

# Dr. ZAKIR HUSAIN COLLEGE, ILAYANGUDI

## PG DEPARTMENT OF MATHEMATICS

### PROJECT TITLE:

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

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# 1.INTRODUCTION

## 1.1. Overview

iPhone, series of smartphones produced by Apple Inc., combining mobile telephone, digital camera, music player, and personal computing technologies. After more than two years of development, the device was first released in the United States in 2007. The iPhone was subsequently released in Europe in 2007 and Asia in 2008.

Apple designed its first mobile smartphone to run the Mac OS X operating system, made popular on the company's personal computers. The device's most revolutionary element was its touch-sensitive multisensor interface. The iPhone also featured Internet browsing, music and video playback, a digital camera, visual voicemail, and a tabbed contact list.

## 1.2. Purpose

- **The first generation iPhone hits the U.S. market.**

Announced in January 2007, the original iPhone was introduced by Steve Jobs as a combination of the iPod, a revolutionary mobile phone and a breakthrough Internet communicator.

- **The first phone to beat the iPhone.**

"A year after the original iPhone debuted, its successor hit the market in the form of the iPhone 3G.

- **This changes everything. Again**

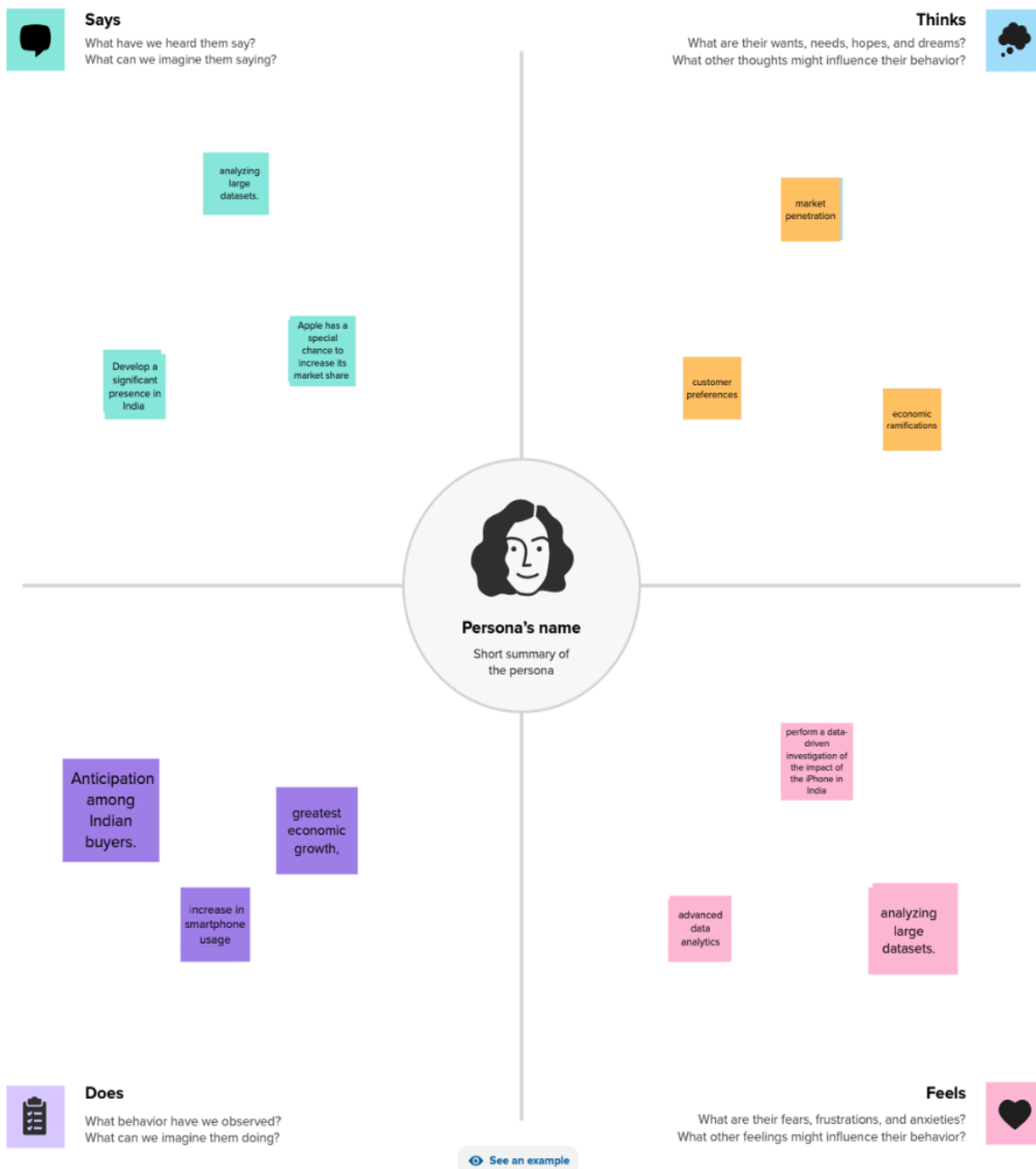
"The first iPhone available on Verizon's wireless network introduced many transcendent features to the public, all packed into what would be unveiled as iPhone 4.

- **iPhone 15**

The iPhone 15 was launched and brought the Dynamic Island across its lineup. Apple also added an action button to the phones and replaced the lightning port with a much more universal USB-C port.

## 2. PROBLEM DEFINITION AND DESIGN THINKING

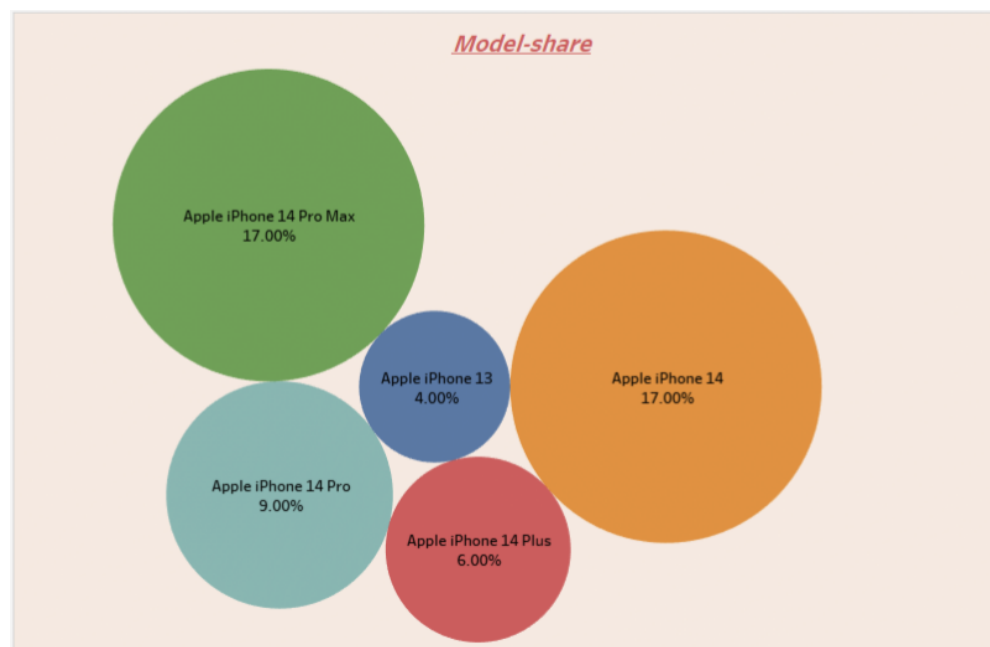
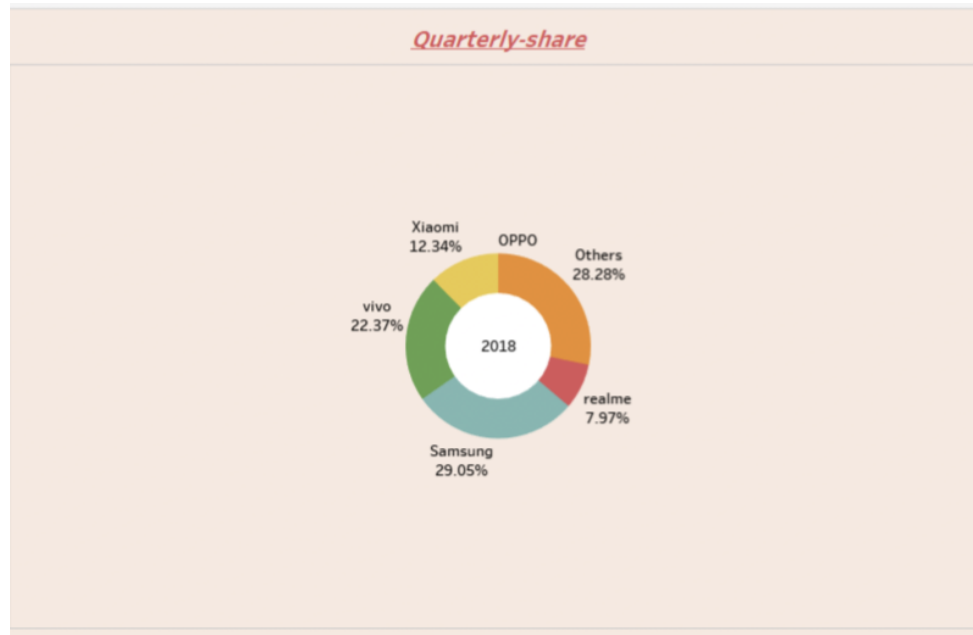
### 2.1 EMPATHY MAP:

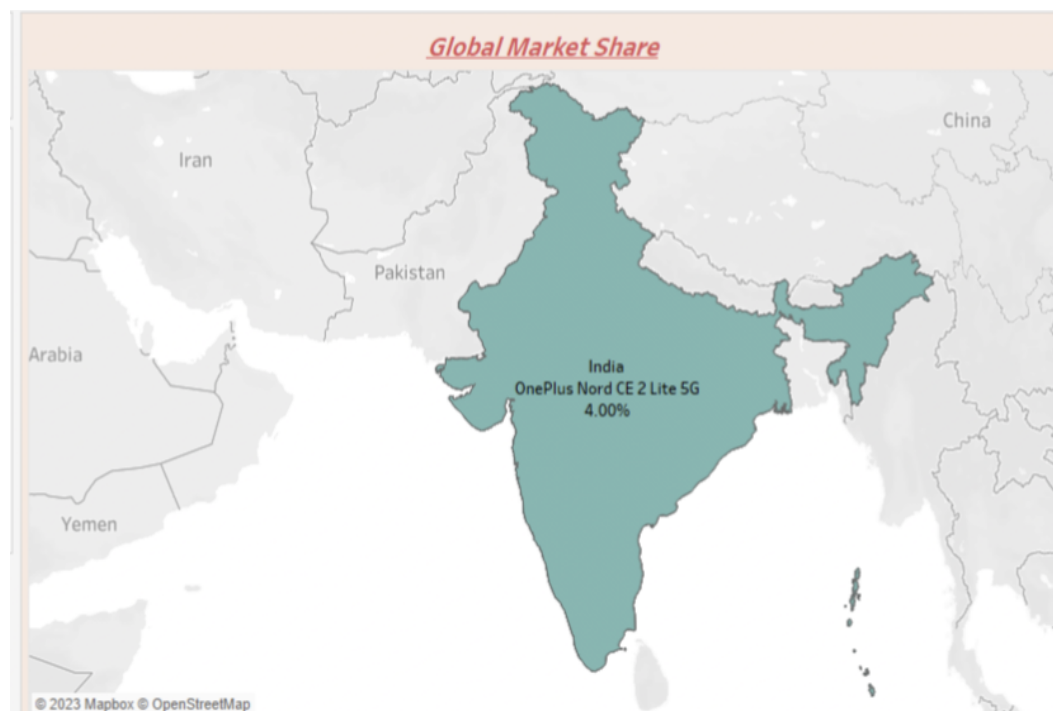


The diagram shows two budget lines originating from the same point on the vertical axis. The initial budget line is tangent to a higher indifference curve. A decrease in the price of the composite good rotates the budget line outward, making it flatter. The new budget line is tangent to a lower indifference curve, indicating a decrease in utility.

### 3. RESULT

#### DASHBOARDS AND STORIES:



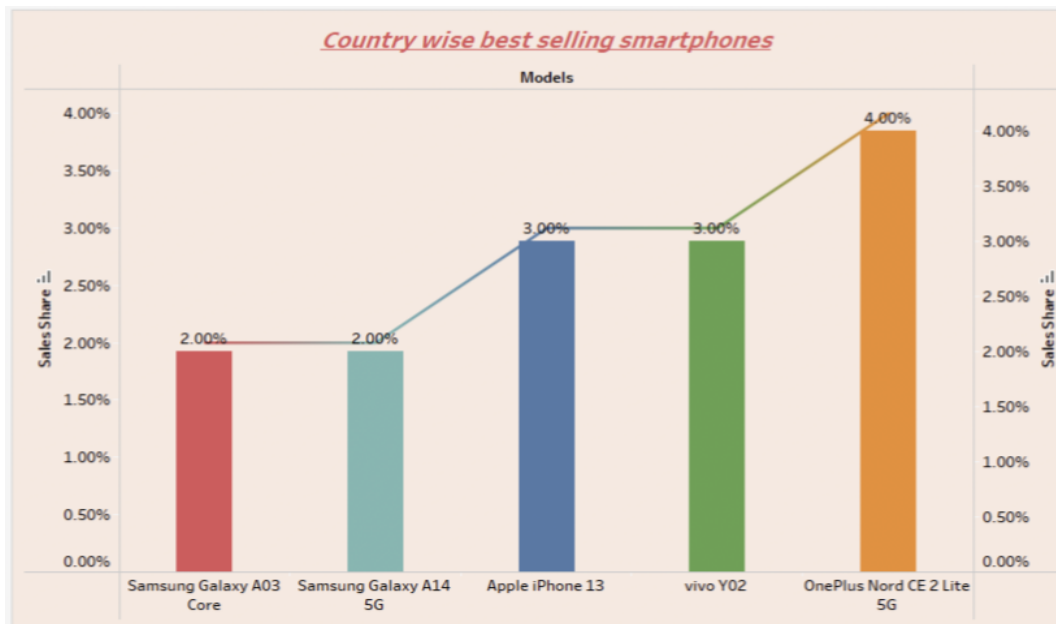


Model Specification					
Model	Processor	Front Camera	Rear Camera	Colour	Price
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	White	92,80
				Red	92,80
				Black	92,80
				Yellow	43,90
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	1,99,70
				Red	1,34,80
				Green	74,90
				Purple	59,90
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Blue	59,90
				Red	74,90
				Blue	74,90
				Black	74,90
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Pink	1,69,80
				Starlight	1,49,80
				Blue	1,49,80
				Null	99,90
APPLE IPHONE 13 PRO	A Bionic Chip	12MP	12MP + 12MP + 12MP	Midnight	99,90
				Silver	1,49,90
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	1,89,80
				Starlight	1,69,80
				Purple	1,69,80

Brand

☒ (All)
 ☒ APPLE
 ☒ GOOGLE
 ☒ I KALL
 ☒ INFINIX
 ☒ IQOO
 ☒ ITEL
 ☒ LAVA
 ☒ MARQ
 ☒ MICROMAX
 ☒ MOTOROLA
 ☒ NOKIA

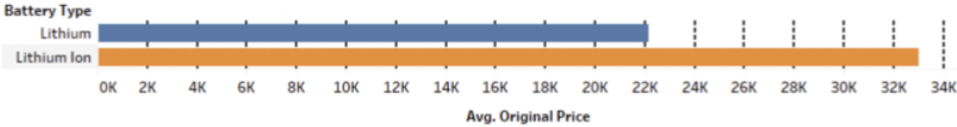
☐ Null
 ☐ 7° Purple
 ☐ Agate Black
 ☐ Alpine White
 ☐ Aqua Blue
 ☐ Aqua Green
 ☐ Aqua Sky
 ☐ Aquamarine Blue
 ☐ Arctic Blue
 ☐ Arctic White



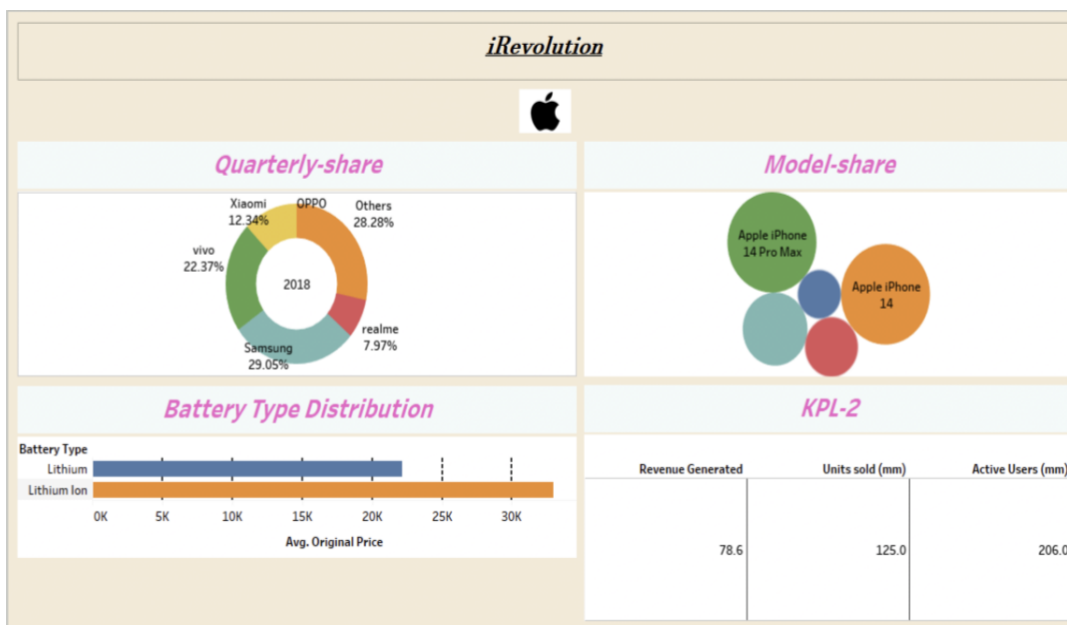
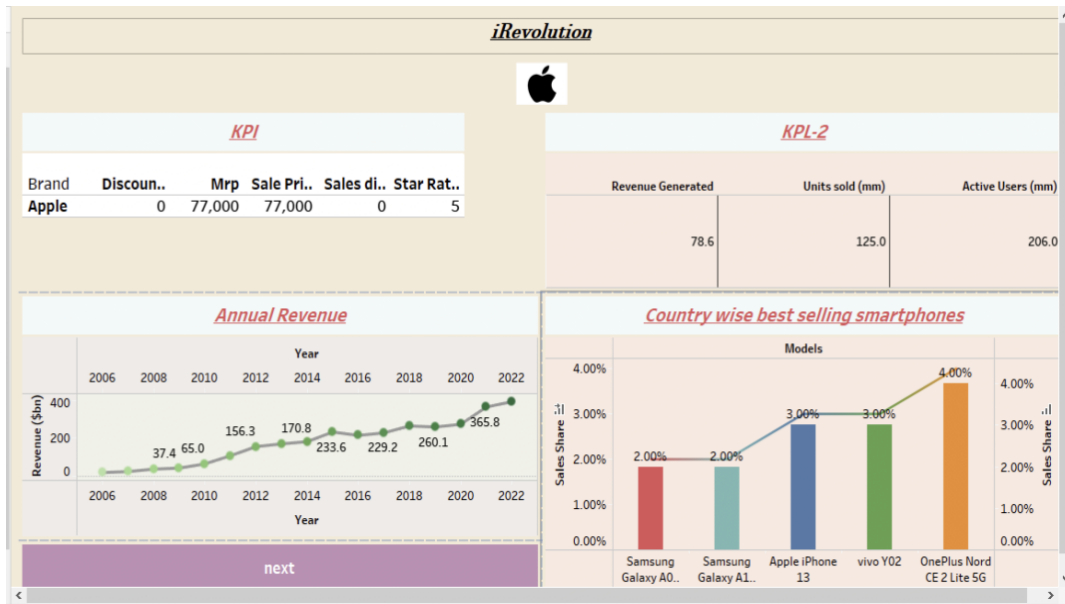
KPI

Brand	Discoun..	Mrp	Sale Pri..	Sales di..	Star Rat..
Apple	0	77,000	77,000	0	5

Battery Type Distribution







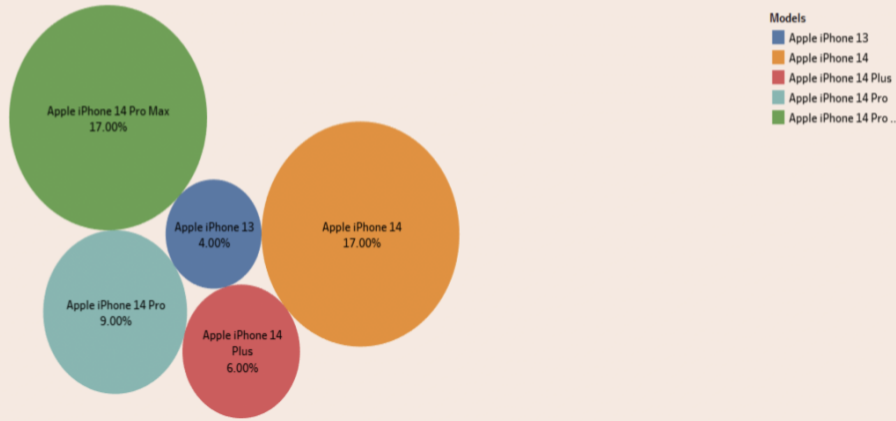
## ***Revolution: A Data-driven Exploration of Apple's iPhone Impact in India***

strengthen its standing in the smartphone market. The brand has risen to a position of a particular dominance in the US. 6 of the top 10 most sold smartphone

Morethan 1 billion consumers currently use iPhones. Since its initial launch, morethan 1.9 billion iPhones have been sold. iPhone sales in 2021 surpassed the 2015 peak, but declined in

Apple has shipped over 26.5 million unit of the iPhone 14 Pro Max, making it the highest-selling smartphone of 2023. Similarly, the iPhone 14 pro holds the second position with a

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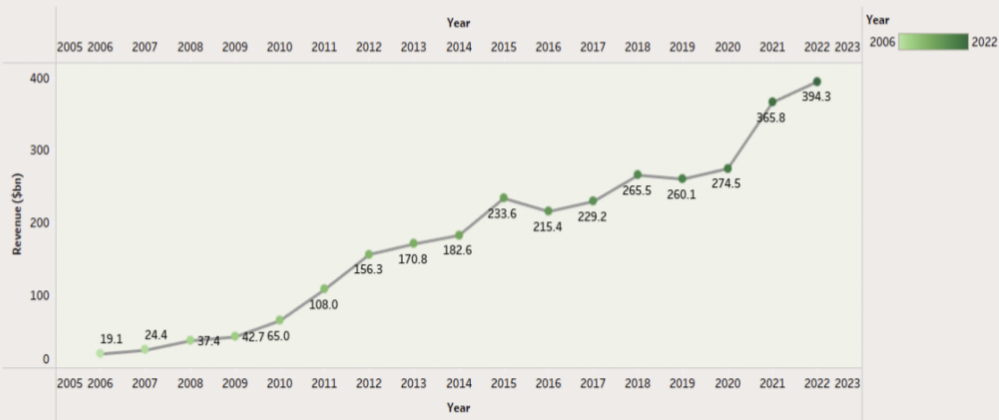


## ***Revolution: A Data-driven Exploration of Apple's iPhone Impact in India***

Since its initiation in 2006 it has seen the tremendous increase in sales and revenue generation over the years, though a slight bumbis being observed 2016 but ever since it

Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of a particular dominance in the US. 6 of the top 10 most sold smartphone

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## 4. ADVANTAGES AND DISADVANTAGE:

### Advantages of Apple iPhone:

- **User-Friendly Interface:** The iPhone has an 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.
- **Advanced Camera:** iPhone devices have some of the best cameras in the market. They have been known to produce stunning images and videos of the highest quality. They also come with image stabilization features that help reduce blur and take better pictures in low light.
- **Apps Ecosystem:** The App Store is unparalleled in terms of access and ease of use. With millions of apps to choose from, users have access to a plethora of tools, games, and services that cater to their needs.
- **High-Quality Display:** The iPhone's Retina display is one of the best in the market. With a density of over 300ppi, pictures and videos appear clear and crisp. This high-quality display is perfect for streaming TV shows, movies, and graphic-intensive games.

## Disadvantage of Apple iPhone:

- **Cost:** 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.
- **Non-Removable Battery:** The iPhone's batteries are non-removable, which means that users cannot replace them. This can be a disadvantage for people who rely heavily on their phones and have to replace them regularly.
- **Limited Customization:** One of the disadvantages of the iPhone is that it has limited customization options. Unlike Android devices, users cannot customize their phone's interface, which can be a disadvantage for some people.
- **No Expandable Storage:** Another disadvantage of the iPhone is that it has no expandable storage options. Users have to purchase iPhones with larger storage capacities, which can be costly.
- **"Frailty:** The iPhone is known to be fragile and prone to breaking if dropped. Many users have reported cracking or shattering their screens after accidentally dropping their devices."

## 5. APPLICATIONS:

- A software application that runs under iOS, which is the operating system that powers Apple's mobile devices. In most cases, any application that runs on an iPhone also runs on an iPad and iPod touch. However, apps designed strictly for iPads, which have larger screens, do not work on iPhones and iPods. See iDevice, iOS versions and iPhone.
- Because we offer nearly two million apps — and we want you to feel good about using every single one of them.
- Total no. of apps existing: In total, including all iOS and Android app stores, there are currently 8.93 million apps available in the world. As of 2022, approximately 1.6 million apps were available in Apple's App Store and over 3 million Android apps on Google Play.

## 6. CONCLUSION

- In conclusion, the iPhone has been a game-changer in the technological world. It has revolutionized the way people communicate and access information. However, its advantages and disadvantages must be weighed carefully by potential buyers. Ultimately, the choice of whether to purchase an iPhone depends on the user's preference, needs, and budget.
- Apple and the iPhone is a great example of a corporation making what the consumer wants in a global market. With limited companies competing, competition for the best phone on the market is at an all time high. With the iPhone you get better quality and better security when dealing with your personal information. Innovation and technological advancements have keep the iPhone and Apple ahead of its competitors in this tight notch market. With the iPhone being so popular and in high demand, estimated shortages are suspected.

## 7. FUTURE SCOPE:

- Apple is also rumored to address the charging speed issue with the upcoming iPhone 15 series, with some models featuring improved charging speeds of up to 35W. It is uncertain whether this enhancement will be available across all models or reserved for the Pro models.
- This also implies that development work on the A18 Bionic, expected to power the iPhone 16 series, is either finished or nearing completion.
- In the short term, we're likely to see incremental improvements like higher quality cameras and giant displays. But over the next decade, the iPhone could evolve into a hub for smart glasses and other devices. AirPods, Apple Watches and CarPlay-enabled vehicles may be just the start.