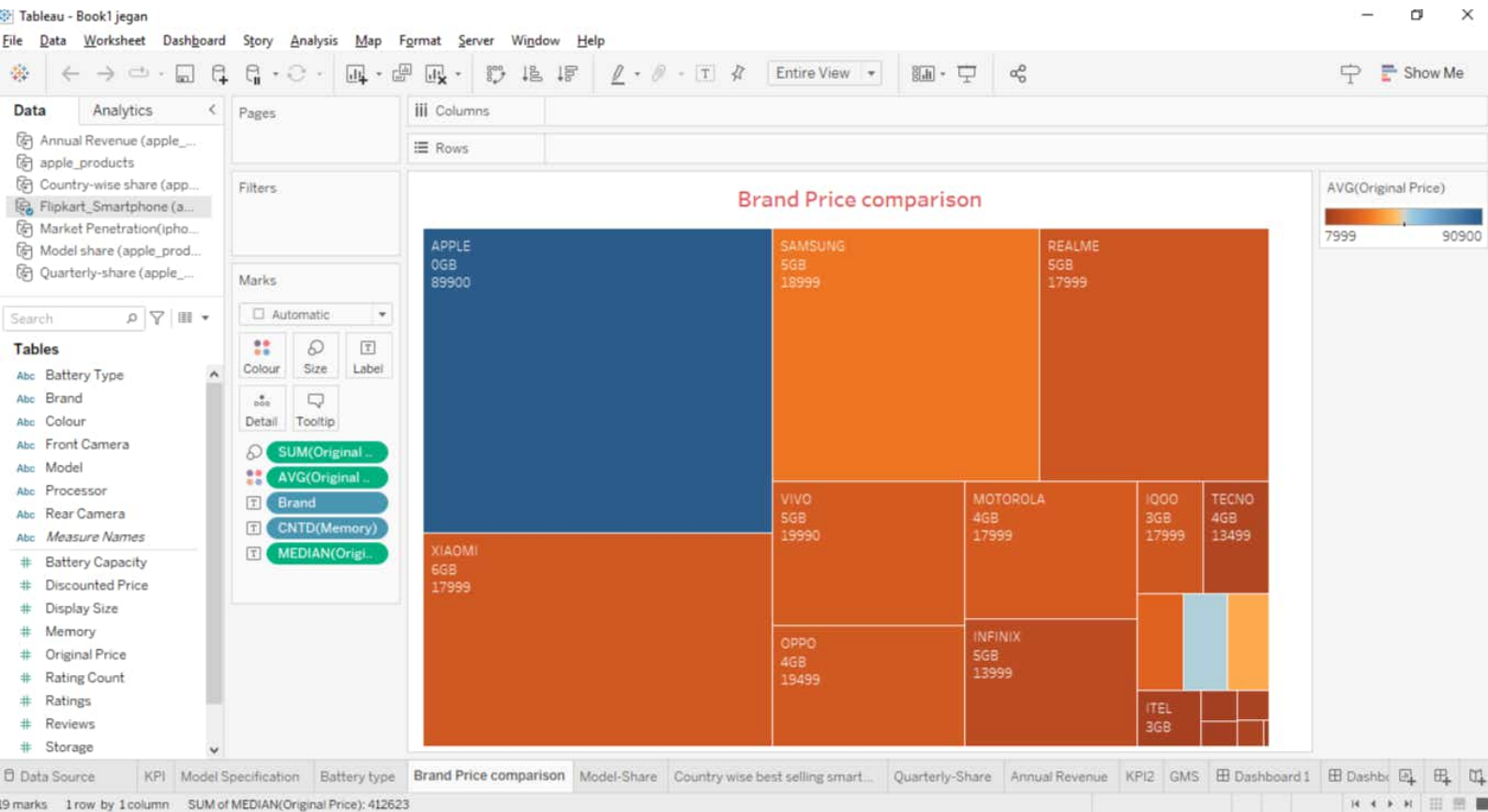
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

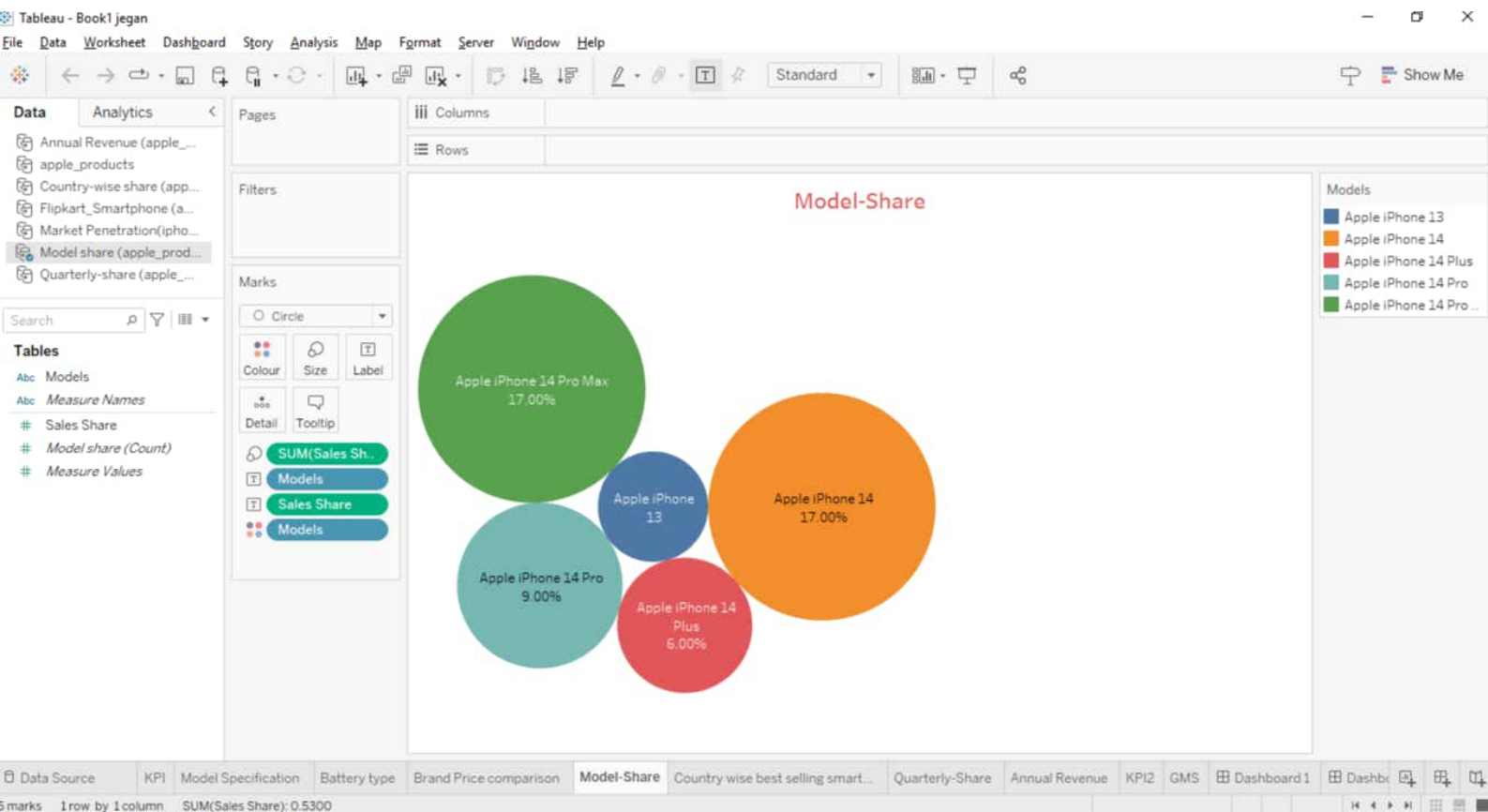
[See an example](#)

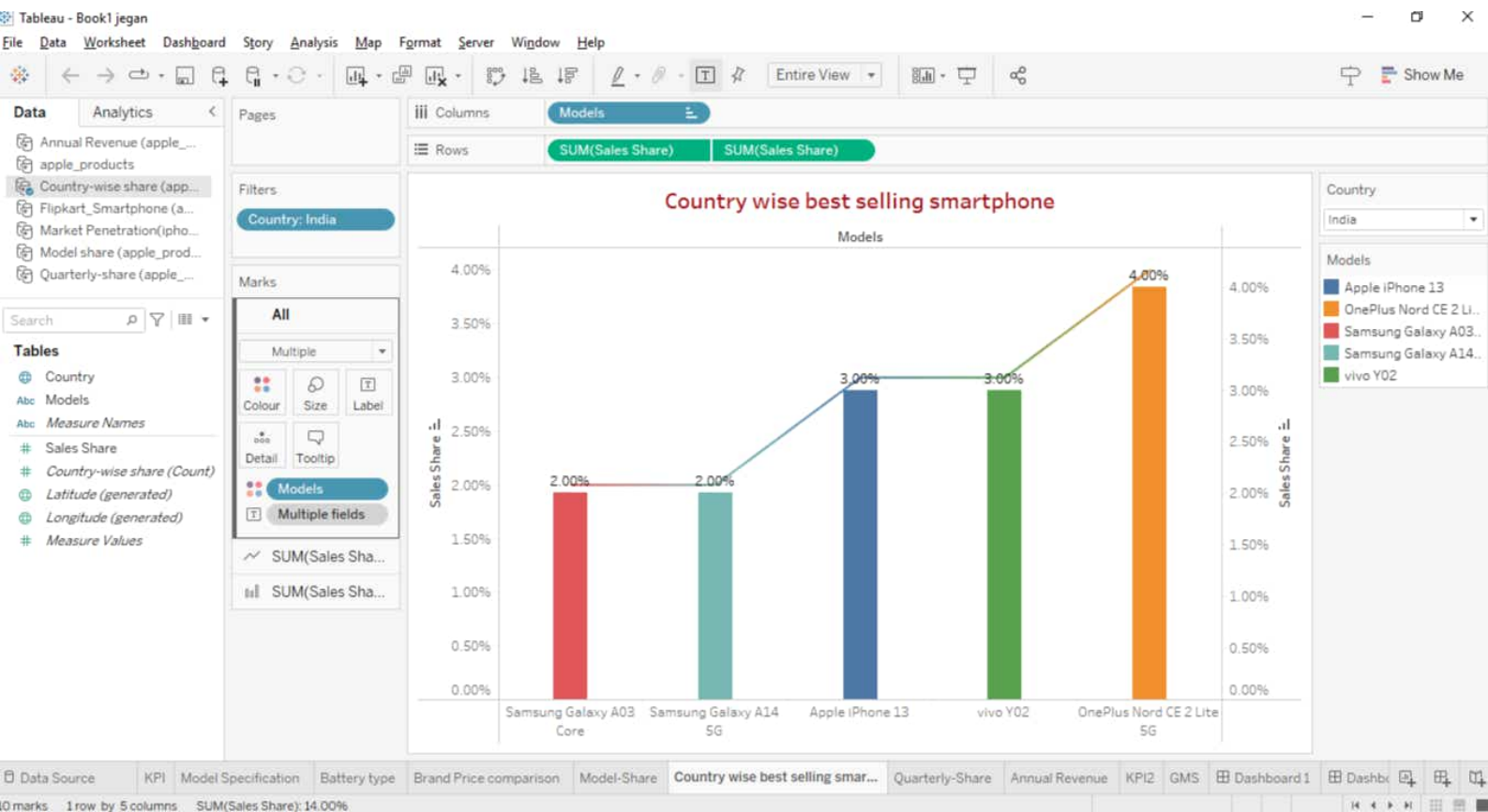


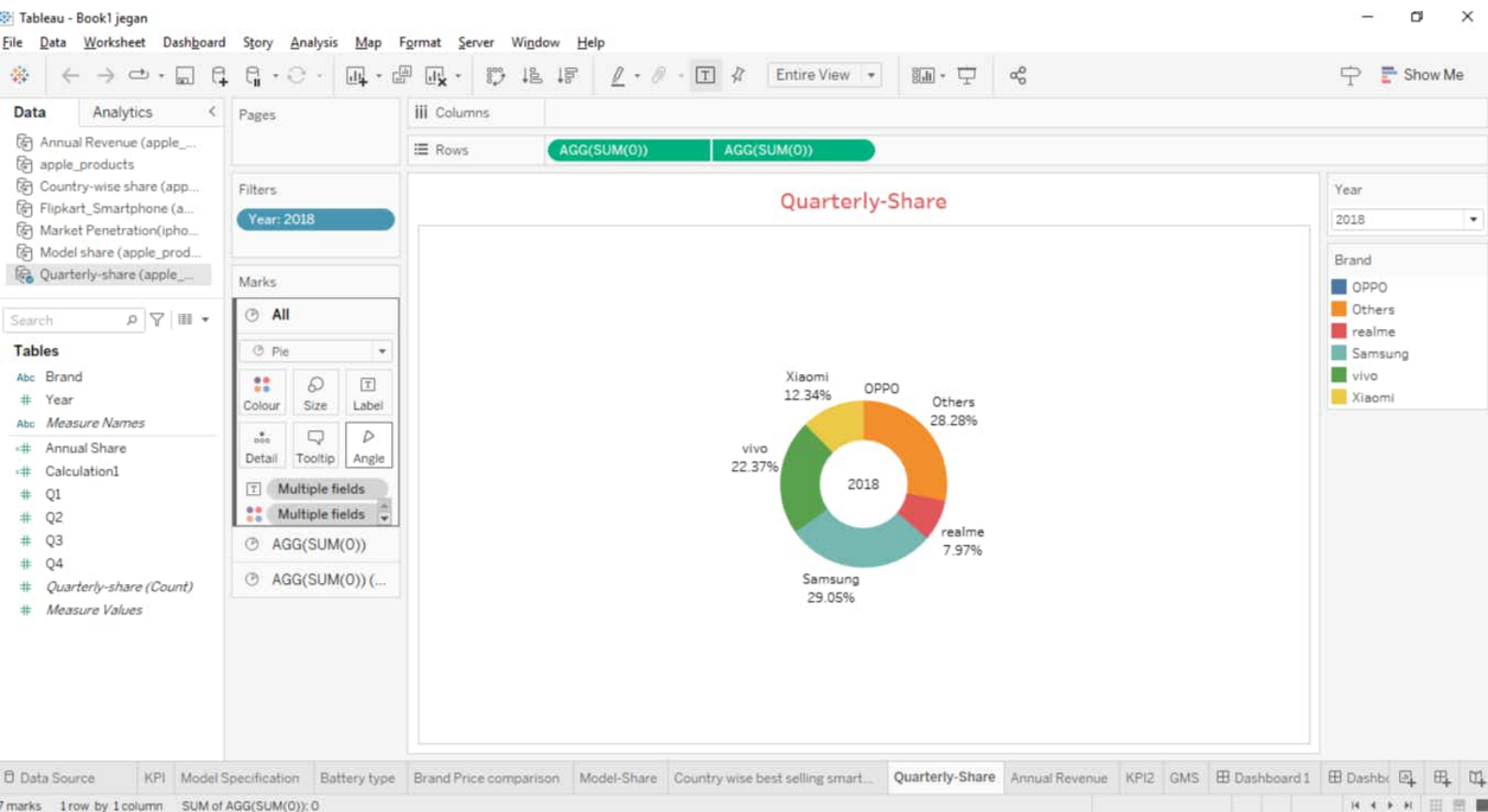


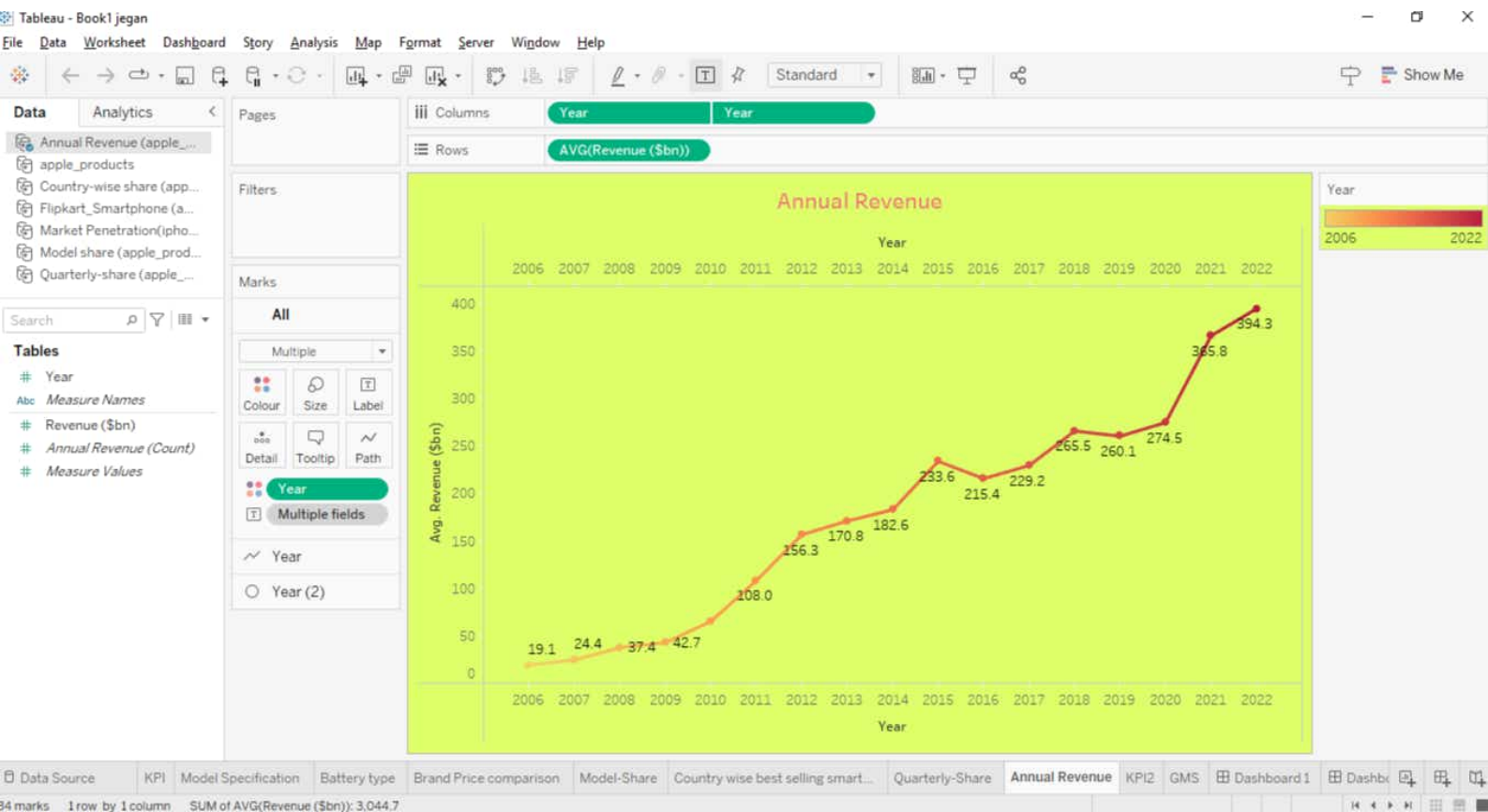


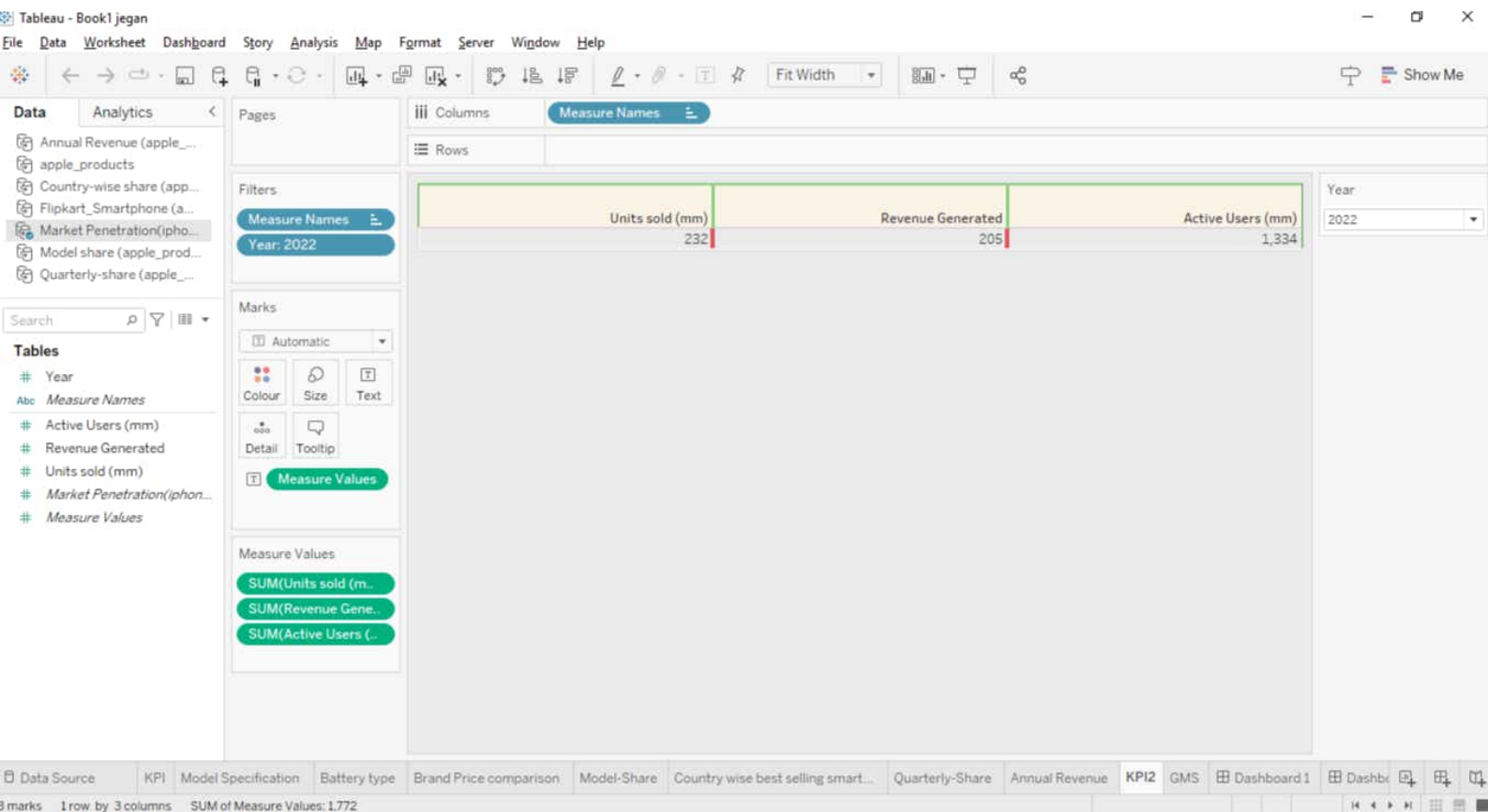


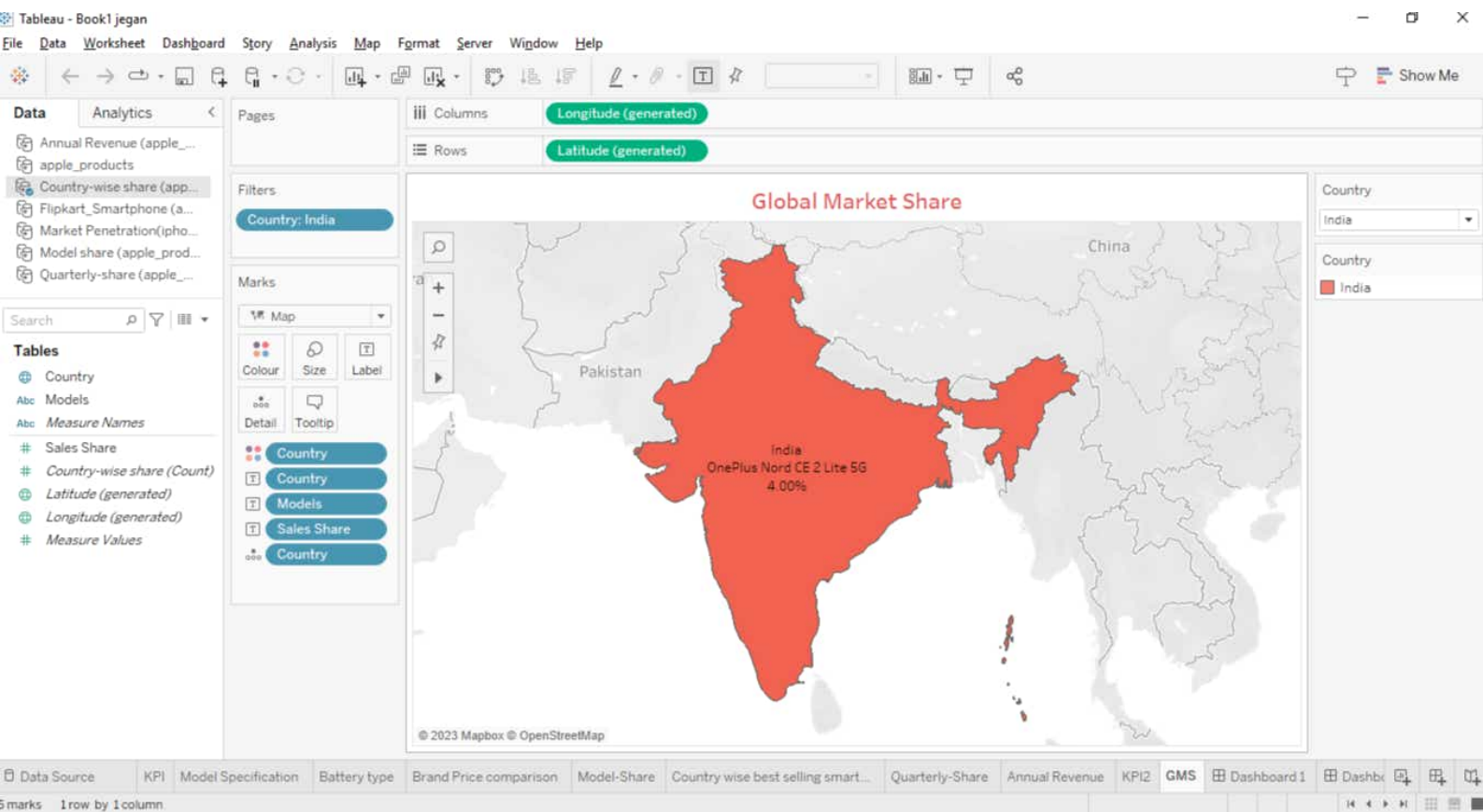


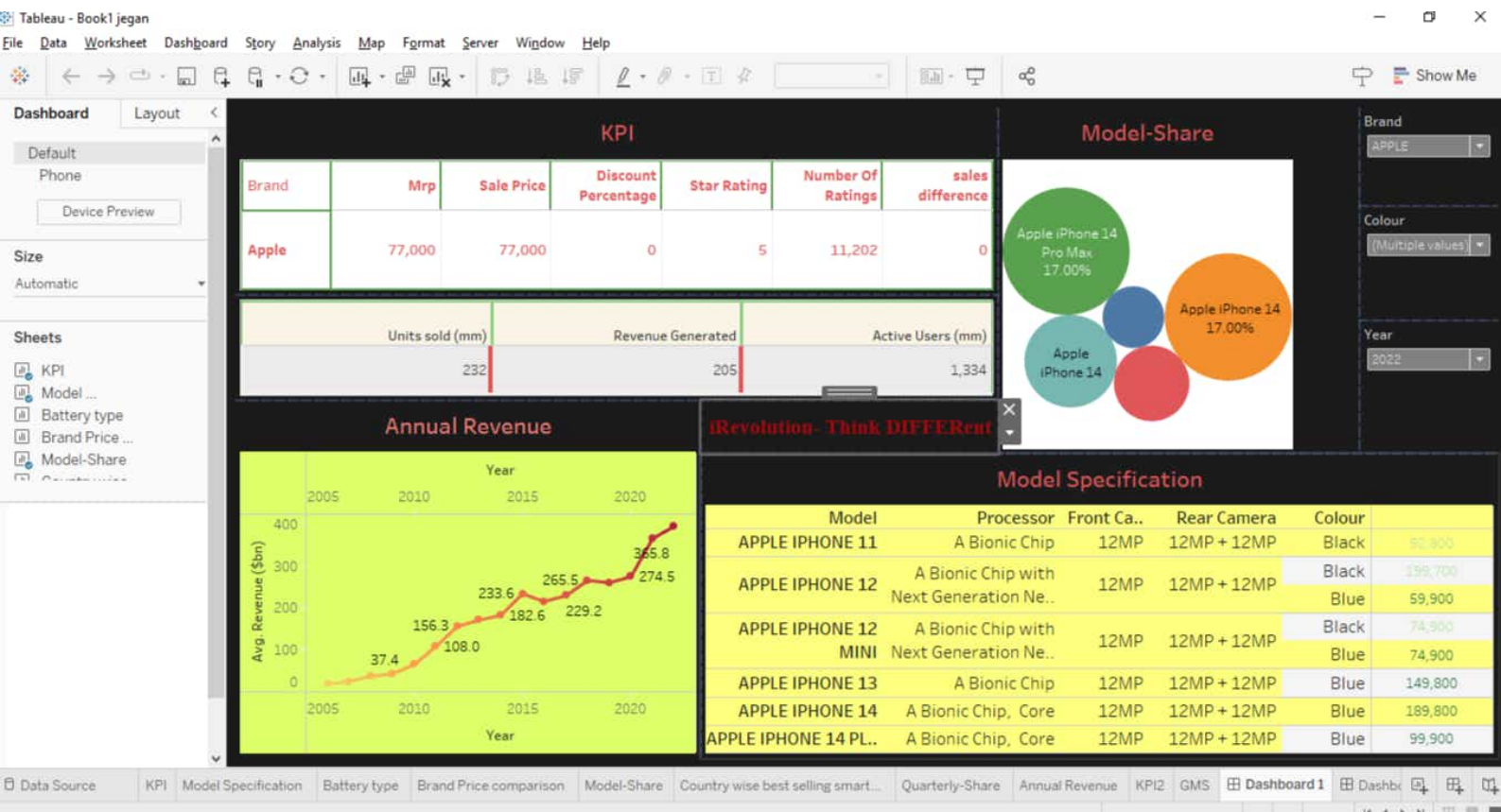


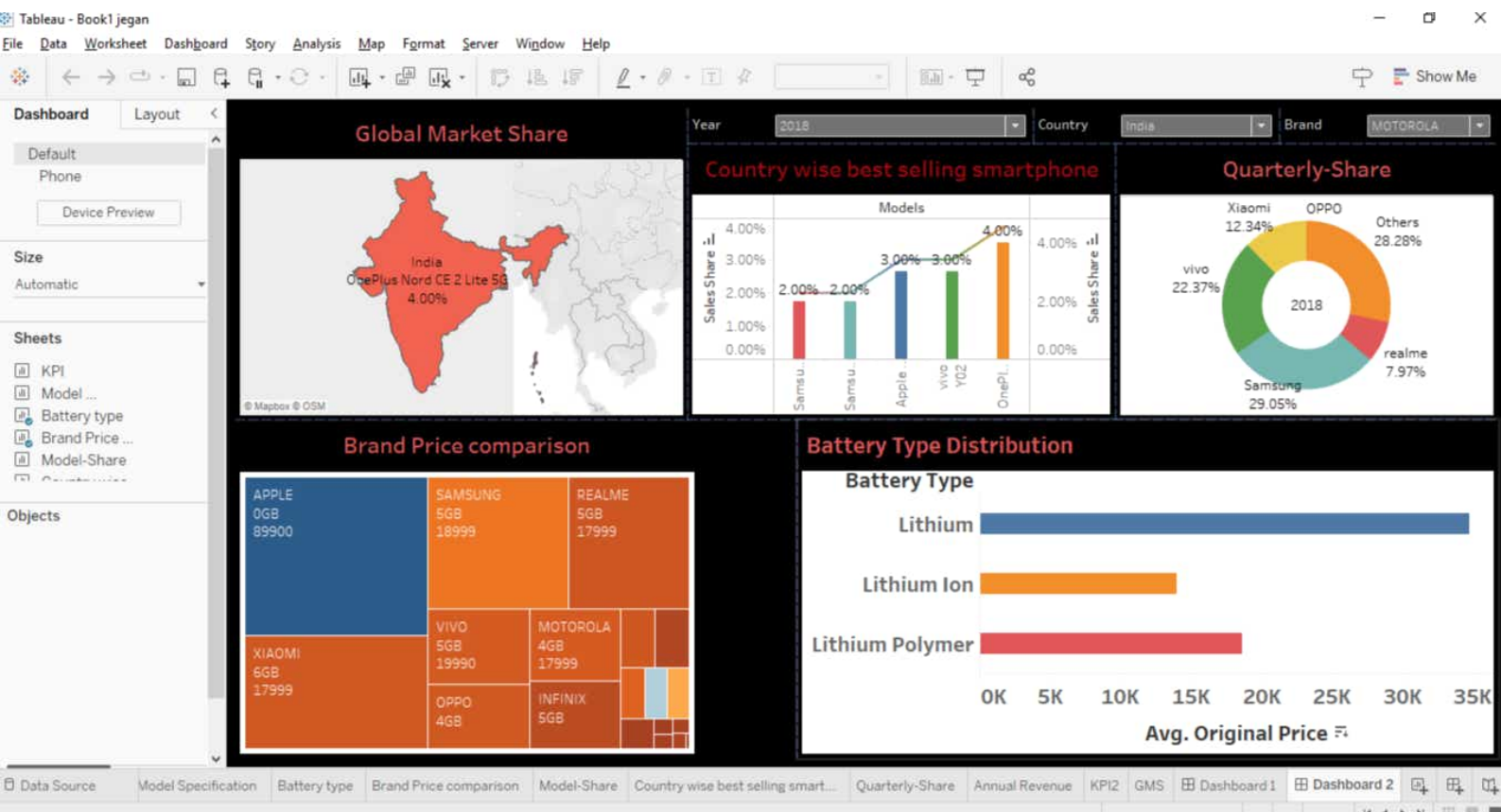


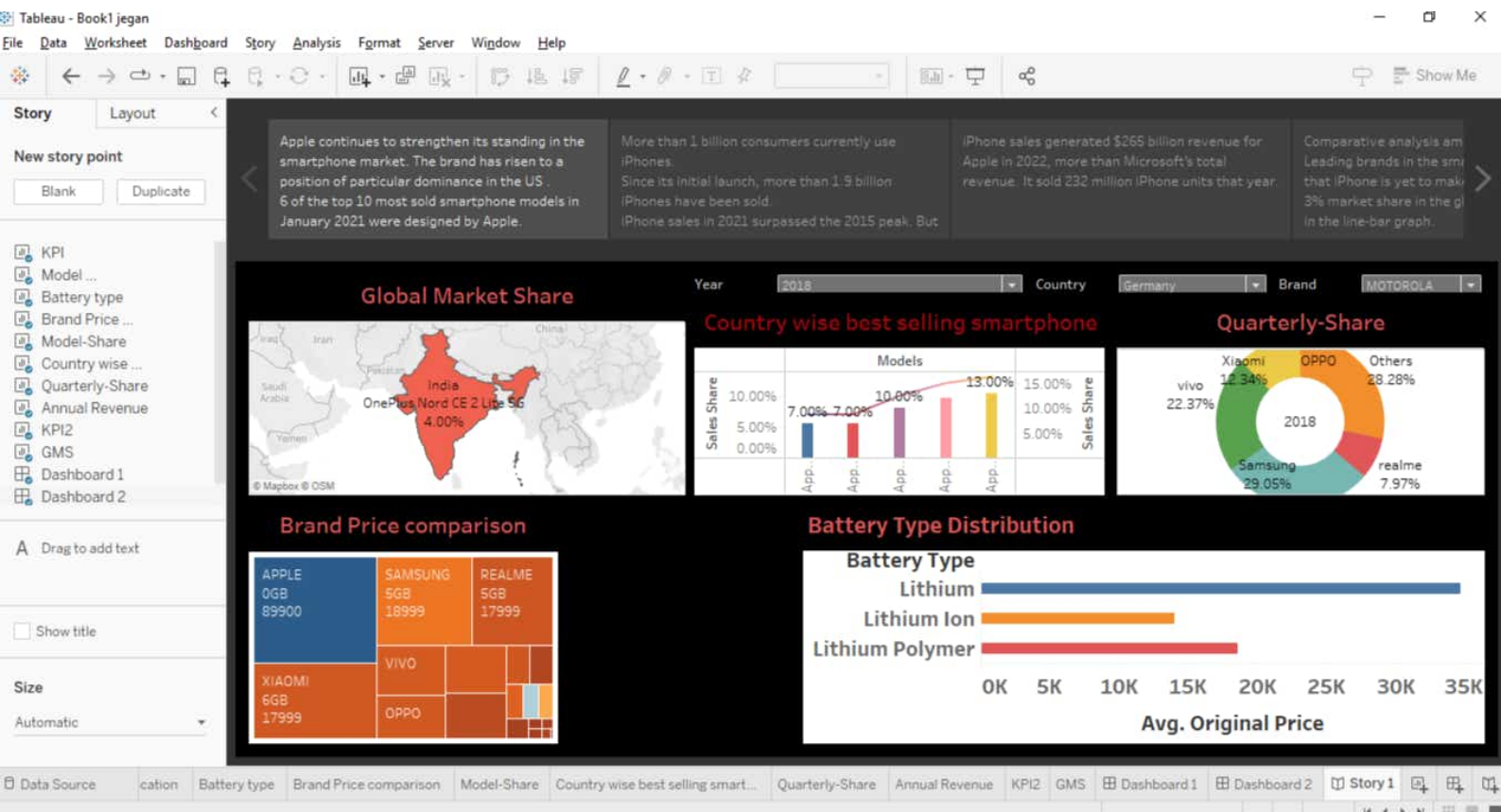


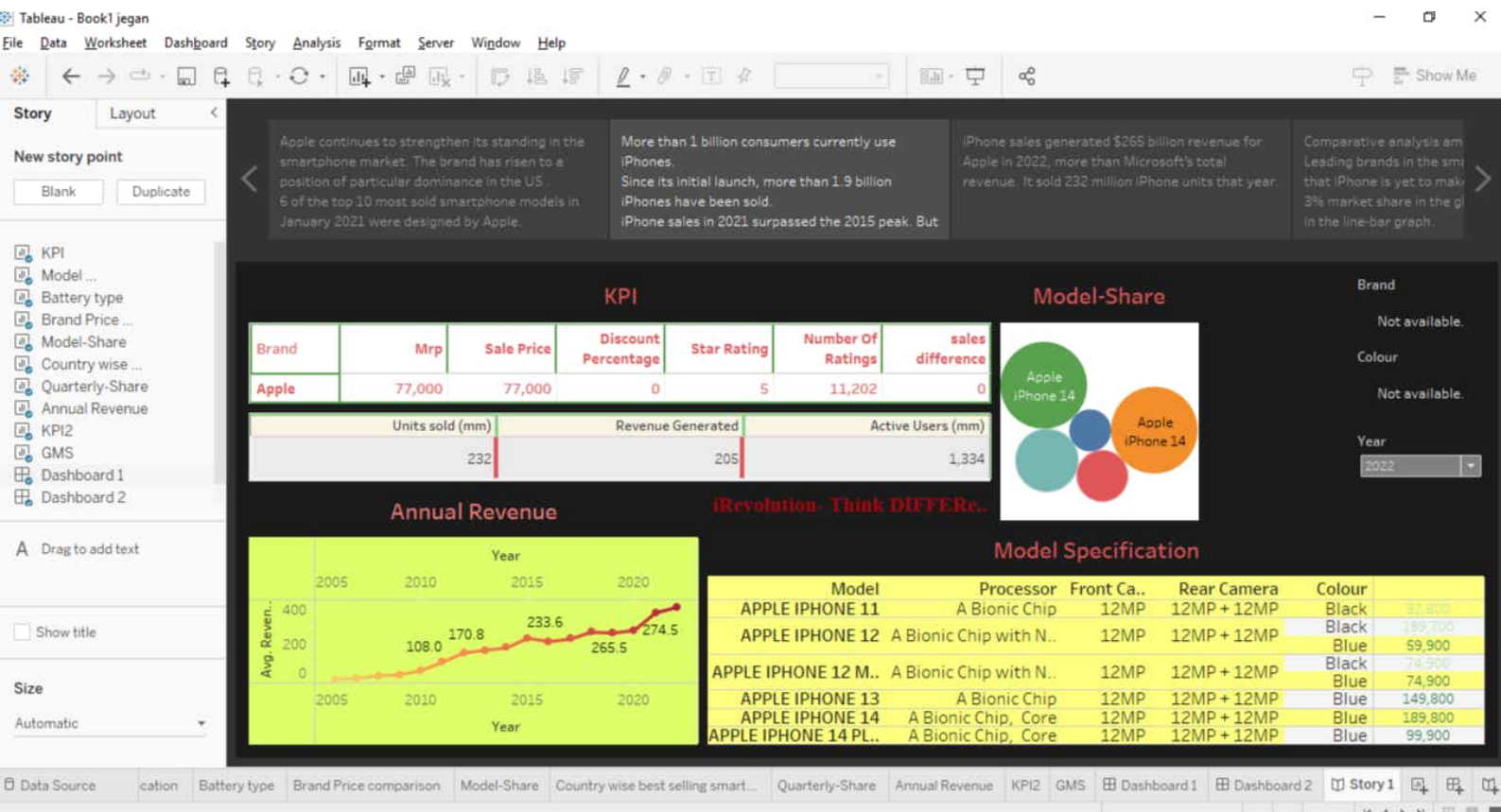


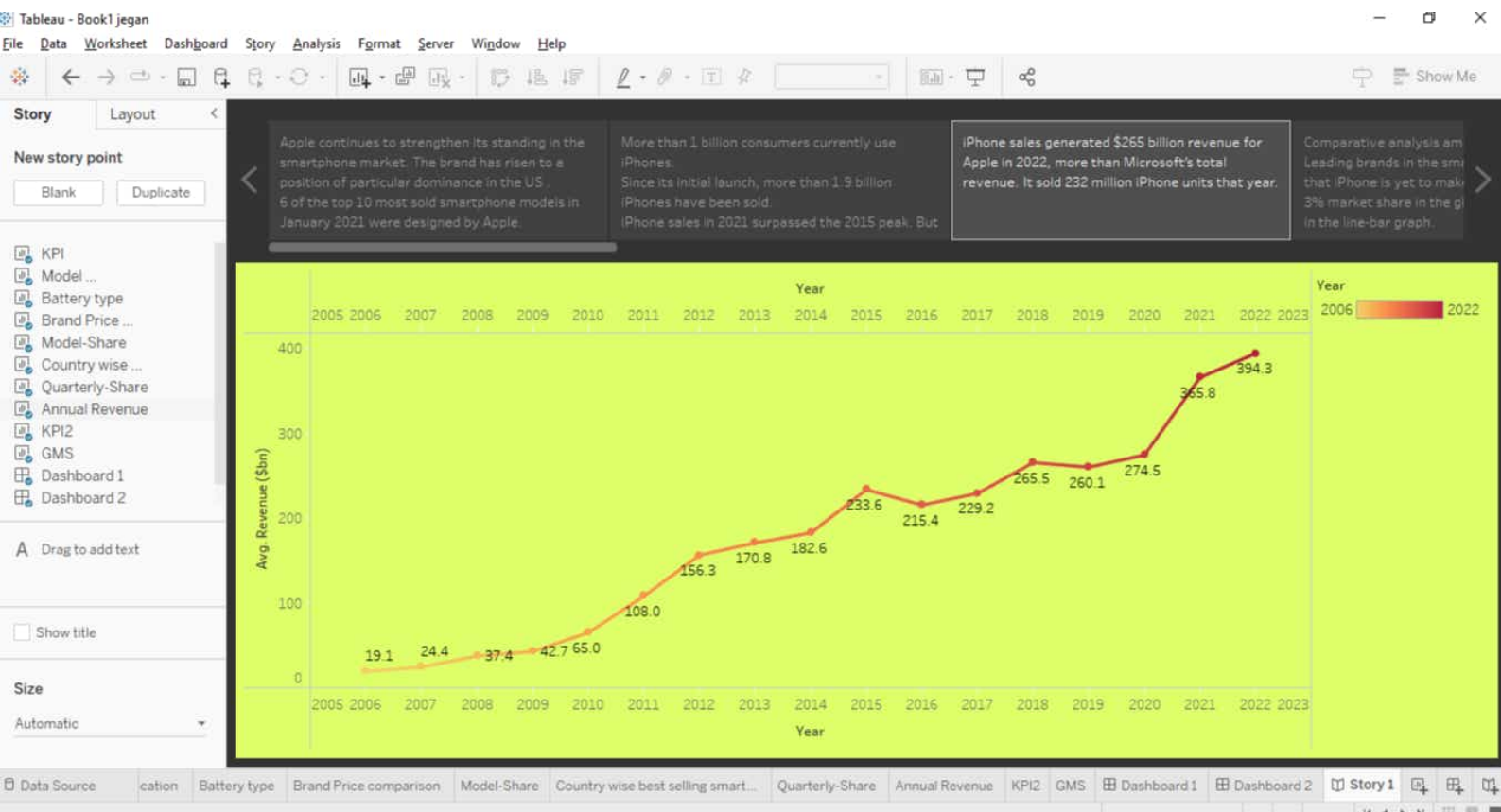


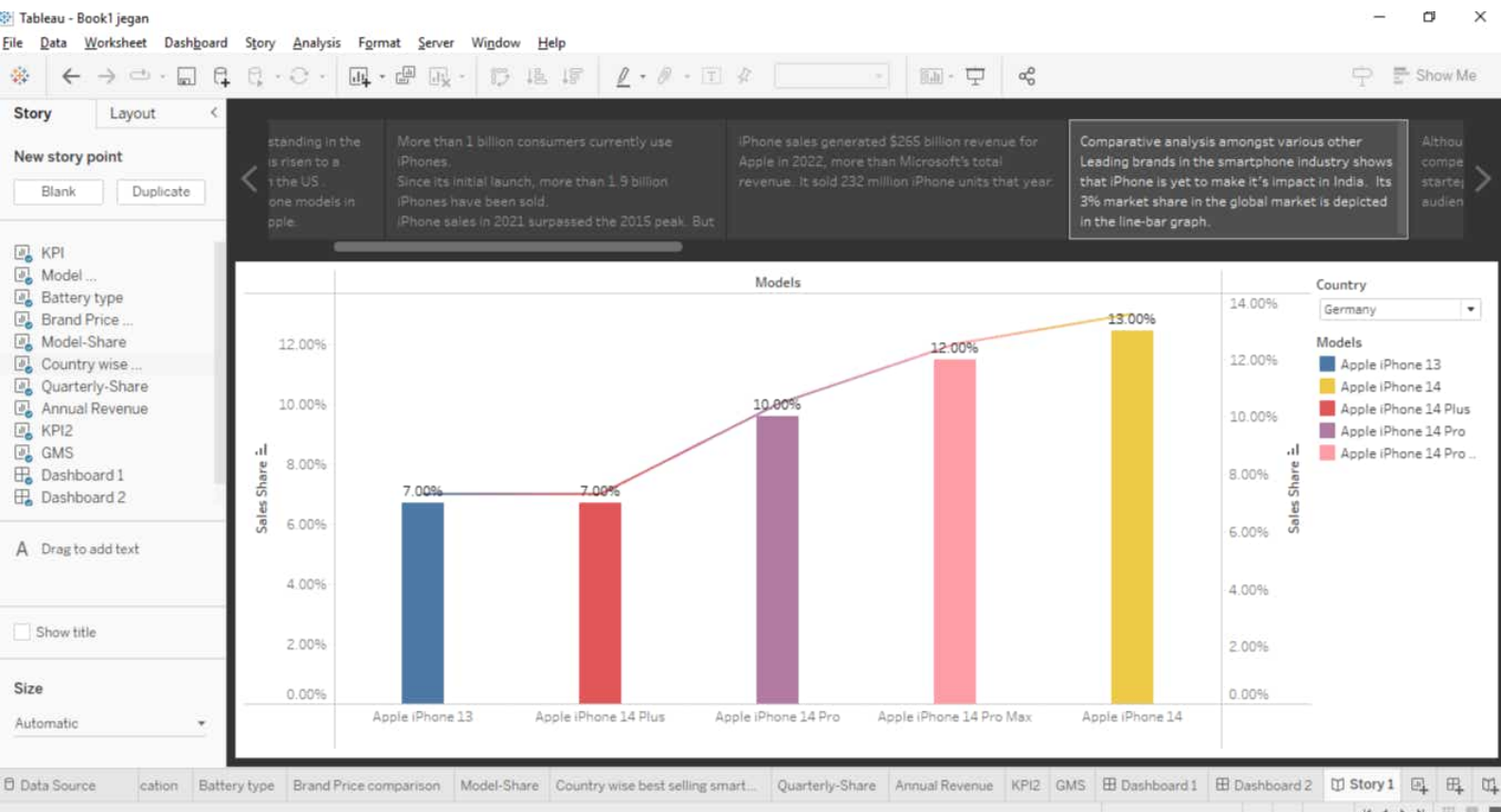


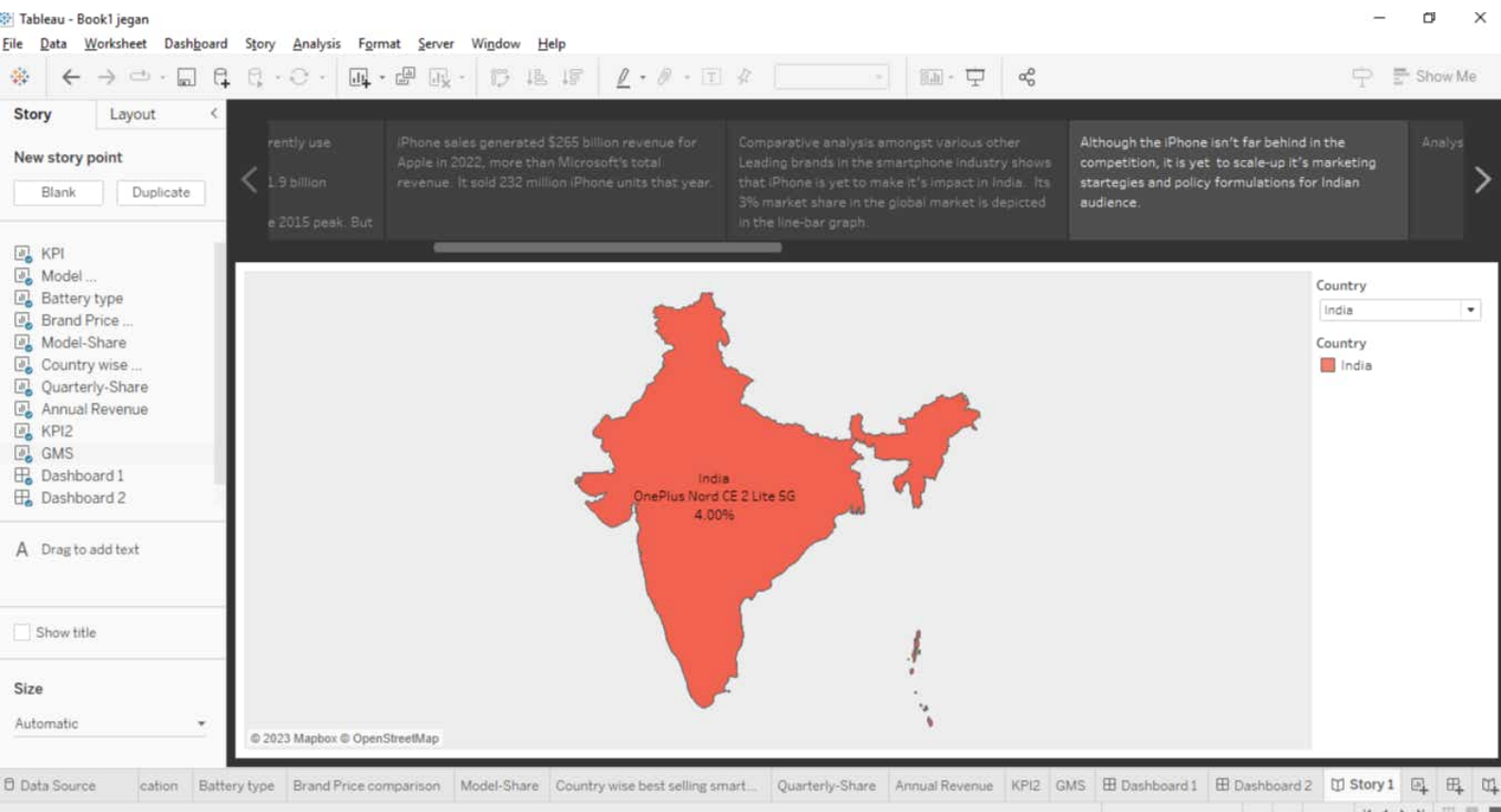












Layout

Blank

Duplicate

- A Drag to add text

☐ Show title

Size

Automatic

Brand	Mrp	Sale Price	Discount Percentage	Star Rating	Number Of Ratings	sales difference
Apple	77,000	77,000	0	5	11,202	0

Measure Names

- ☐ (All)
☐ Count of apple_pr...
☒ Discount Percent...
☒ Mrp
☒ Number Of Ratings
☐ Number Of Reviews
☒ Sale Price
☒ Star Rating
☒ sales difference

Upc

MOBEXRGVZFZGZEWV

Tableau - Book1.jegan

FileDataWorksheetDashboardStoryAnalysisFormatServerWindowHelp

StoryLayout

New story point

KPIModel ...Battery typeBrand Price ...Model-ShareCountry wise ...Quarterly-ShareAnnual RevenueKPI2GMSDashboard 1Dashboard 2

Drag to add text

Show title

SizeAutomatic

Model Specification Explanation

Bar Chart using Battery-type Distrubution Explanation

TreeMap showing Brand-Price Comparision Explanation

Bubble Chart Shc Explanation

Model	Processor	Front Ca..	Rear Camera	Colour		Colour
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	92,800	
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	199,700	
				Blue	59,900	
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	74,900	
				Blue	74,900	
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	149,800	
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	189,800	
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	99,900	

Colour

(Multiple values)

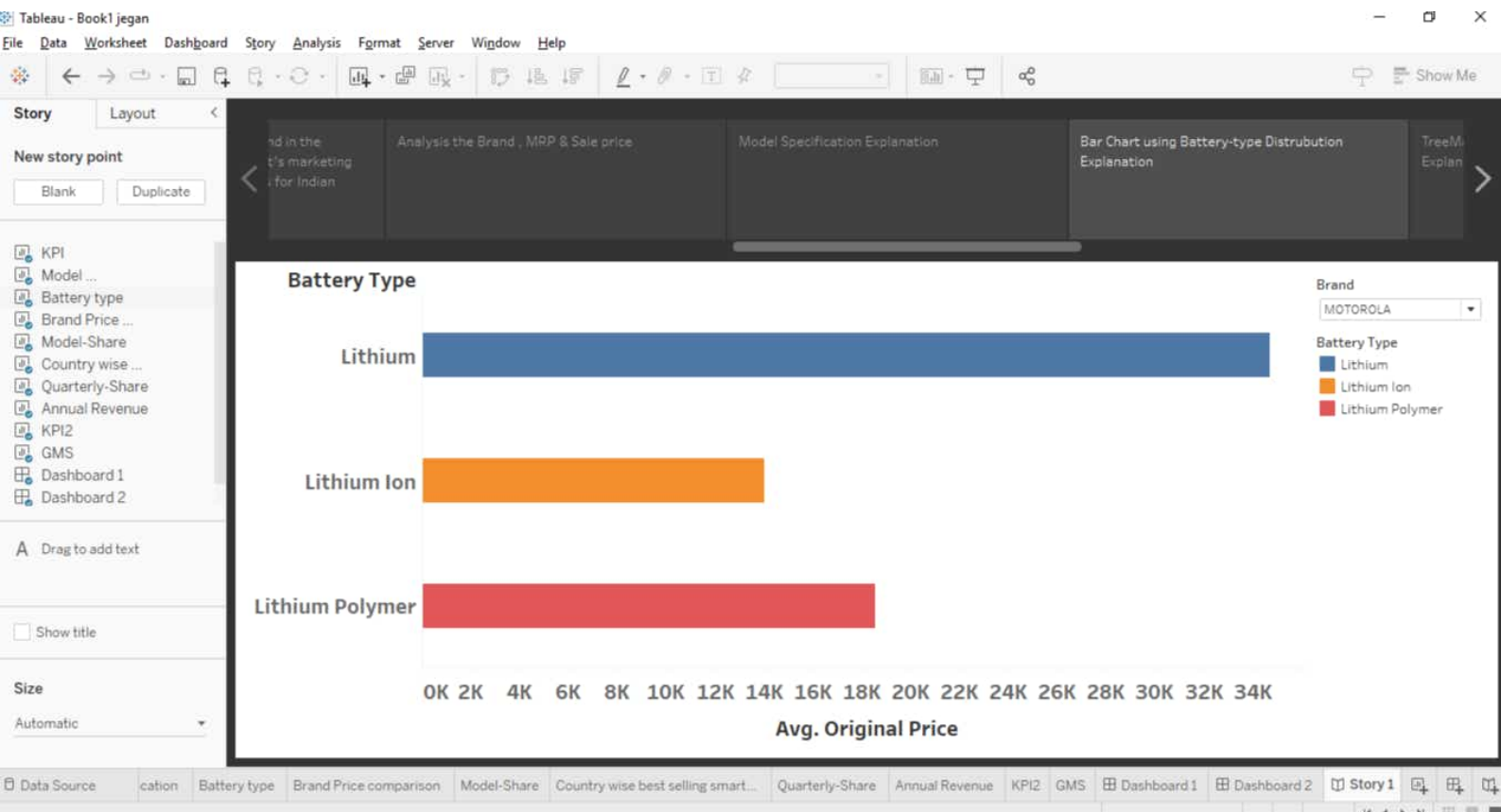
Brand

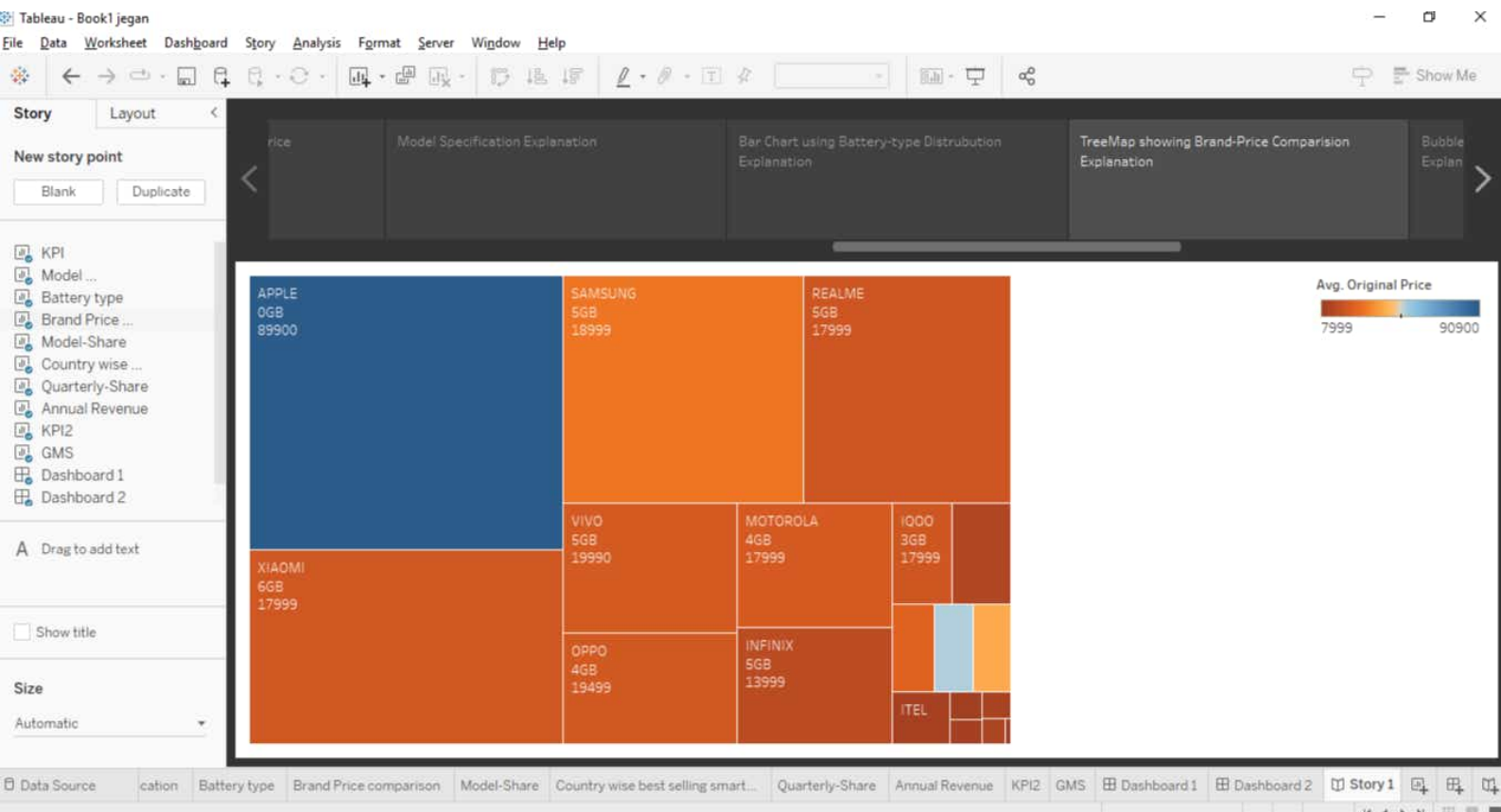
APPLE

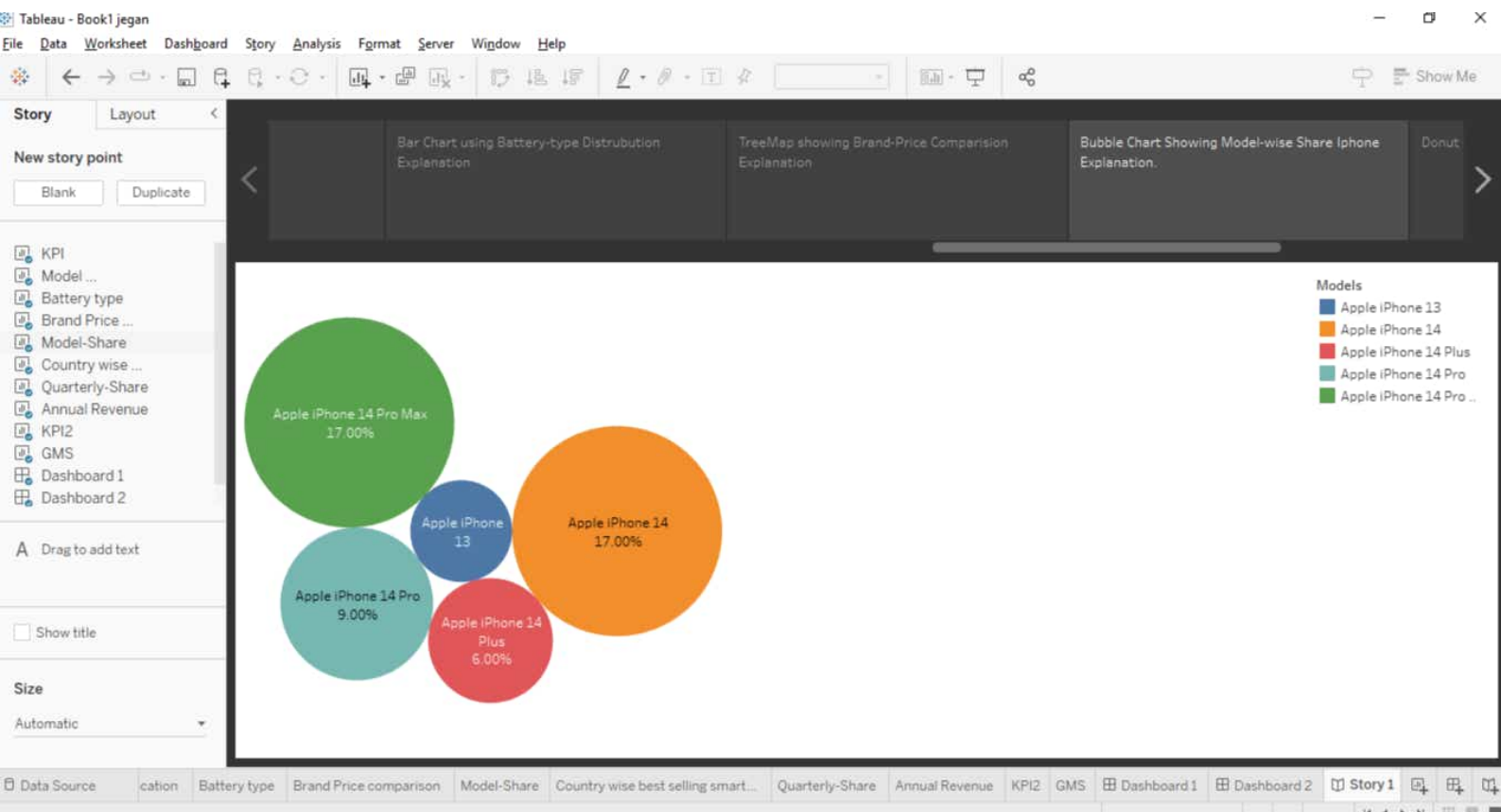
Black

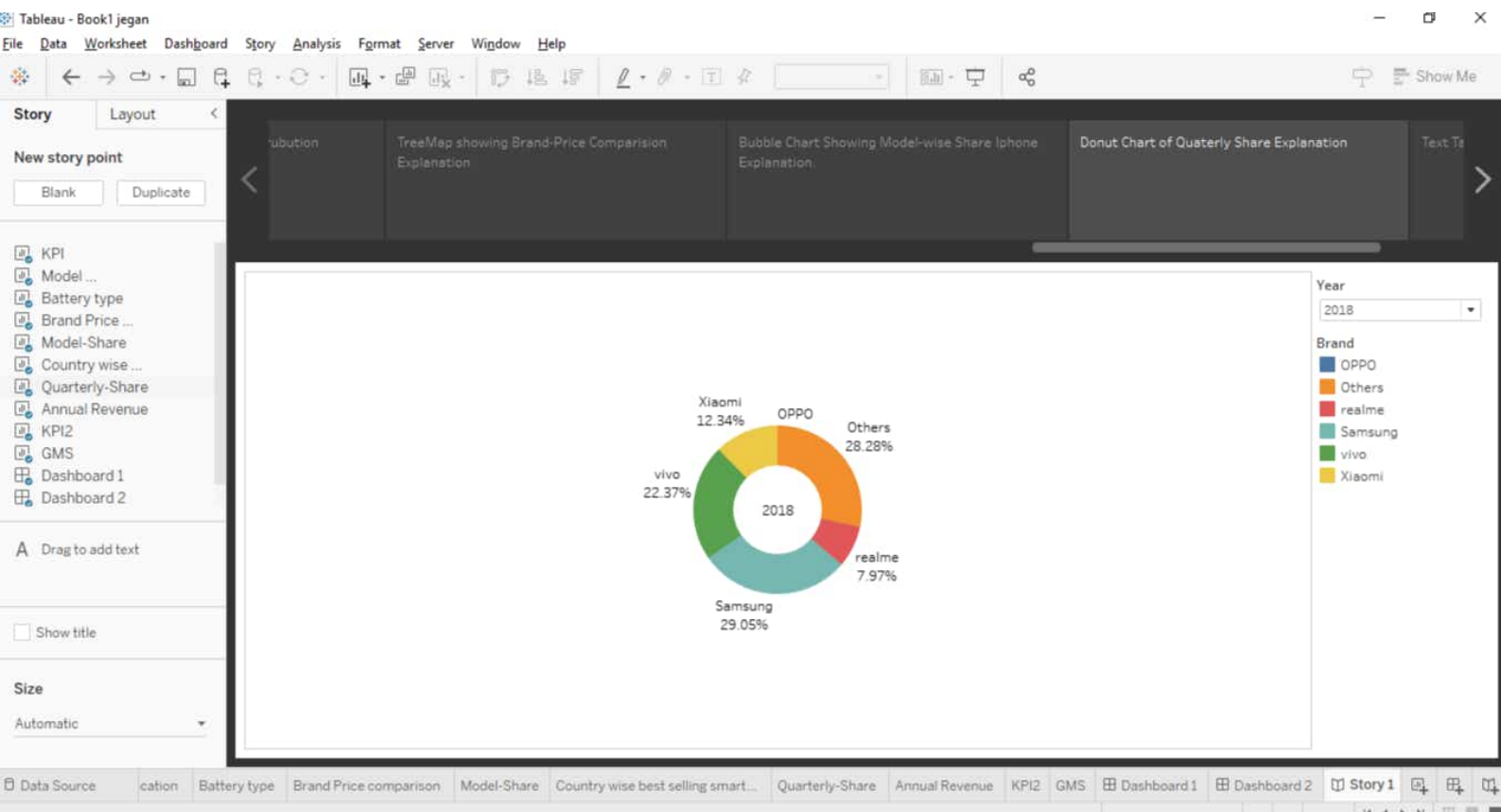
Blue

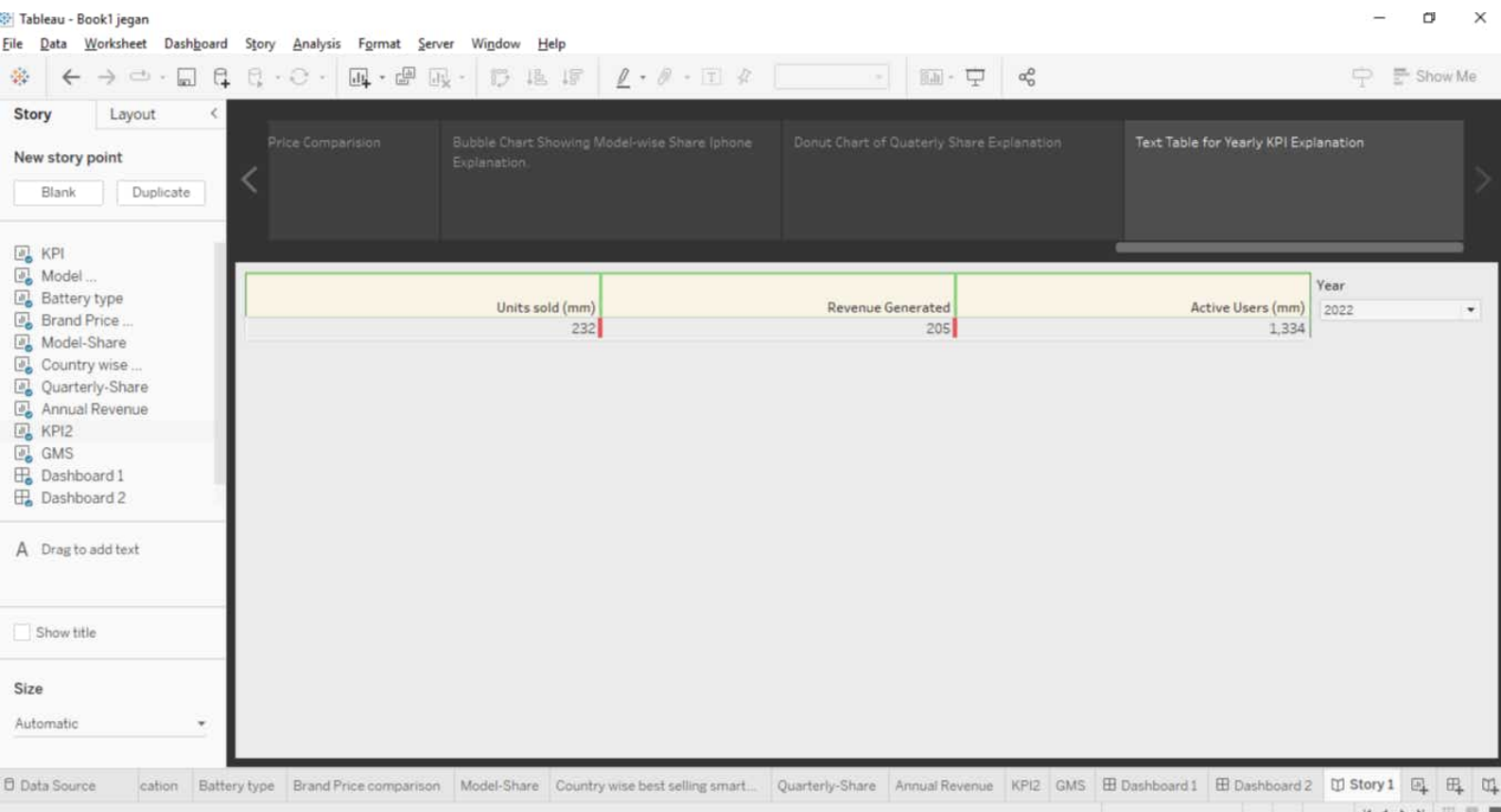
Data SourcecationBattery typeBrand Price comparisonModel-ShareCountry wise best selling smart...Quarterly-ShareAnnual RevenueKPI2GMSDashboard 1Dashboard 2Story1











Want to take your data skills to the next level? Connect with the Tableau Community to accelerate your learning. [Show me →](#)

[Customise Banner](#)



Jegannath R

[Edit Profile](#)

[Vizzes](#) [Favourites](#) [Following](#) [Followers](#)

[Create a Viz](#)



ADVANTAGES :

- 1. Informed Decision-Making:** The study can provide valuable data and insights to various stakeholders, including policymakers, businesses, and consumers. This information can assist in making informed decisions regarding Apple's iPhone impact on the Indian market.
- 2. Economic Impact Assessment:** It can help in assessing the economic impact of Apple's presence in India, including factors like job creation, tax revenue, and contributions to the local economy.
- 3. Consumer Behavior Insights:** By analyzing data, the study can shed light on consumer preferences, behaviors, and purchasing patterns related to Apple's iPhones. This information can be beneficial for marketing and product development strategies.

DISADVANTAGES :

- 1. Data Availability and Privacy Concerns:** Gathering accurate and comprehensive data can be challenging, especially in a country like India. Privacy concerns may arise if sensitive personal data is collected without consent.
- 2. Limited Scope:** Depending on the focus of the study, it may not capture the entire picture of Apple's impact in India. For example, it may not consider the broader ecosystem of Apple products and services.
- 3. Bias and Methodology:** The study's methodology and data sources can introduce biases. For instance, if the research is funded by Apple or conducted by a pro-Apple organization, it may not present a balanced view.

APPLICATION :

Tableau is a powerful data visualization and analytics software that can be highly beneficial for conducting a data-driven exploration of Apple's iPhone impact in India. Here are some key applications of Tableau in this context

- 1. Data Visualization**
- 2. Data Analysis**
- 3. Geospatial Analysis**
- 4. Time-Series Analysis**
- 5. Segmentation Analysis**
- 6. Comparative Analysis**

CONCLUSION :

In conclusion, the use of Tableau in the data-driven exploration of Apple's iPhone impact in India has proven to be invaluable. This software has provided a robust platform for data visualization, analysis, and reporting, enabling researchers and stakeholders to gain deeper insights into the multifaceted aspects of this impact. Here are some key takeaways

FEATURE SCOPE :

The feature scope for "iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India" can encompass a wide range of functionalities and capabilities to ensure a comprehensive and meaningful analysis of the subject. Here's a feature scope that covers various aspects of the study