

Irevolution: A Data-driven exploration of Apple's iphone impact in india

NM ID: [NM2023TMID09180](#)

1 Introduction

Overview

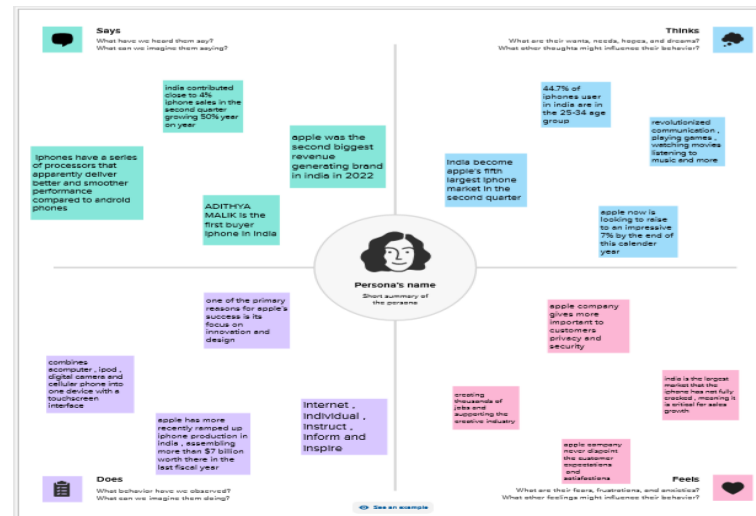
Apple's sales in india hit a new high of about \$6 billion in the fiscal year, up nearly 50% from a Year earlier showcasing the increasing importance of iphones in a country that emerged to be The fastest growing major economy.

Purpose

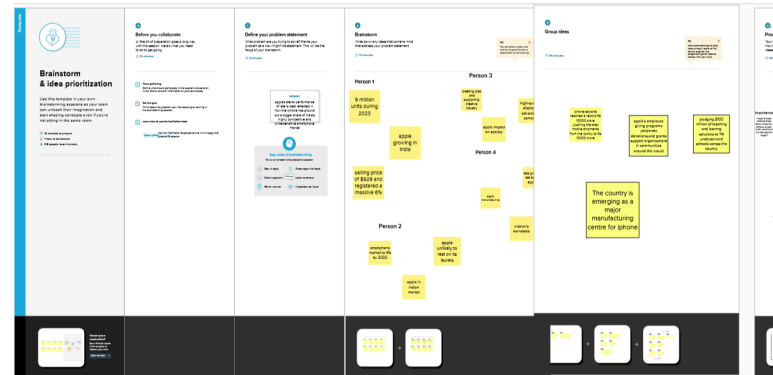
The purpose of the study is to analyze and showcase

2 Problem Definition & Design Thinking

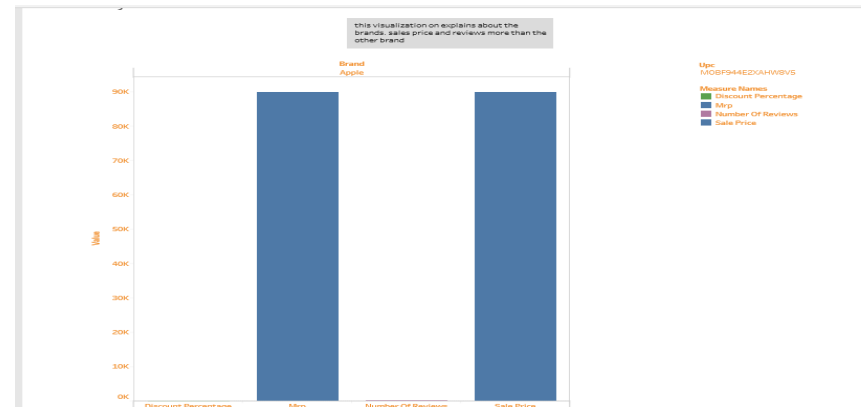
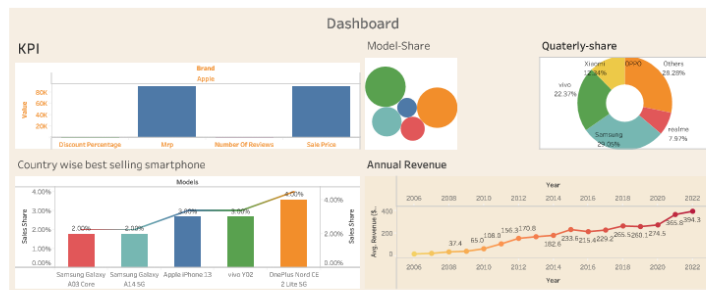
Empathy Map



Ideation & Brainstorming Map



3 Result



4 Advantage & Disadvantage

Advantages

The iPhone has intuitive user interface that makes it easy to navigate. The touch screen interface is easy to use, and the iPhone's smooth operating system is simple to learn and use.

The iPhone has a seamless integration with other Apple devices such as MacBook, iPad, and Apple Watch. It allows users to access and transfer data across multiple devices.

Disadvantage

The iPhone is one of the most expensive smartphones on the market; high-end models can cost over \$1000, which makes it a luxury item for many people.

5 Application

- Battery-Type
- Country wise best selling smartphone
- Model-share
- Brand and Comparison
- Model specification

6 Conclusion

The iPhone market's expansion in India also creates job opportunities and contributes to the country's economic growth.

7 Future scope

Incrementally improve its hardware products and even introduce some new ones.

