

THANTHAI PERIYAR GOVERNMENT ARTS AND  
SCIENCE COLLEGE

TRICHY-23

## **DEPARTMENT OF MATHEMATICS**

TEAM NO : 09

NM ID : NM2023RMID02842

PROJECT TITLE : A DATA-DRIVEN EXPLORATION  
APPLE'S IPHONE IMPACT IN INDIA

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# **A Data Driven Exploration of apple's impact in India**

## **1. INTROUCTION**

### **1.1 Overview**

A Data-Driven Exploration Of Apple's iPhone Impact In India IRevolution: A Data-Driven Exploration Of Apple's iPhone Impact In India 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.

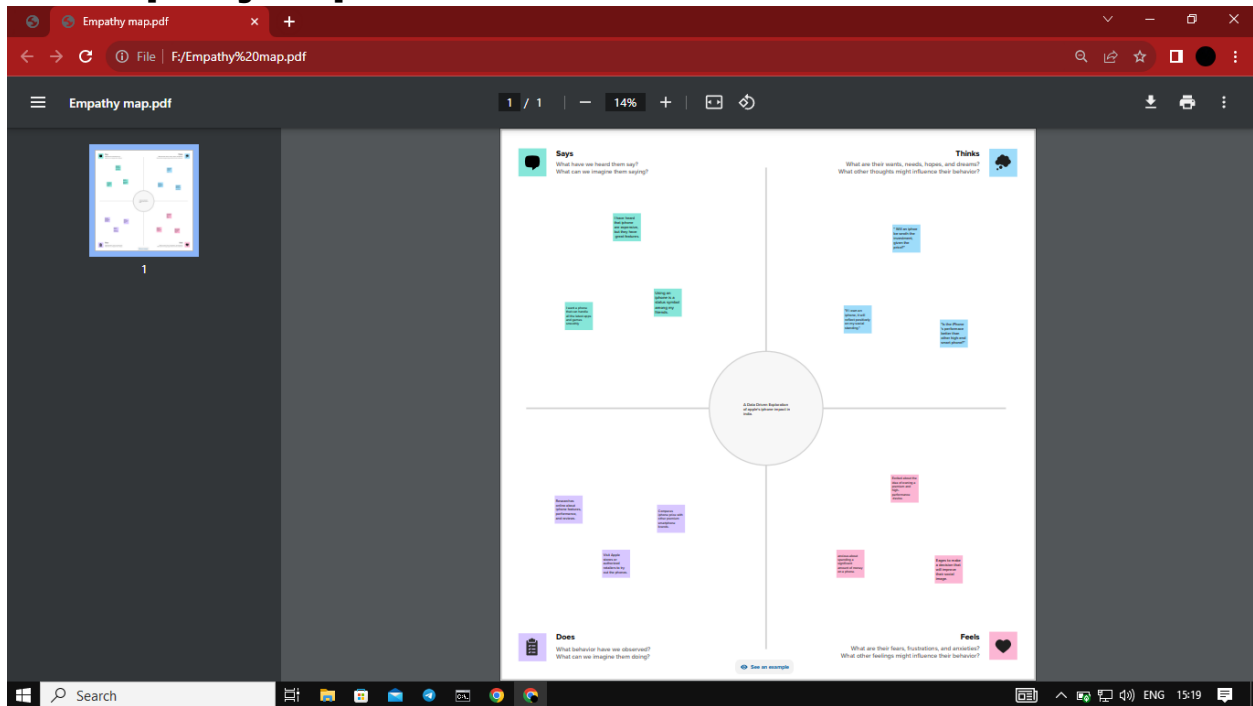
### **1.2 Purpose**

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.

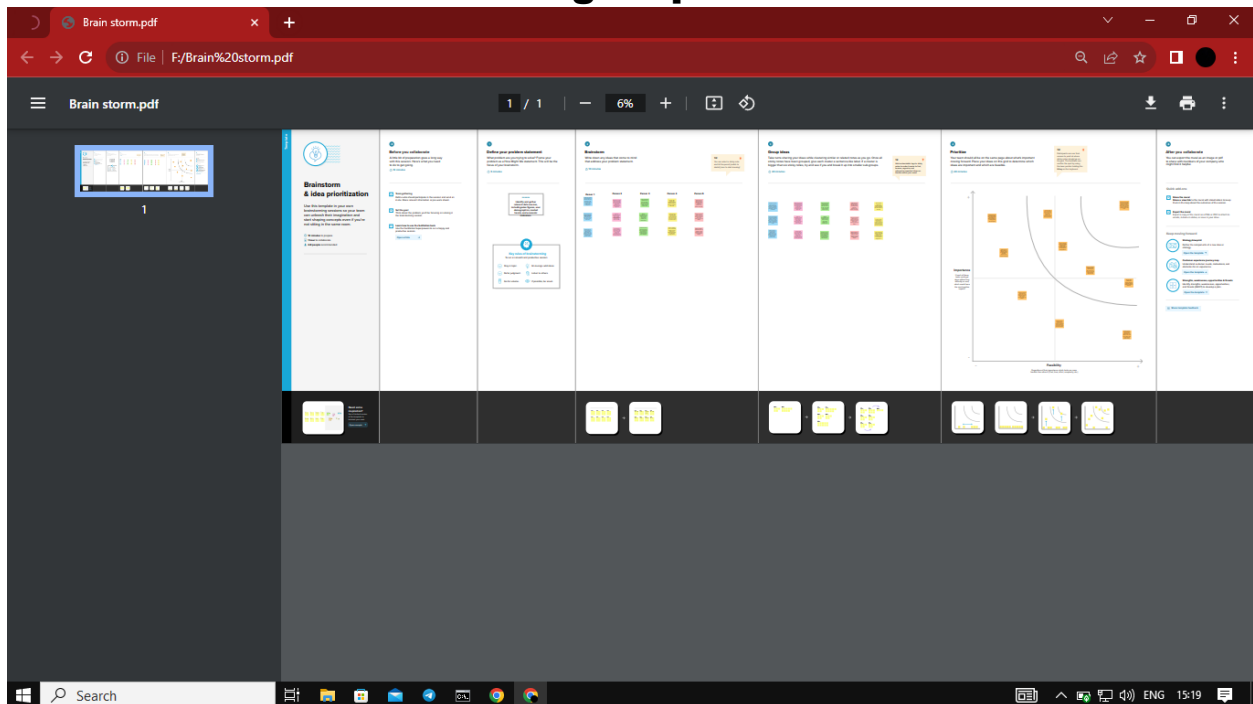
In order to shed light on important factors like market penetration, customer preferences, economic ramifications, and societal changes, this research report will perform a data-driven investigation of the impact of the iPhone in India.

## **2. Problem Definition & Design Thinking**

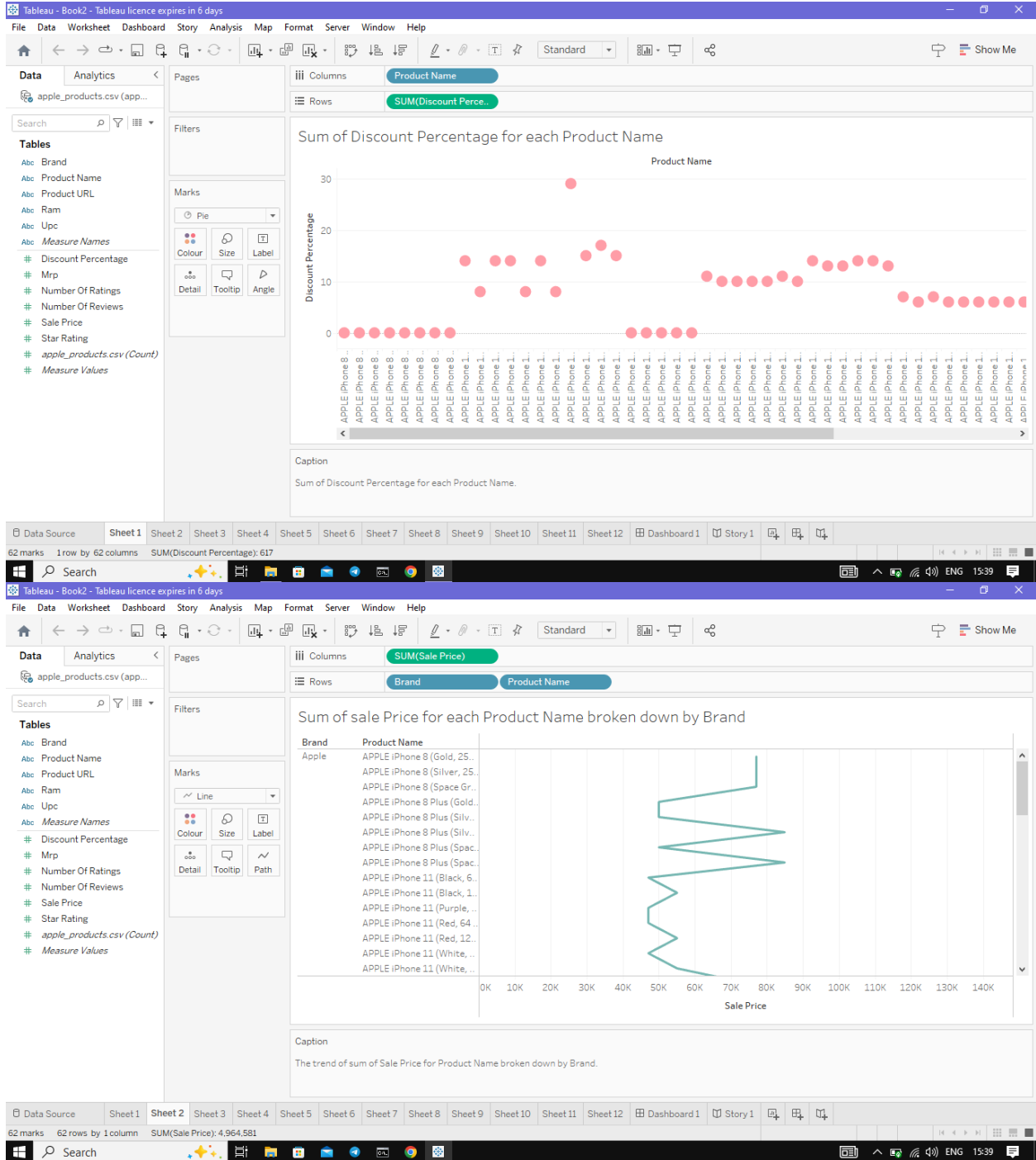
## 2.1 Empathy Map

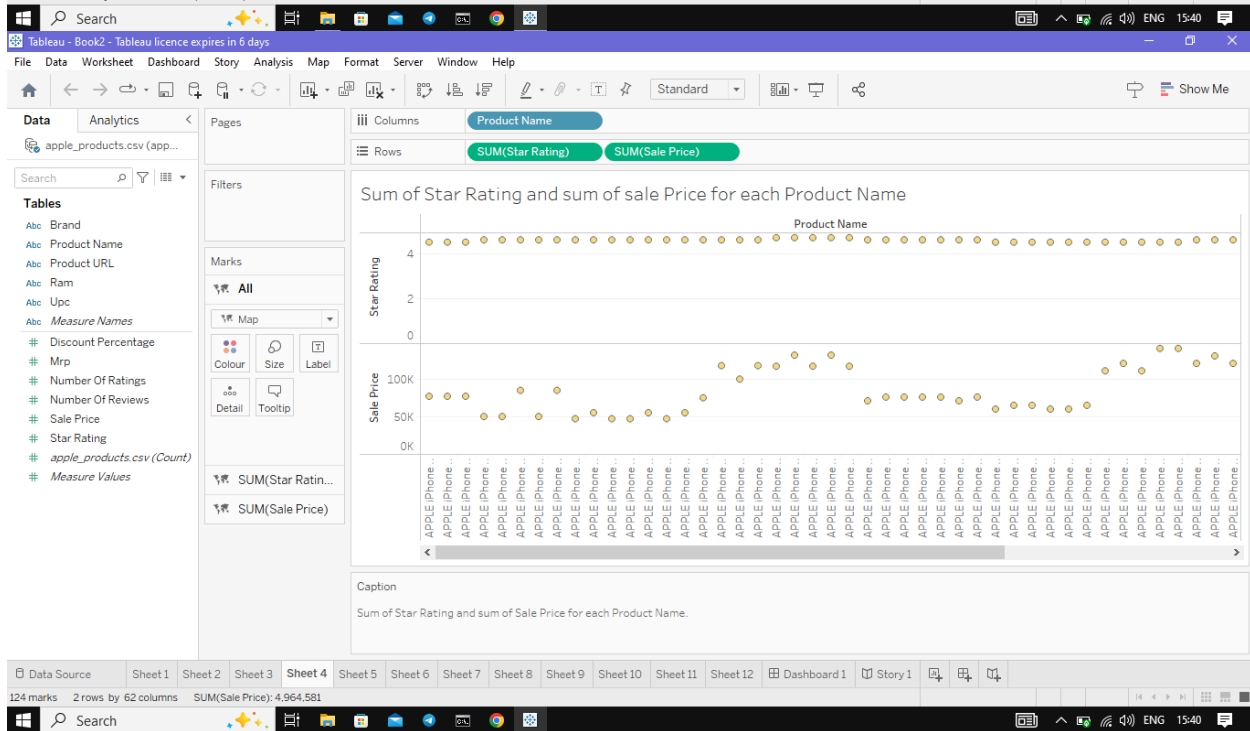
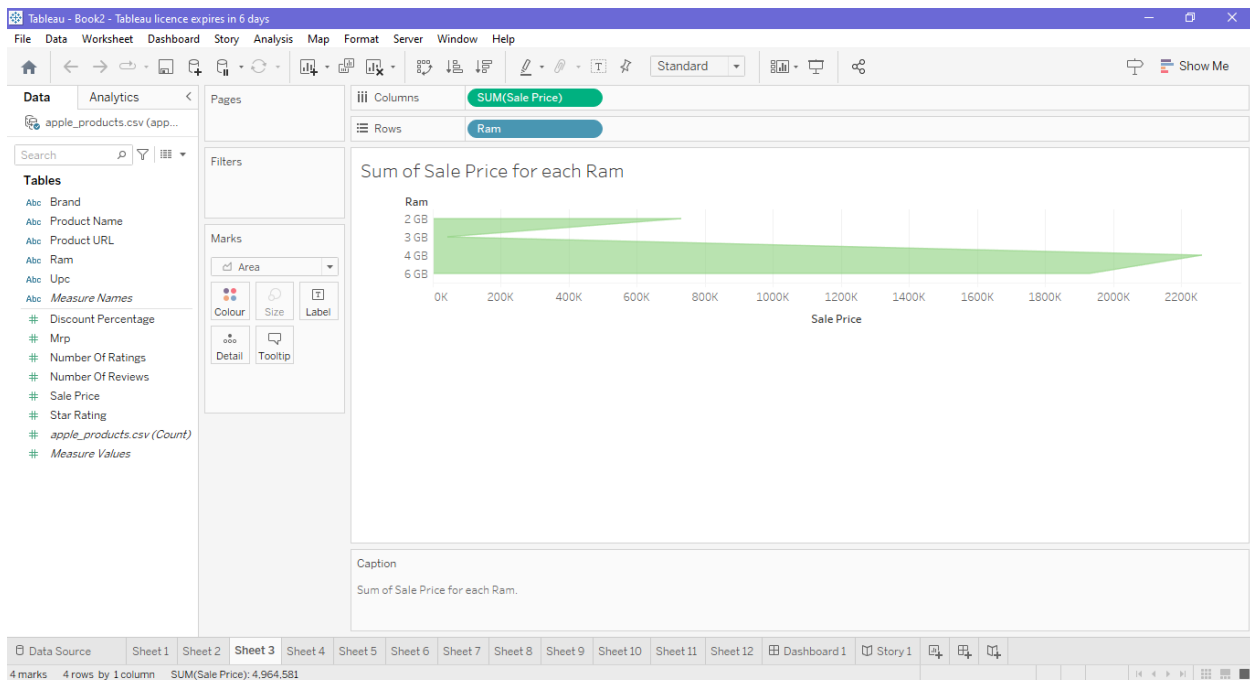


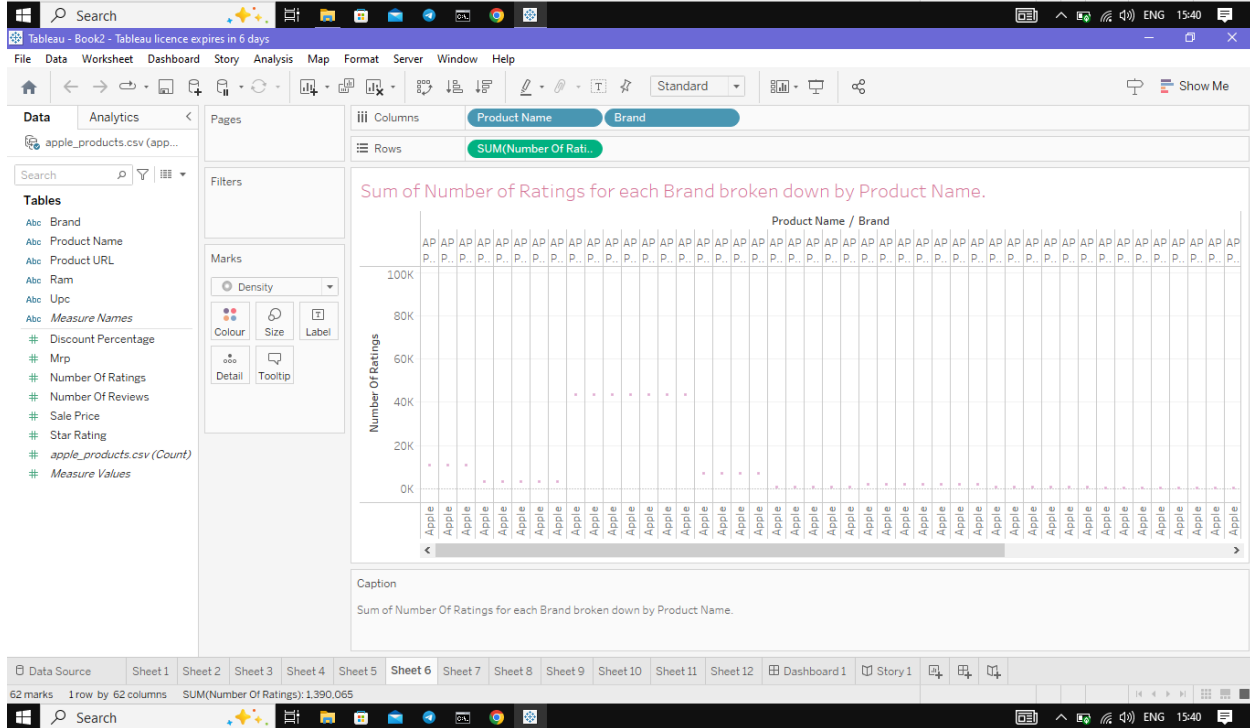
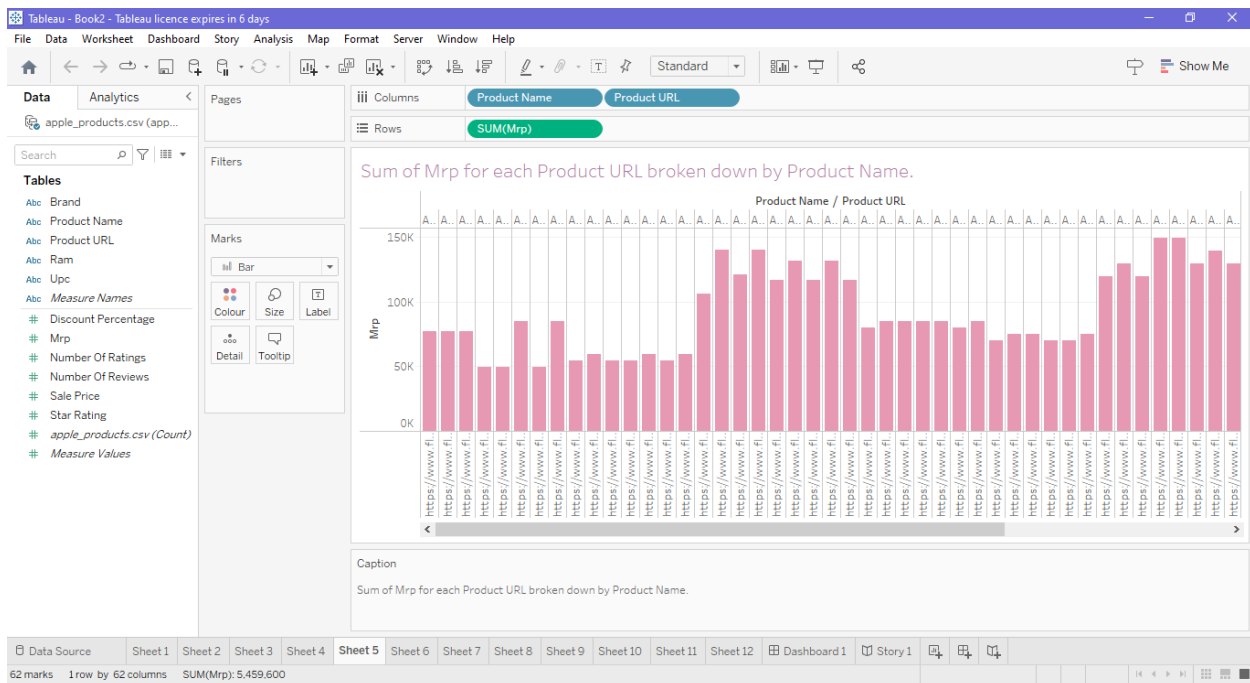
## 2.2 Ideation & Brainstorming map screenshot

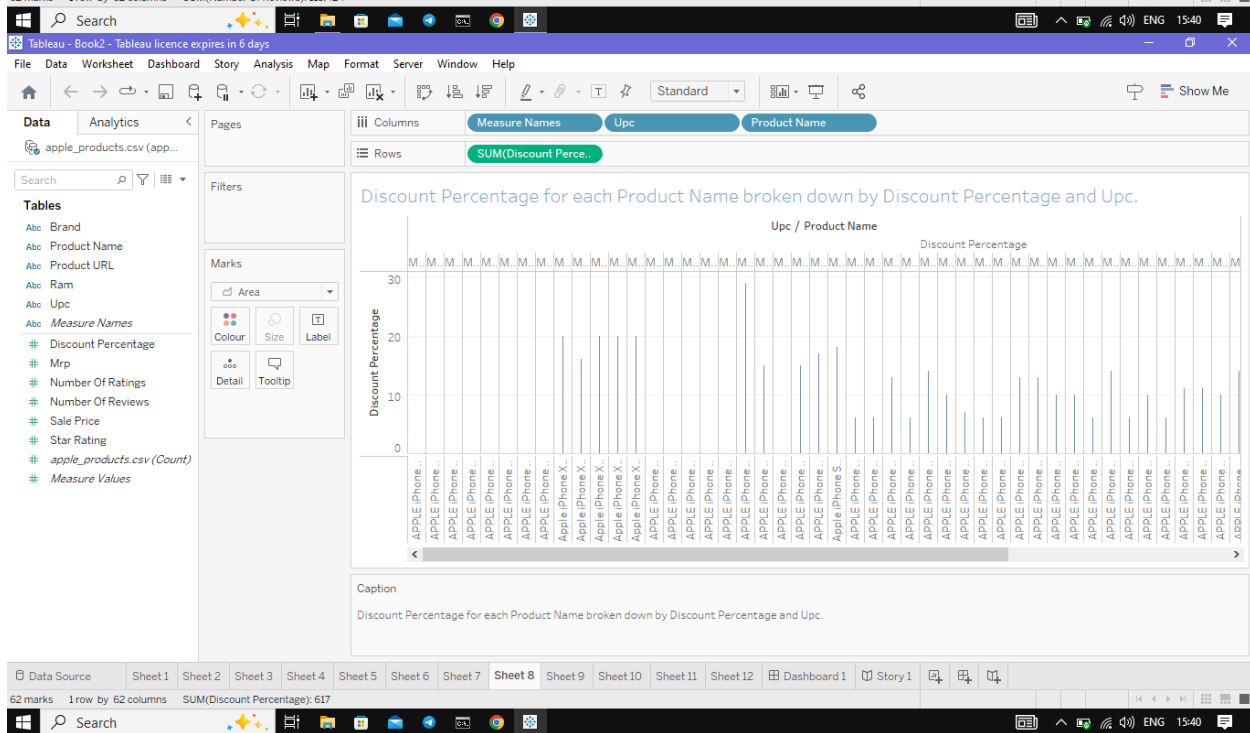
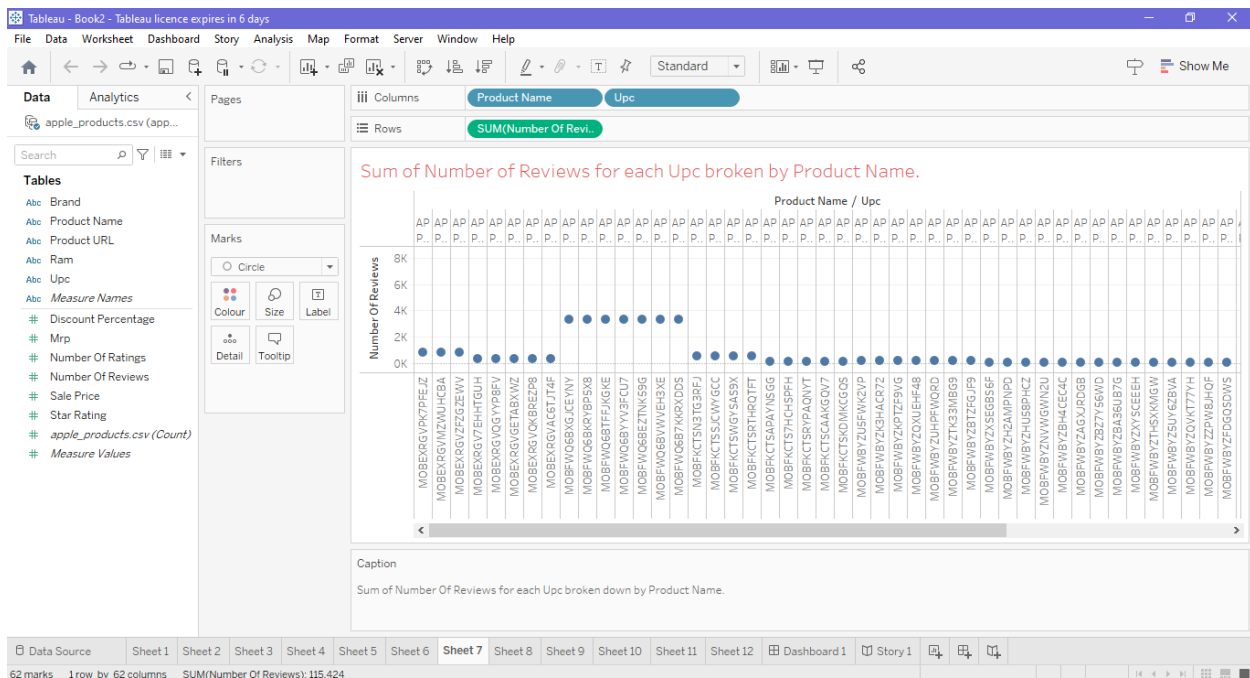


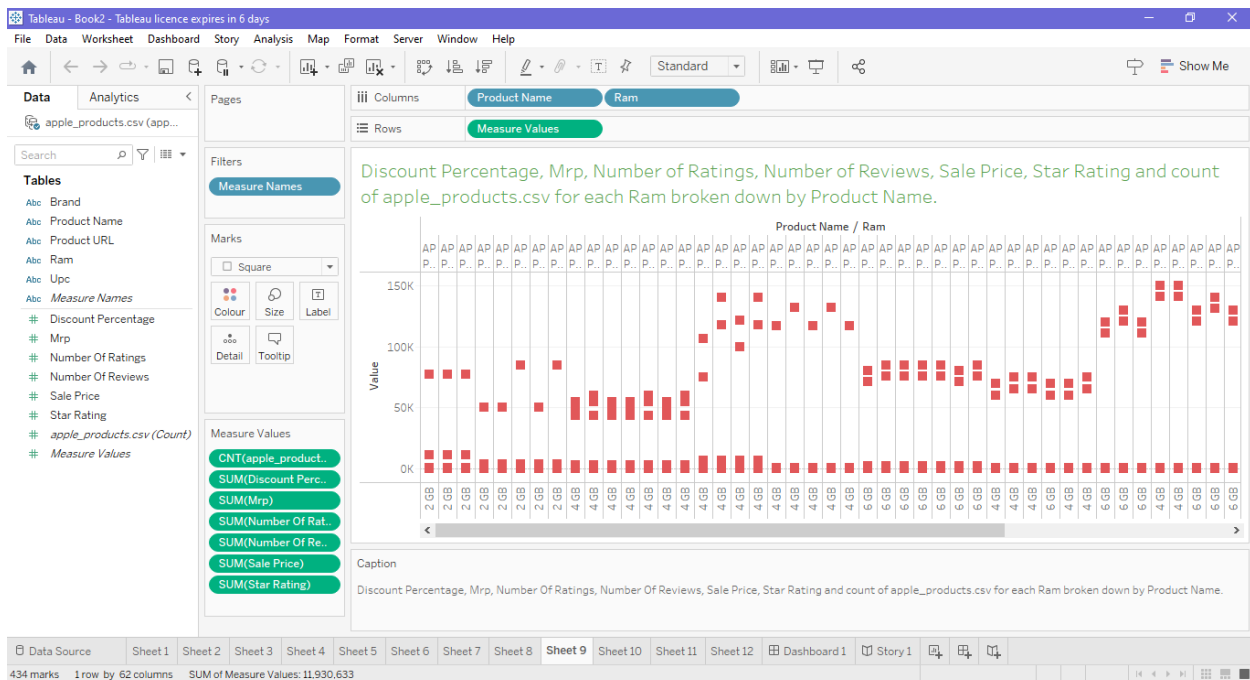
### 3. Result



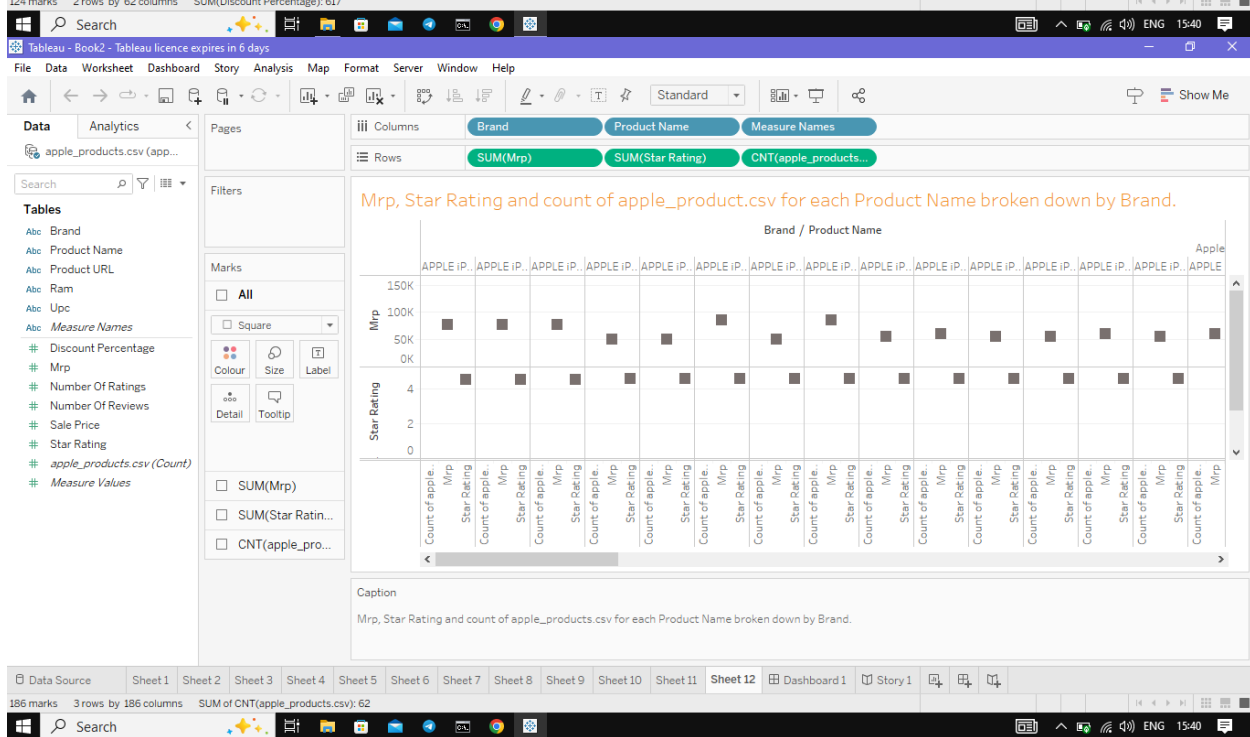
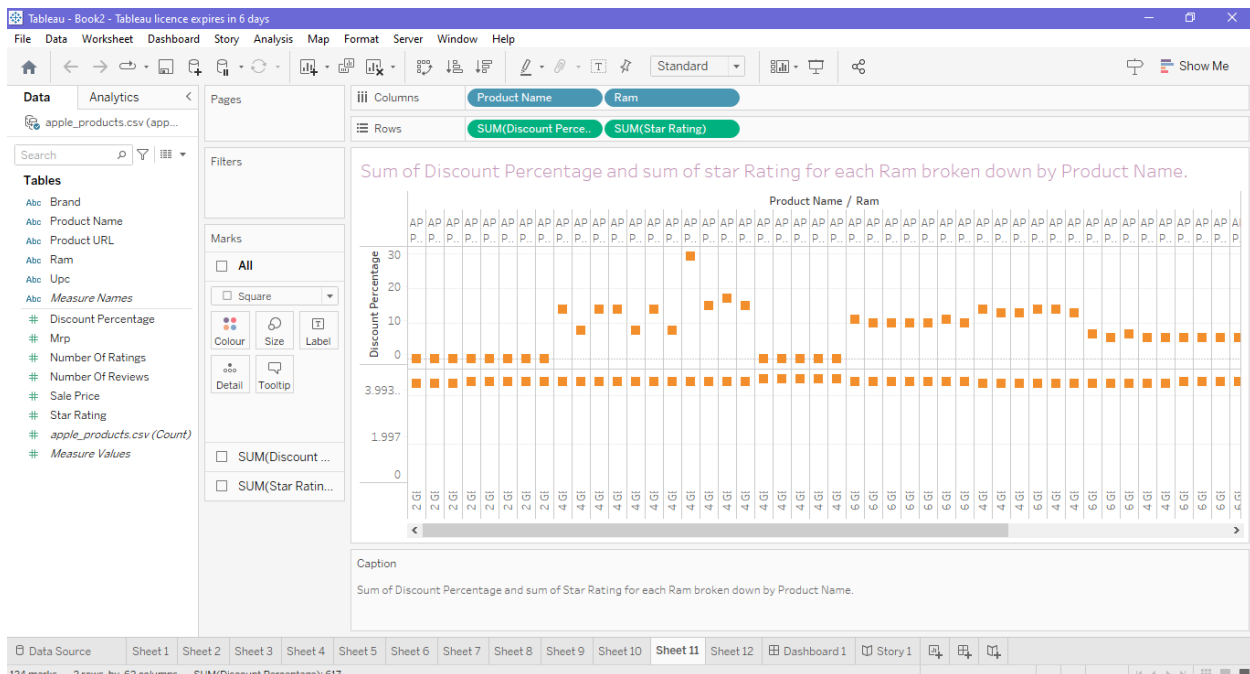


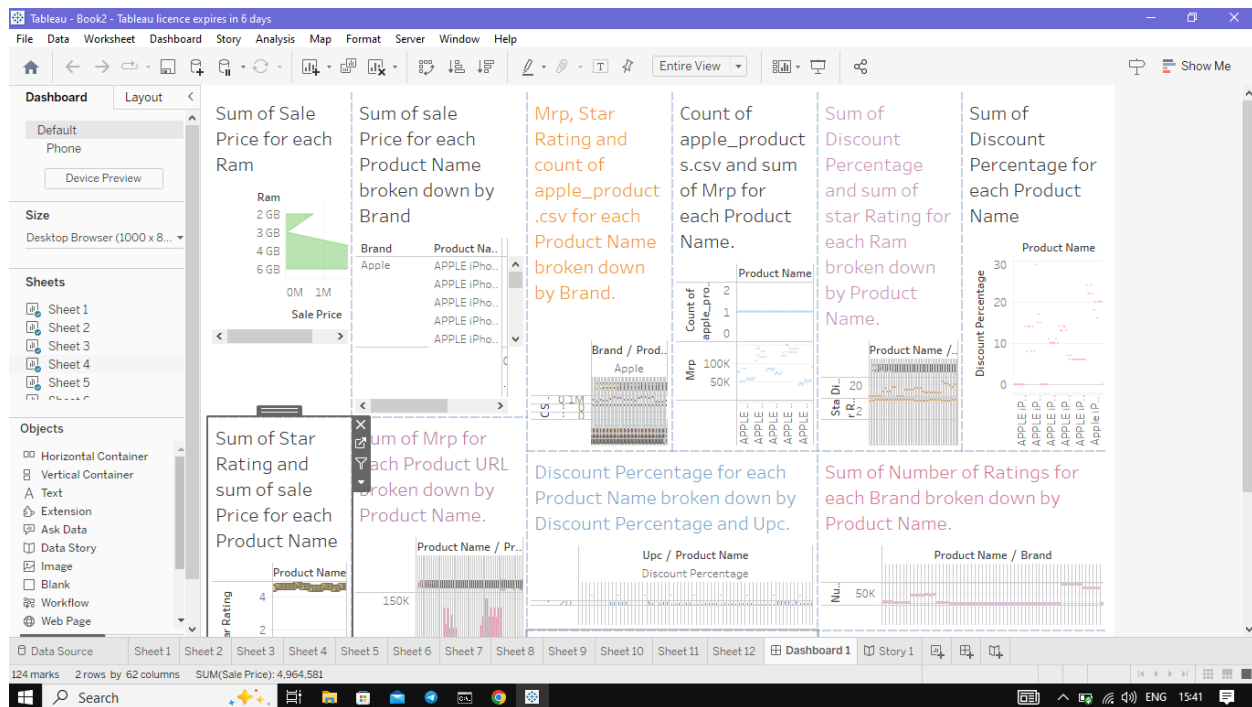












## 4. Advantages & Disadvantages

The iPhone put the internet in everyone's pocket. The iPhone transformed photography from a hobby to a part of everyday life. The iPhone App store changed the way software was created and distributed.

## 5. Applications

Examine the market share of iPhones in India over time, comparing it to other smartphone brands.

Analyze sales figures, both in terms of units sold and revenue generated, and identify trends or patterns.

Study the demographic data of iPhone users in India to understand their age, income, and regional distribution.

## 6. Conclusion

People spent more time consuming media last year than ever before thanks to smartphones. Socializing which used to be a non-media activity. Now occurs on social media and over mobile connections. Time spent on the mobile web has also cut into other media activities, such as reading physical papers and watching TV.

## **7. Future Scope**

Apple began assembling its flagship iPhone 14 in India. It was the first time apple produced its latest model in india so close to its lauch. Apple is targeting manufacturing 25% of all of its iPhones in india.