

IRevolution: A Data-Driven Exploration Of Apple's iPhone

Impact In India

1. Introduction

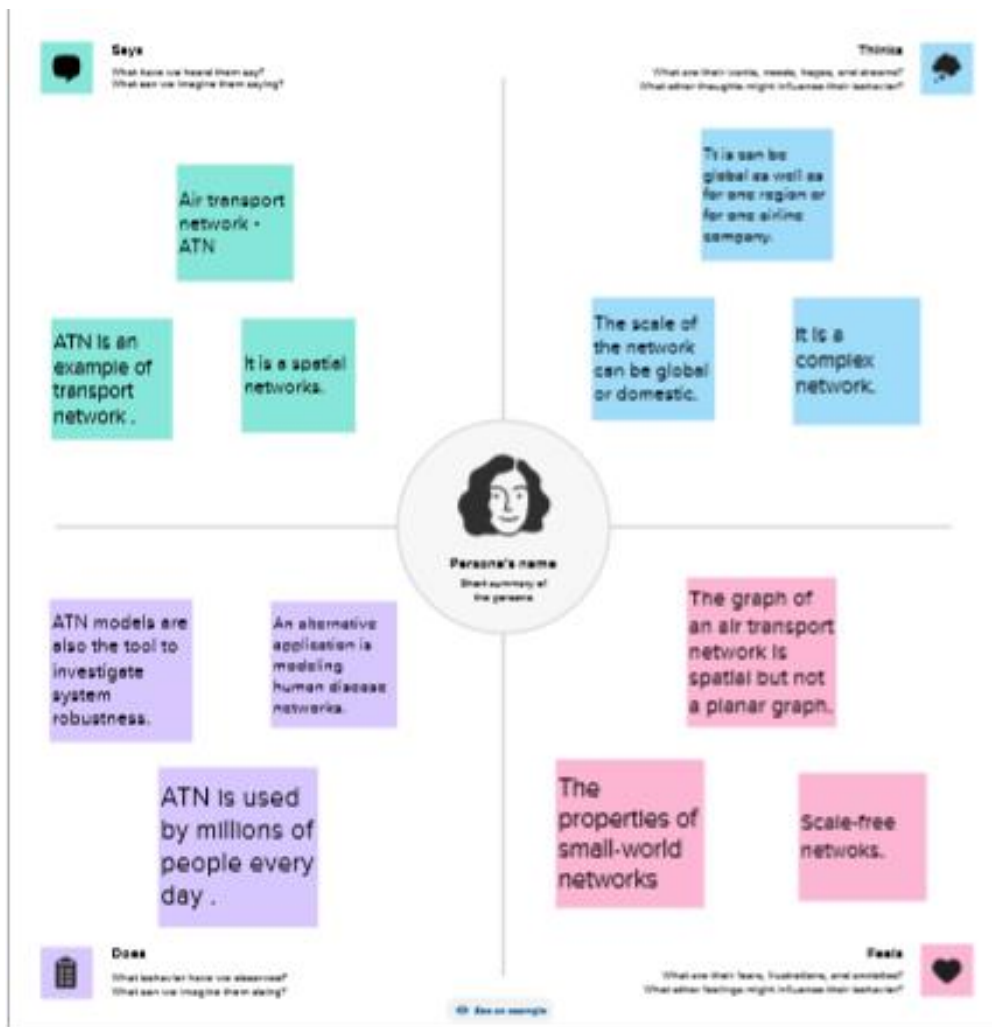
The world has changed as a consequence of the increasing use of smartphones, which have improved communication, connected people, and revolutionized many different businesses. With its main product, the iPhone, capturing markets around the world, Apple Inc. has emerged as a prominent player among the 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 analysing large datasets.

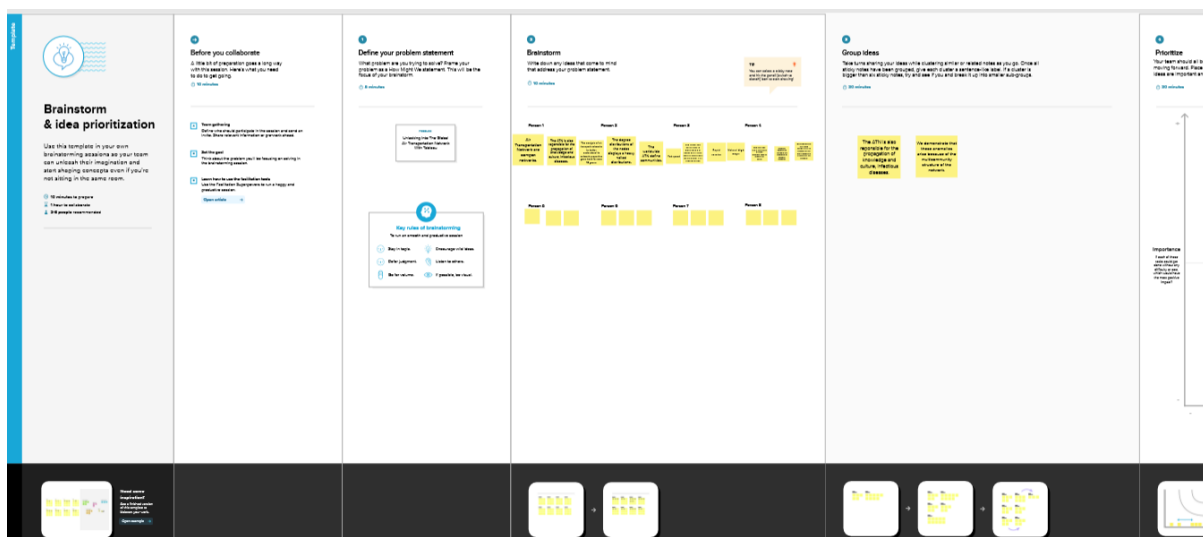
Apple has a special chance to increase its market share and develop a significant presence in India thanks to the country's large population and rising smartphone adoption. Each new iPhone model unveiling generates excitement and anticipation among Indian buyers. By utilizing the plethora of information

2. Problem definition and design thinking

2.1 Empathy map



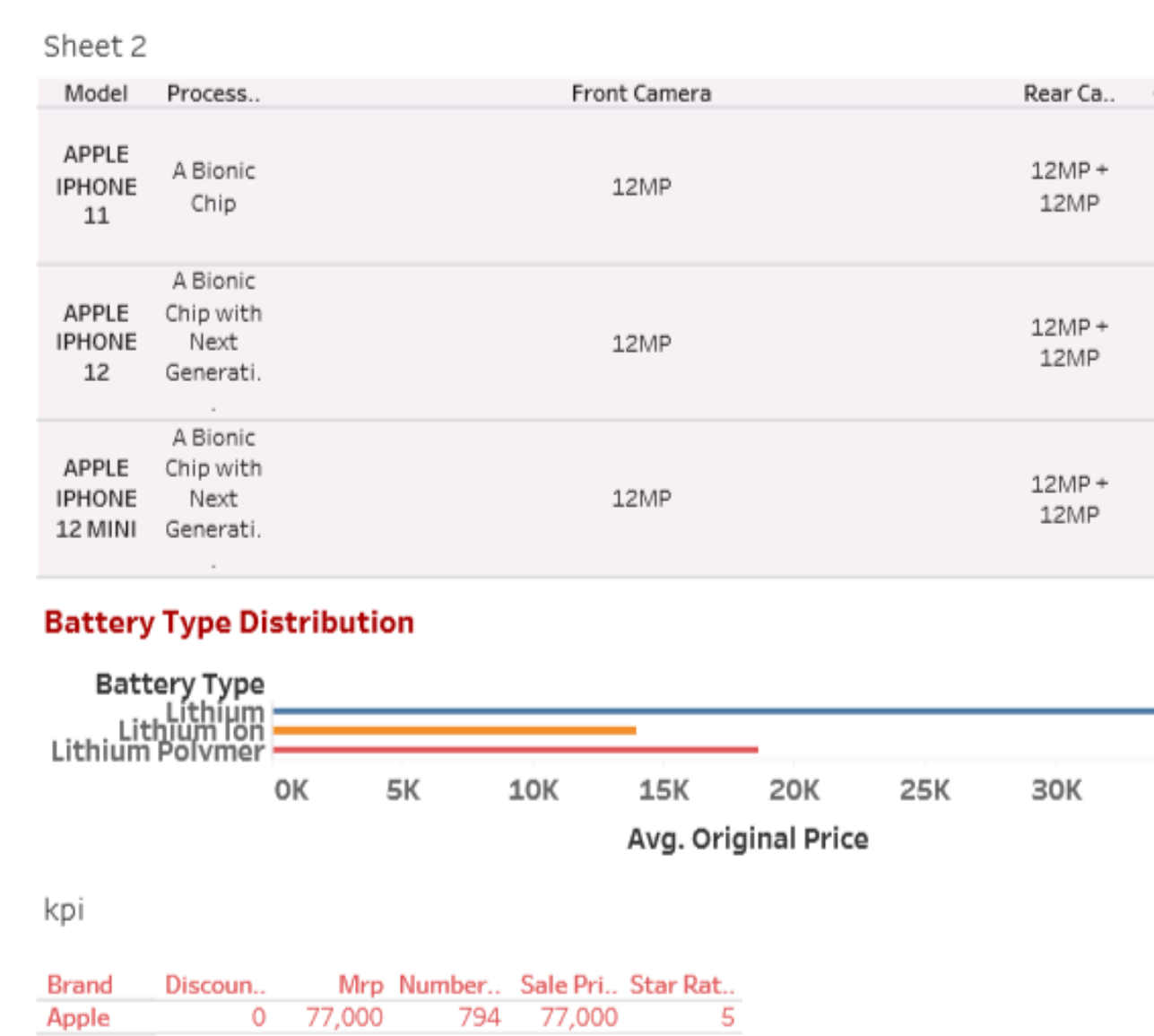
2.2 Brain storming map



3.Result

Findings of our data analysis

Dashboard 1



Dashboard 2

KPI

Brand	Discount Percent..	Mrp	Number Of Revi..	Sale Price
Apple	0	77,000	794	77,000

Model specification

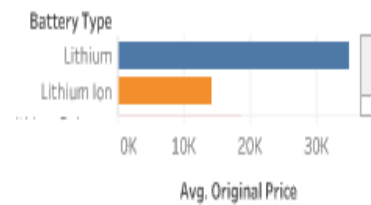
Model	Processor	Front Came..	Rear Camerz
INFINIX HOT 11 2022	MediaTek H..	8MP	13MP + Dep
INFINIX HOT 11 2022	UniSoc T610	8MP	13 MP + 2 MP Depth L.
INFINIX HOT	Mediatek	8MP	50 MP + 2

Model wise share IPhone e

Models

- Apple iPhone 13
- Apple iPhone 14
- Apple iPhone 14 Plus
- Apple iPhone 14 Pro
- Apple iPhone 14 Pro Ma

Battery Type Distribution

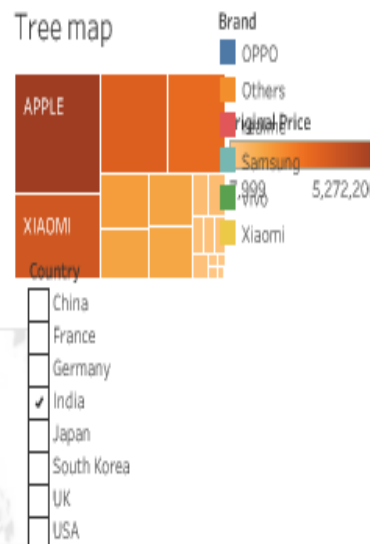


Avg. Original Price

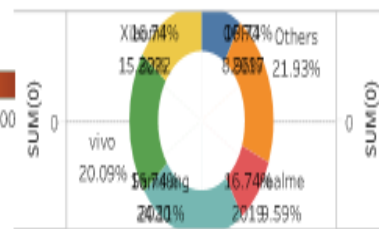
Global Market Share



Tree map



Quarterly share



Story

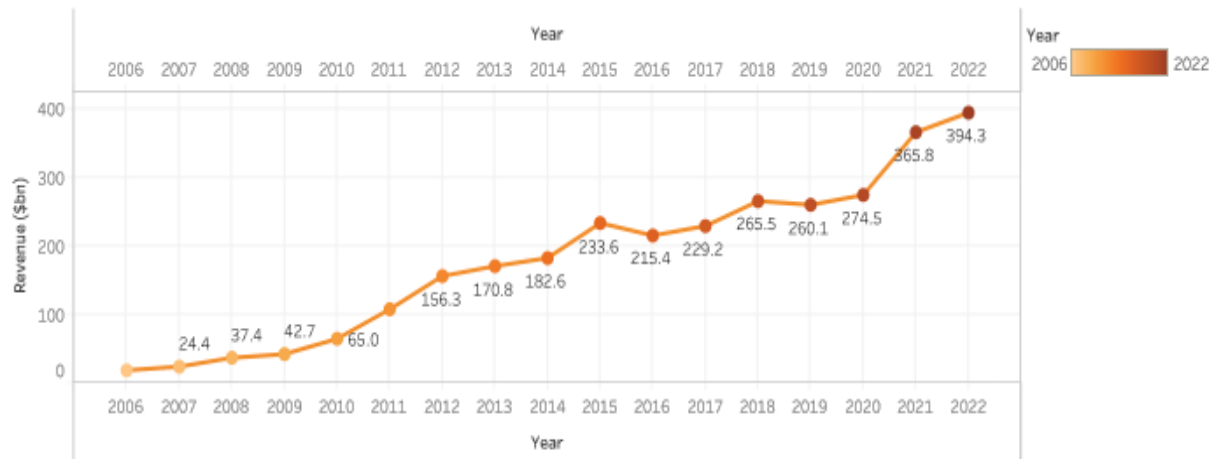
Visual representations of our data analysis

Story 1

Since it's initiation in 2006 it has seen the tremendous increase in sale and revenue generation over the years through a slight bump is being observed 2016 but ever since it has increased to \$394.3 bn i..

Comparative analysis among various other leading brands in the smartphone industry shows that iPhone is yet to make its impact in India. Its 3% market share in the global market is depicted in t..

Although the iPhone isn't far behind in the competition, its 3% market share in the global ..

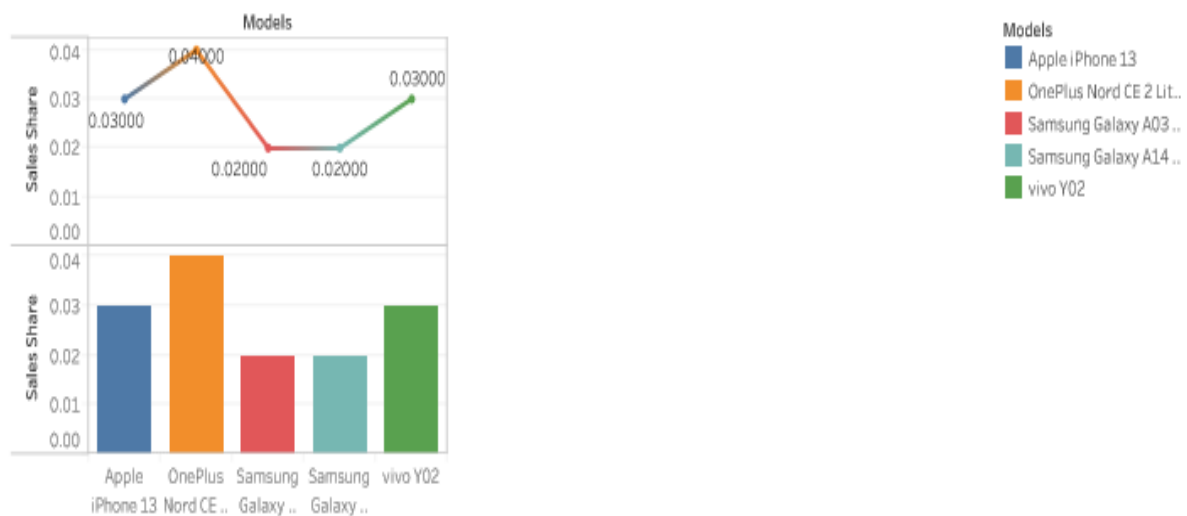


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Story 1

Compative analysis among various other leading brands in the smartphone industry shows that iphone is yet to make it's impact in india. Its 3% ..

Although the iphone isn't far behind in the competation. Its 3% market share in the global market is depicted in the line-bar graph. It is yet to sale-up it's marketing startegies and policy form..

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More than 1billion consumers currently use iphones. Since the initial launch more than 1.9 billion iphone have been sold



4.Advantages and disadvantages

4.1.Advantages

- Made communication more easier than ever before
- Easy to use
- It allowed people to access information through digital media on their phones.

4.2.Disadvantages

- Iphones bring serious harm to your mental health apart from cancer risk
- These devices influence our nervous system.
- They may cause headaches decreased attention, shortness of temper, sleep disorders and depression mostly among teenagers

5.Applications

- Iphone flipped all of that and Introduced a revolutionary new design that was sleek and elegant with a large touch screen that took up most of the device's front.
- The user interface was intuitive and offered a wide range of features that were on any other mobile phone

6.Conclusion

It is apparent that the iphone is the a remarkable invention of technological advancement. The iphone provided the new way of mobile phone communication and usability. Its revolutionary technology has led to the variety of smart phones that are in use today.

7.Future Scope

- The iphone changed that with its safari browser and made the mobile web browsing a smooth and enjoyable experience
- This a big deal as it paved the way for the mobile- first internet today.