



**SRI VASAVI COLLEGE , ERODE**  
**(Self Finance Wing)**  
**Department of Electronics**

**Project Title:**  
**IPHONE IMPACT IN INDIA**

**Work done by**

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**Team ID: NM2023TMID07935**

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## 1. INTRODUCTION

The iPhone has had a significant impact on India since its launch in 2007. It has helped to revolutionize the way people communicate, access information, and consume entertainment. The iPhone has also played a major role in driving India's digital transformation, helping to bring millions of people online for the first time.

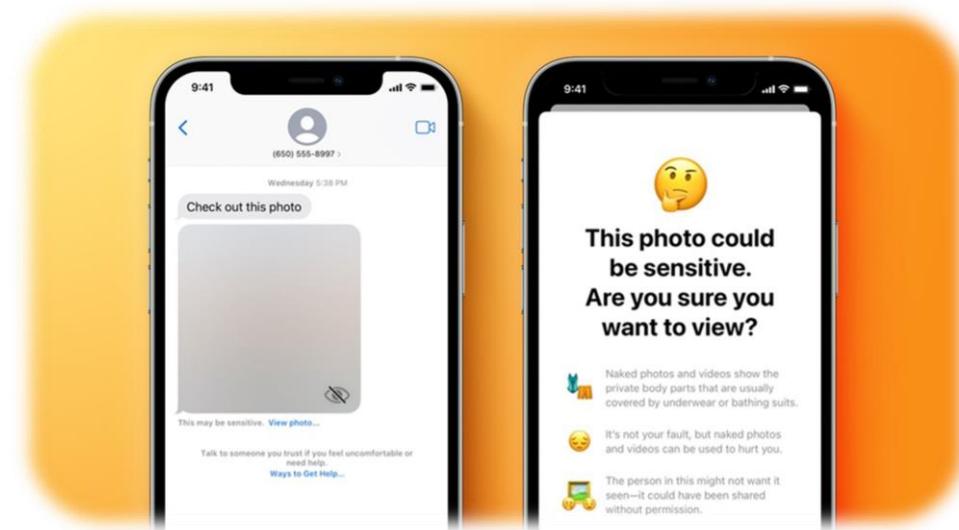


One of the most significant impacts of the iPhone in India has been on the way people communicate. Prior to the iPhone, most Indians relied on feature phones for communication. These phones were relatively basic and could only be used for making and receiving calls, sending and receiving text messages, and listening to music. The iPhone, on the other hand, was a revolutionary device that allowed people to do all of these things and more.

The iPhone's touchscreen display, large app store, and powerful processor made it possible for people to communicate in new and innovative ways. For example, the iPhone allowed people to video chat with friends and family members all over the world, send and receive emails on the go, and access social media platforms like Facebook and Twitter.

## 1.1 OVERVIEW

**Communication:** The iPhone has revolutionized the way people communicate in India. Prior to the iPhone, most Indians relied on feature phones, which were relatively basic and could only be used for making and receiving calls, sending and receiving text messages, and listening to music. The iPhone's touchscreen display, large app store, and powerful processor made it possible for people to communicate in new and innovative ways, such as video chatting, sending and receiving emails on the go, and accessing social media platforms.



**Information access:** The iPhone has also had a major impact on the way people access information in India. Prior to the iPhone, most Indians relied on newspapers, television, and radio for news and information. The iPhone, on the other hand, gave people access to a vast amount of information at their fingertips. With the iPhone, people could now read the latest news articles, watch videos, and listen to podcasts from all over the world. They could also use the iPhone to access educational resources, research topics of interest, and find information about local businesses and services.



**Economic impact:** The iPhone has had a positive impact on the Indian economy, creating jobs and boosting economic growth.



Ashwini Vaishnaw ✅  
@AshwiniVaishnaw

Made in India iPhone, does \$1 billion exports in Dec.

[economictimes.indiatimes.com/industry/cons...](http://economictimes.indiatimes.com/industry/cons...) ✓

**FIRST TO ACHIEVE MILESTONE IN A MONTH**

## iPhone Apple of India's Eye, Hits \$1b Exports Mark in Dec

Record month for industry with mobile phone exports of over ₹10,000 crore

Kiran.Rathore@timesgroup.com

New Delhi: Apple has become the first company from India to export smartphones worth \$1 billion (\$8,100 crore) in a month, making it the top exporter in December 2022, according to data available with ET.

It was also a record month for the industry with mobile phone exports of over ₹10,000 crore, the data showed.

Apple is one of the leading players for exporting mobile phones from India. As per government officials, the company became the leading mobile phone exporter in November and achieved the \$1 billion mark in December.

Apple, through its three contract manufacturers, is producing and exporting

Apple achieved milestone through its 3 contract manufacturers - Foxconn, Wistron and Pegatron

Apple overtakes Samsung in smartphone exports (data trend in November)

Overall exports of electronic goods up by 51.69% YoY to \$16.67 b in April-Dec 2022

Apple manufactures and exports iPhone 12, 13, 14 and 14+ models from India

\$1 billion exports in a month makes iPhone the flagbearer of India's ambitious PLI schemes, say officials

MAKE IN INDIA

### India Likely to Export Mobiles Worth \$9 billion in FY23

From Page 1

All three manufacturers are required to double exports. Investments and job data on a periodic basis to the government as participants in the PLI scheme.

Mobiles, earphones and wearables". Pankaj Mohindroo, chairman, India Cellular and Electronics Association (ICEA), told ET. According to ICEA, mobile electronics exports have been rising sharply in the current fiscal. As per Department of Commer-

PMO India and 2 others

11:06 AM · Jan 23, 2023 · 72.2K Views

**Digital transformation:** The iPhone has also played a major role in driving India's digital transformation. Prior to the iPhone, most Indians did not have access to the internet. However, the iPhone made it possible for people to access the internet from anywhere, at any time. This has helped to bring millions of people online for the first time and has led to a surge in internet usage in India. As a result, India now has one of the largest internet user bases in the world.



**Overall impact:** The iPhone has had a significant and positive impact on India. It has helped to revolutionize the way people communicate, access information, and consume entertainment. The iPhone has also played a major role in driving India's digital transformation, helping to bring millions of people online for the first time.

In addition to the above, the iPhone has also had a positive impact on the Indian economy. Apple has invested heavily in India in recent years, and the company now manufactures a significant portion of its iPhones in the country. This has created jobs and boosted the Indian economy.

## 1.2 PURPOSE

The purpose of the iPhone impact in India project is to study the impact of the iPhone on India's economy, society, and culture. The project can be used to achieve the following:

Identify the key ways in which the iPhone has impacted India. This includes the iPhone's impact on communication, information access, digital transformation, and education.

Understand the positive and negative impacts of the iPhone on India. The project can help to identify both the benefits and the challenges that the iPhone has brought to India.

Develop recommendations for how to maximize the benefits of the iPhone and minimize the challenges. The project can help to identify policy changes, business initiatives, and educational programs that can help India to fully realize the potential of the iPhone.



The iPhone impact in India project is an important research project that can help to inform policymakers, business leaders, and educators about the impact of the iPhone on India. The project can help to ensure that India is able to maximize the benefits of the iPhone and minimize the challenges.

Here are some specific examples of how the iPhone impact in India project can be used to achieve its purpose:

The project can be used to develop policies that support the Indian smartphone industry, such as tax breaks and subsidies.

The project can be used to develop educational programs that teach Indians how to use the iPhone to improve their lives and businesses.



The project can be used to develop business initiatives that bring the benefits of the iPhone to more Indians, such as affordable mobile data plans and mobile banking services.



Overall, the iPhone impact in India project is a valuable tool that can be used to help India realize the full potential of the iPhone.

## 2. PROBLEM DEFINITION AND DESIGN THINKING

Problem definition is the process of identifying and understanding the problem that you want to solve. It is important to define the problem clearly and concisely so that you can develop effective solutions.



Design thinking is a human-centered approach to problem-solving that focuses on understanding the needs of the people you are designing for. It is a non-linear process that involves five stages: empathize, define, ideate, prototype, and test.



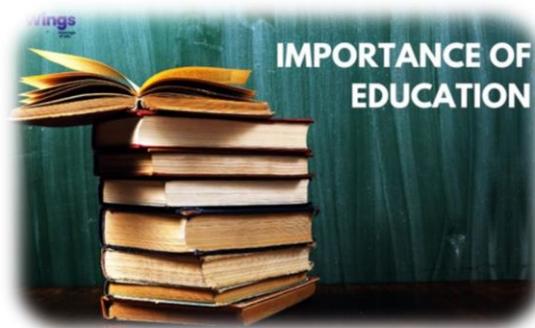
Problem definition is the foundation of design thinking. Without a clear understanding of the problem, it is difficult to develop effective solutions.

Design thinking can help you to refine your problem definition. By empathizing with the users and understanding their needs, you can identify the root cause of the problem and develop a more comprehensive definition. Design thinking can help you to generate more creative and innovative solutions to problems. By

ideating and prototyping, you can experiment with different solutions and test them with users to see what works best.

Here are some examples of how design thinking can be used to solve problems in different areas:

**Education:** Design thinking can be used to develop new and innovative teaching methods that are more effective and engaging for students.



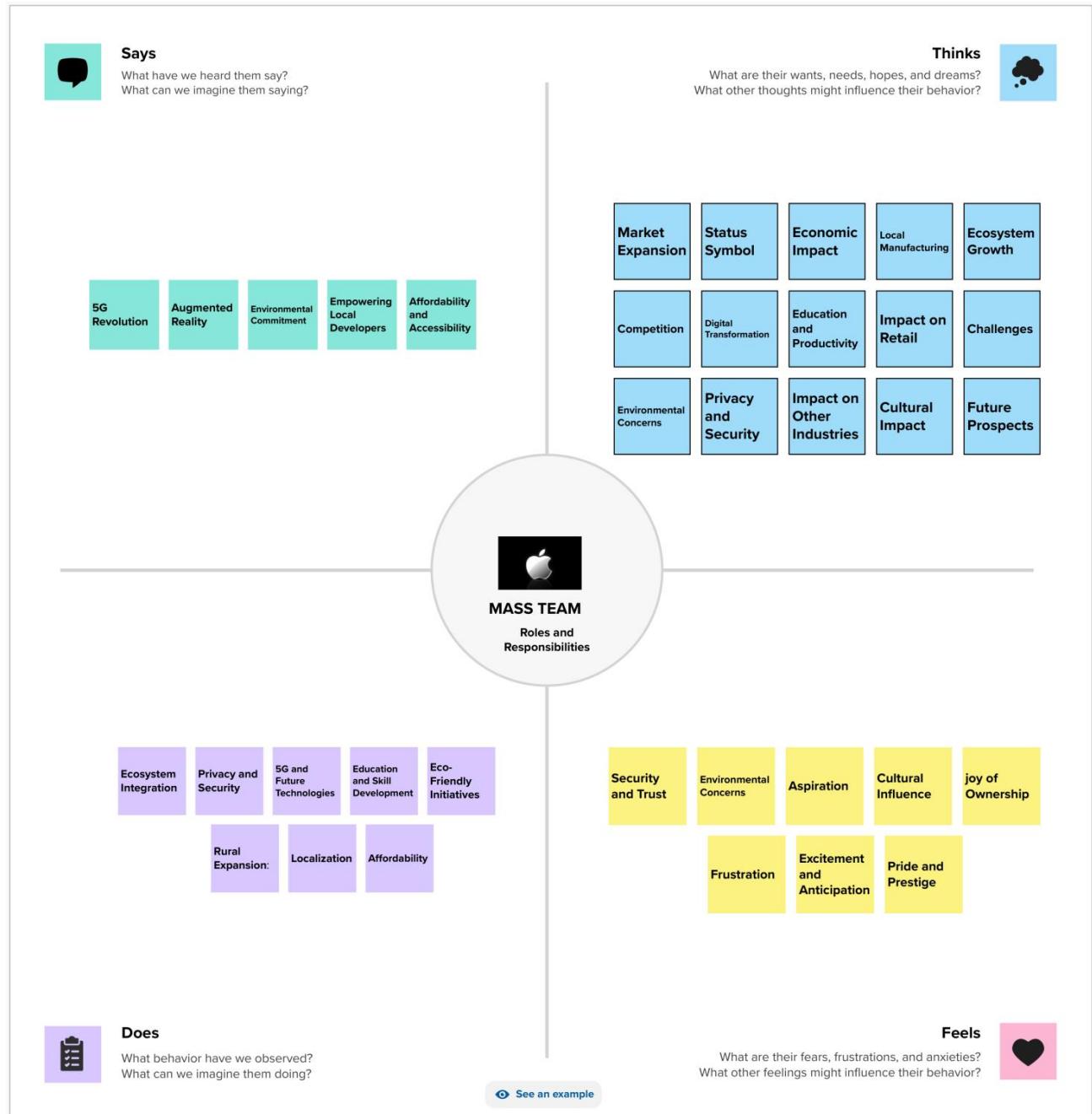
**Healthcare:** Design thinking can be used to develop new products and services that improve the quality and efficiency of healthcare delivery.



**Business:** Design thinking can be used to develop new products and services that meet the needs of customers and help businesses to grow.



## 2.1 EMPATHY MAP



## 2.2 IDEATION & BRAINSTROMING

**Template**



### Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

🕒 10 minutes to prepare  
🕒 1 hour to collaborate  
2-8 people recommended

**1 Before you collaborate**

A week of preparation goes a long way with this template. Here's what you need to do to get going:

🕒 10 minutes

- Team gathering: Decide who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Get the goal: Think about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools: Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)

**2 Define your problem statement**

What are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

**PROBLEM**

Problem Statement: How might we assess and understand the socioeconomic and cultural impact of iPhones in India, and develop strategies to maximize the positive contributions while mitigating negative ones?

This problem statement recognizes the widespread adoption of iPhones in India and aims to delve into the implications of this phenomenon. It considers not just technological aspects but also extends beyond just technology and encompasses social, economic, and cultural impacts. The objective is to comprehensively evaluate this aspect and find ways to harness its positive effects while addressing any challenges that may arise.

**Key rules of brainstorming**

To run an smart and productive session

- Stay in topic.
- Encourage wild ideas.
- Defer judgment.
- Listen to others.
- Go for volume.
- If possible, be visual.

[Open exercise](#)

**3 Brainstorm**

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

**Person 1**

Economic Impact	Consumer Behavior	Digital Transformation
-----------------	-------------------	------------------------

**Person 2**

Tech Ecosystem	Social Impact	Education and Skill Development
----------------	---------------	---------------------------------

**Person 3**

E-Governance	Challenges and Barriers	Environmental Impact
--------------	-------------------------	----------------------

**Person 4**

Future Trends	Market Share and Competition	Cultural Influence
---------------	------------------------------	--------------------

**Person 5**

Health and Wellbeing	Security and Privacy	Rural and Urban Divide
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**Tip**: You can select a sticky note and hit the pencil icon to edit it or move it around.

**1 Group ideas**

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you end break it up into smaller sub-groups.

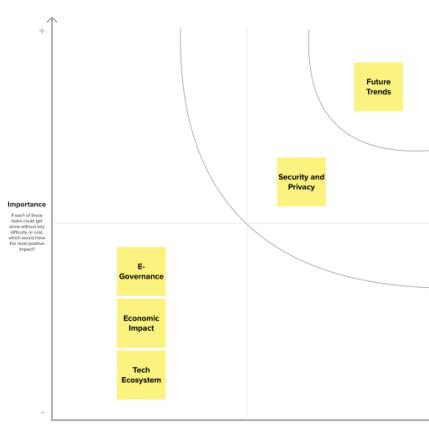
🕒 20 minutes

**2 Prioritize**

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕒 20 minutes

**Tip**: Participants can use their mobile devices to move sticky notes around on the grid. To make sure everyone agrees on the same scale for importance and feasibility, use the key on the right.



**3 After you collaborate**

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

**Quick add-ons**

- Share the mural**: Store a view link to the mural with stakeholders to keep them updated about the outcome of the session.
- Export the mural**: Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

**Keep moving forward**

- Developing strategy**: Outline the components of a new idea or strategy.  
[Open the template](#)
- Customer experience journey map**: Understand customer needs, motivations, and behaviors across different touchpoints.  
[Open the template](#)
- Strengths, weaknesses, opportunities & threats**: Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template](#)

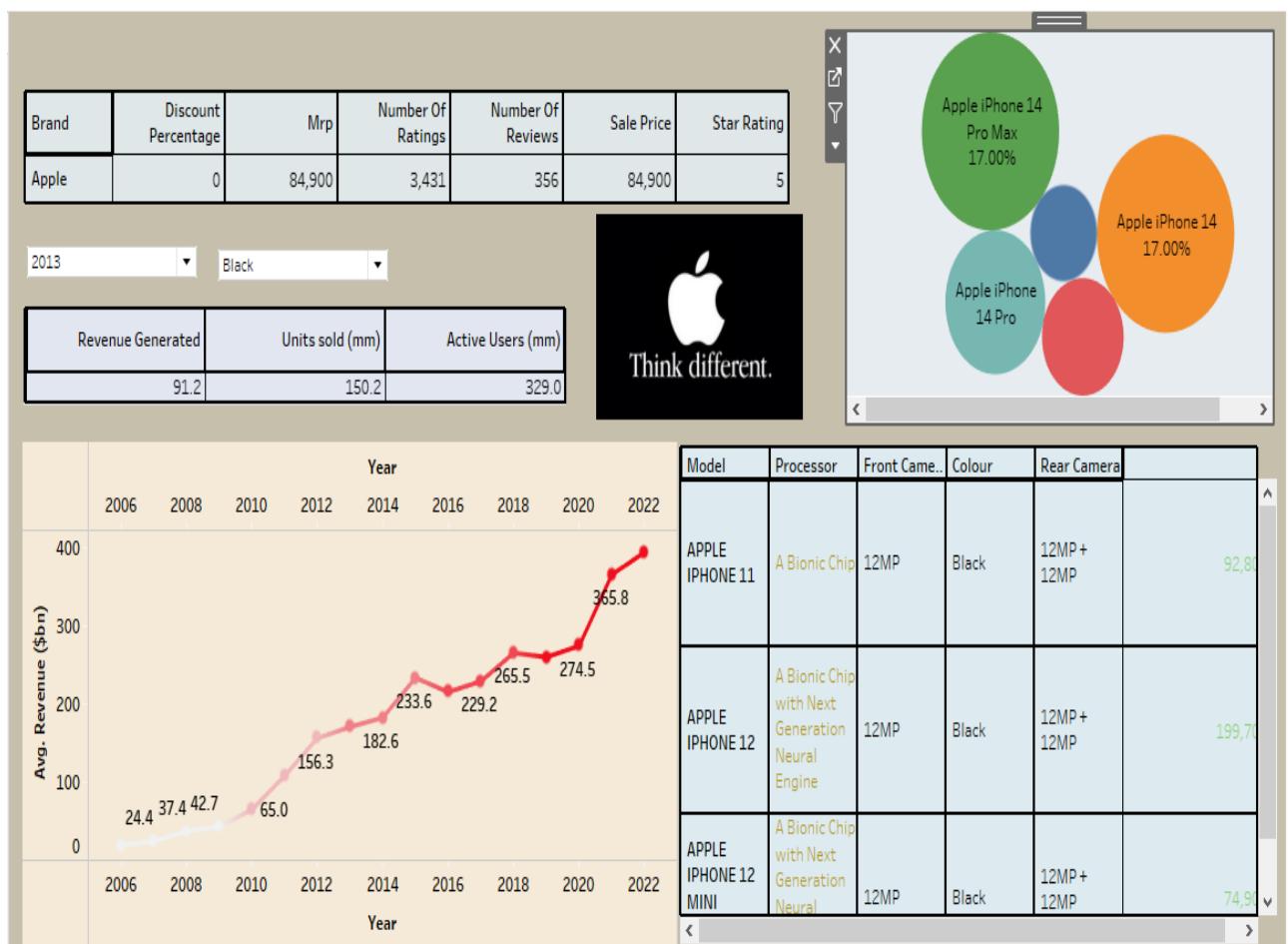
**Share template feedback**

**Tip**: Regardless of the size of the mural, some areas are more feasible than others (cost, time, effort, complexity, etc.).

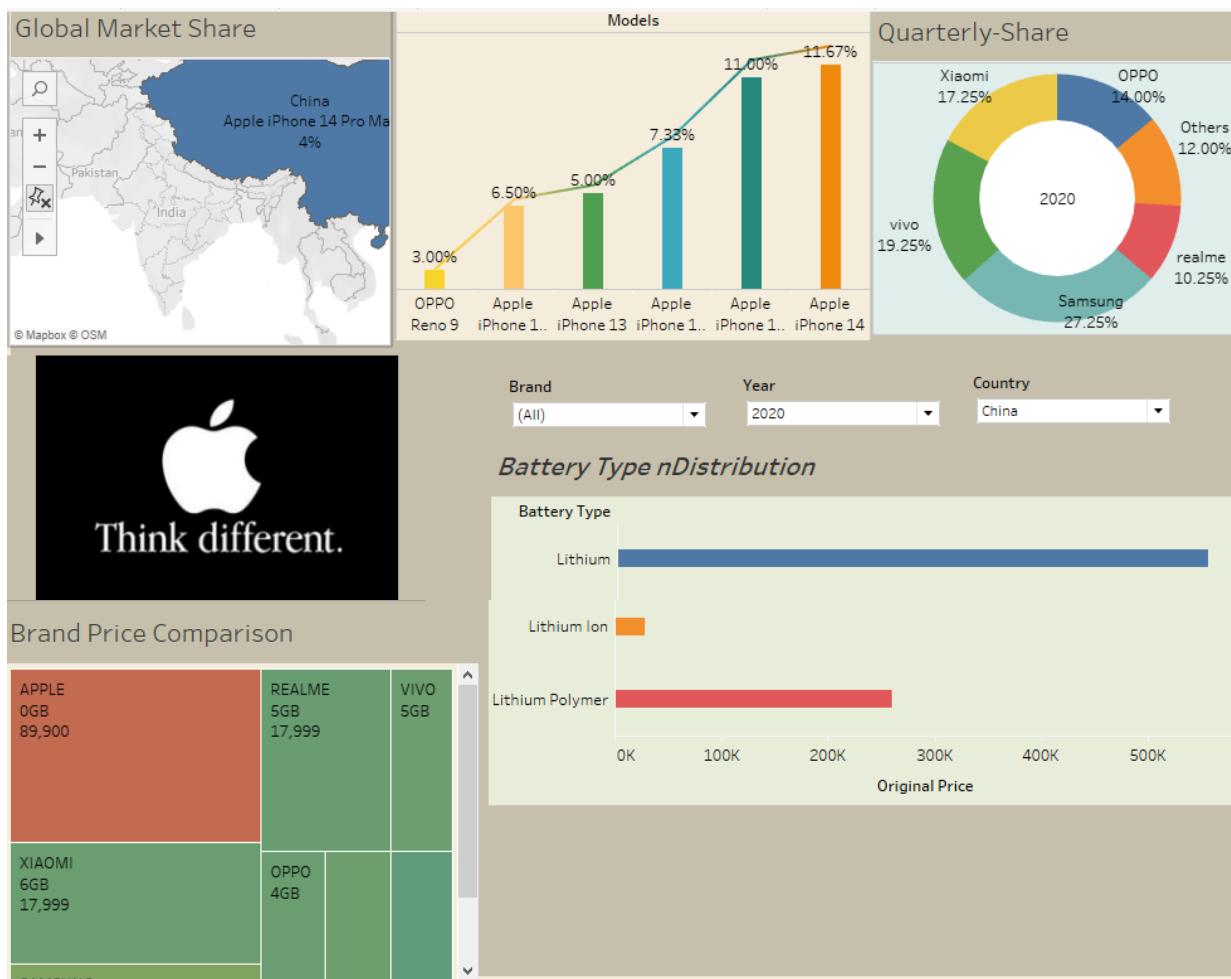


### 3. RESULT

#### DASHBOARD 1



## DASHBOARD 2



## STORY

## Story 1

Apple continues to strengthen its standing in the smart phone market; the brand has risen to a position of particular dominance in the US. 6 of the top 10 most sold smart phone models in Jan 2021 were designed by Apple.

More than one billion customers currently used iphone . since its initial lounch more than 1.9 billion iphone has been sold . iphone sales in 2021 surpassed the 2015 pick but dickline in 2022 to 232.2billion units

Iphone sales generator \$205 billion revenue for apple in 2022  
more than microsoft total revenue it sold 232 million iphone units that year

Comparative analysis amongst various other leading brands in the smart phone industry shows that iPhone is year to make its impact in India.



## Story 1

Apple continues to strengthen its standing in the smart phone market; the brand has risen to a position of particular dominance in the US. 6 of the top 10 most sold smart phone models in Jan 2021 were designed by Apple.

More than one billion customers currently used iphone . since its initial launch more than 1.9 billion iphone has been sold . iphone sales in 2021 surpassed the 2015 pick but declined in 2022 to 232.2 billion units

Iphone sales generated \$205 billion revenue for Apple in 2022, more than Microsoft's total revenue. It sold 232 million iPhones that year.

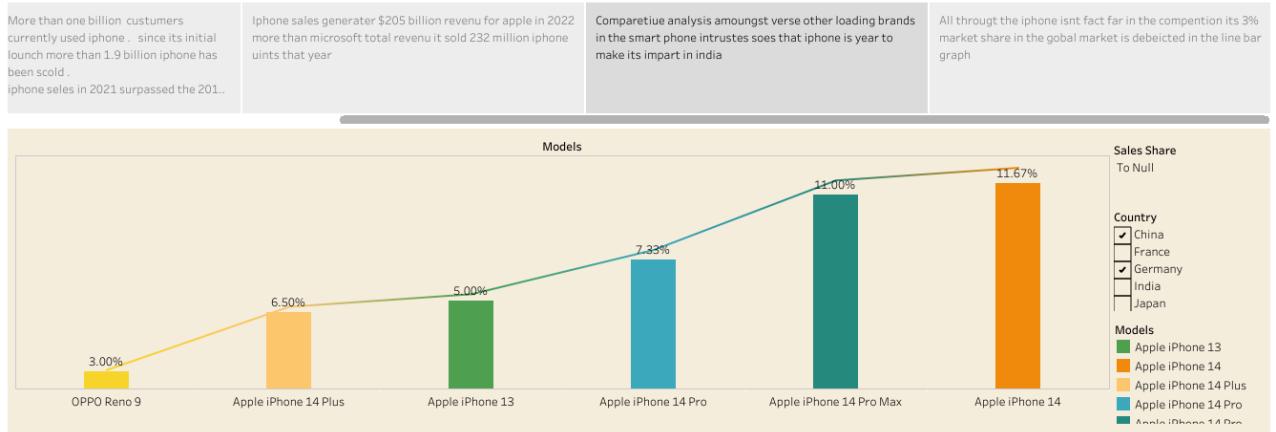
Comparative analysis amongst various other leading brands in the smart phone industry shows that iPhone is year to make its impact in India.



## Story 1



## Story 1



## Story 1



## VISUALIZATION

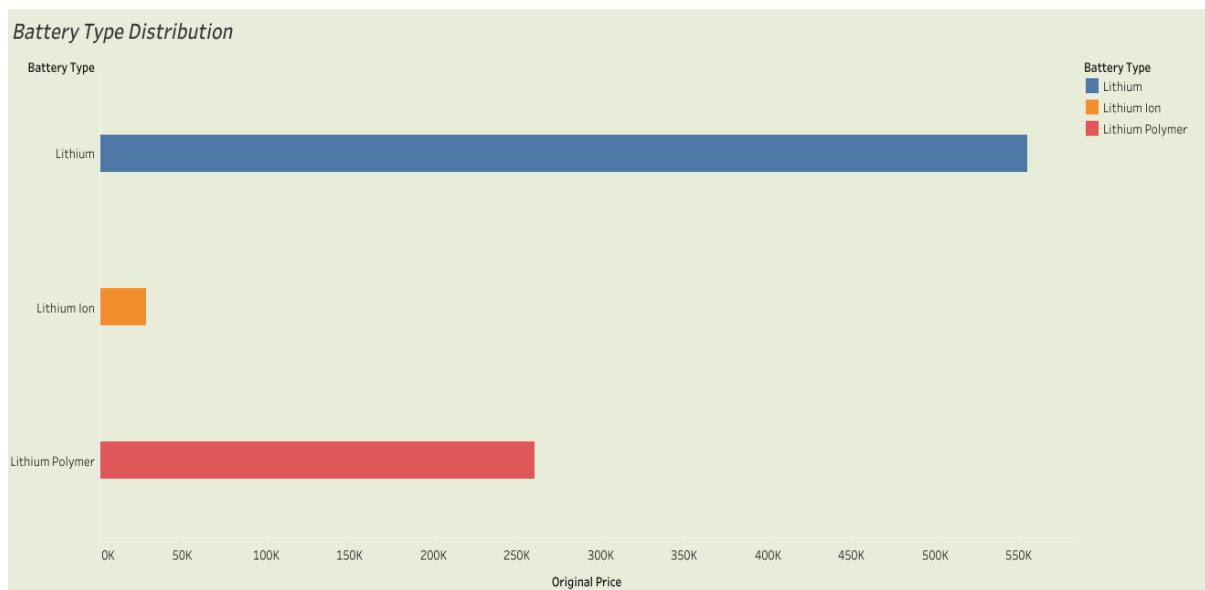
|| 1. KIP

KPI						
Brand	Discount Percentage	Mrp	Number Of Ratings	Number Of Reviews	Sale Price	Star Rating
Apple	0	84,900	3,431	356	84,900	5

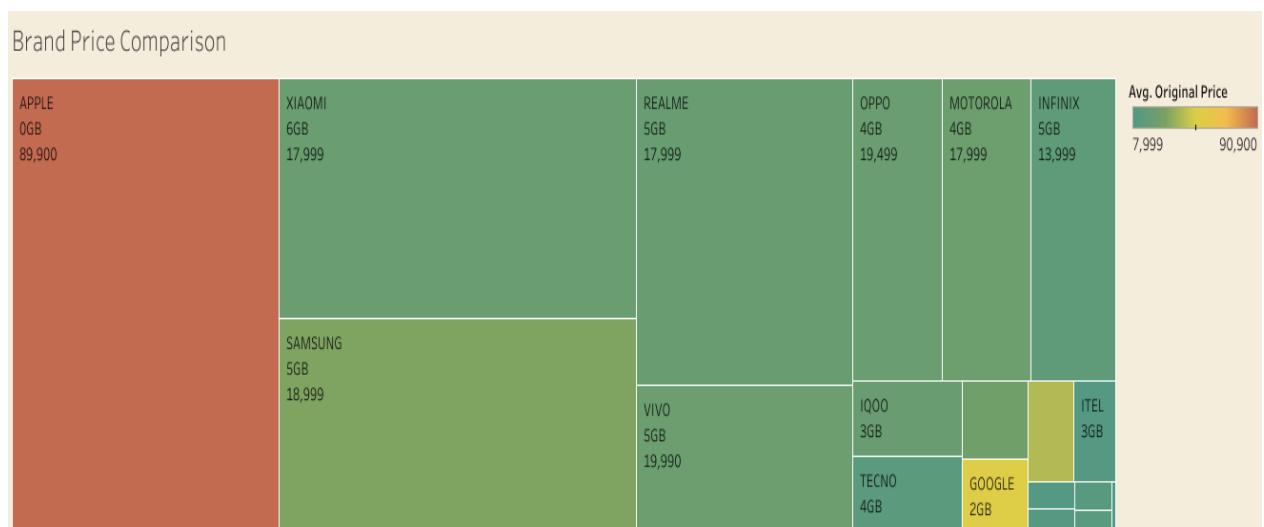
|| 2. MODEL SPECITION

model specifition					
Model	Processor	Front Came..	Colour	Rear Camera	
APPLE IPHONE 11	A Bionic Chip	12MP	Black	12MP + 12MP	92,800
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	Black	12MP + 12MP	199,700
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	Black	12MP + 12MP	74,900

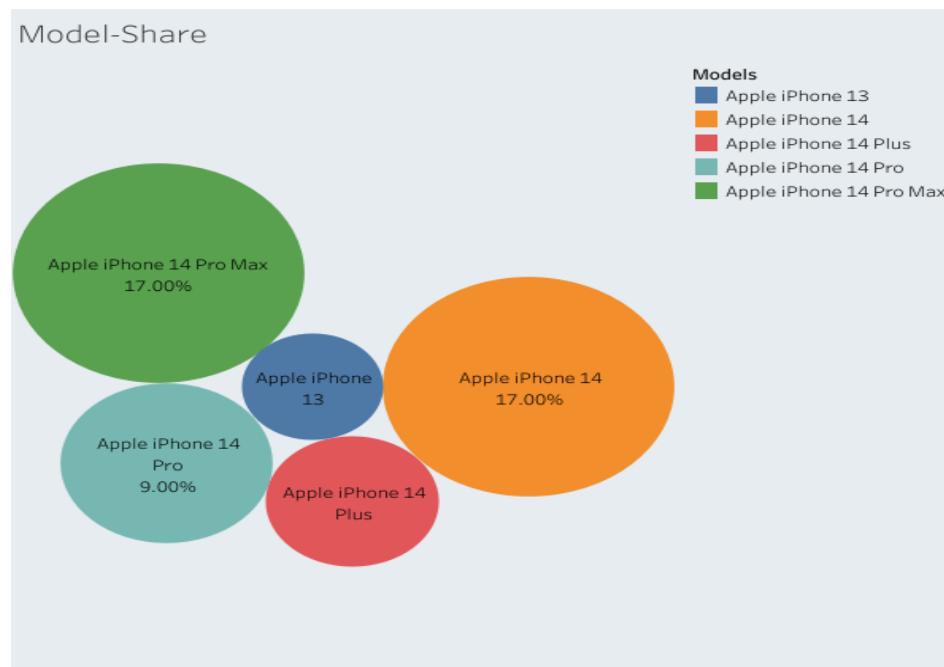
### 3. BATTERY TYPE



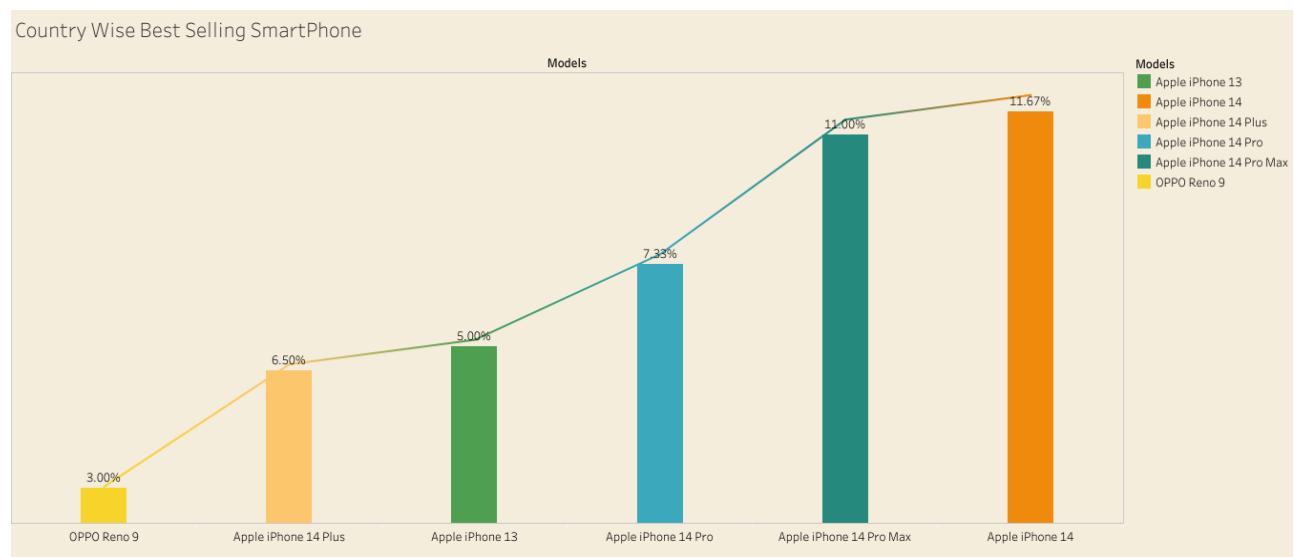
### 4. BRAND PRICE



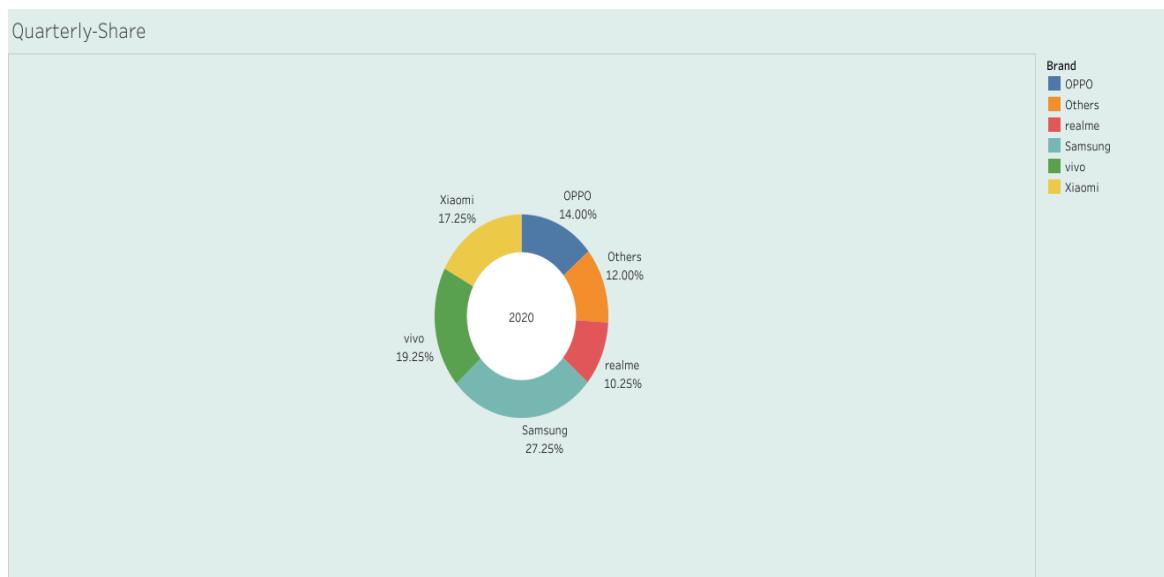
## ||| 5. MODEL-SHARE



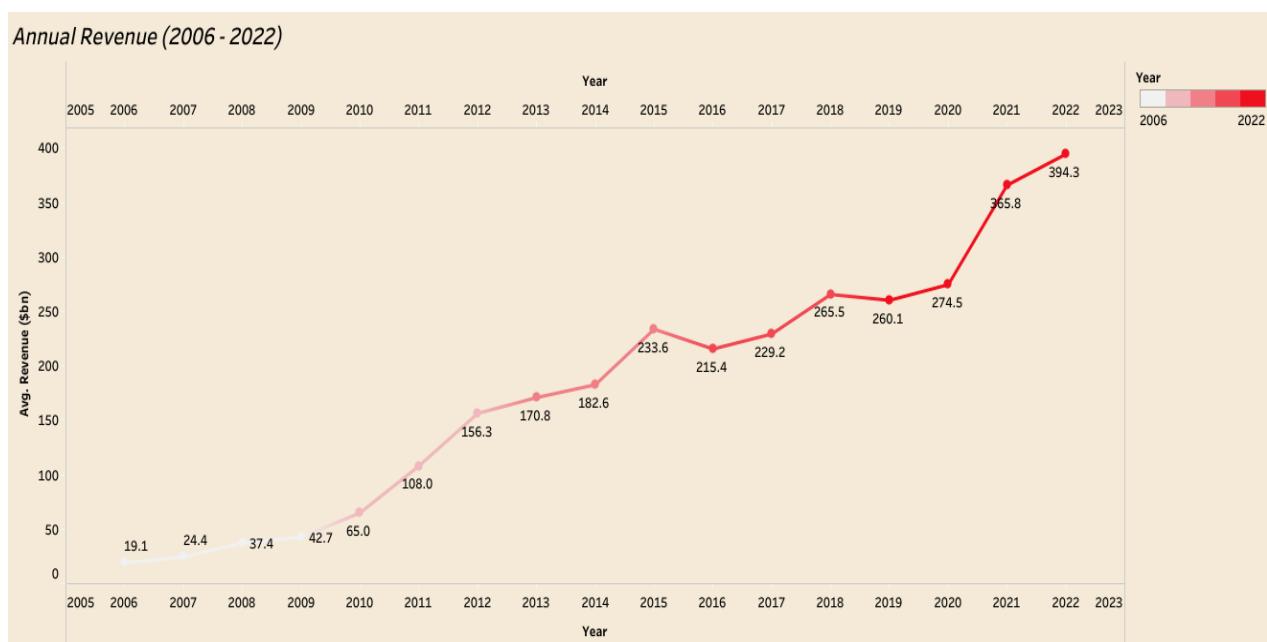
## ||| 6. COUNTRY WISE BEST



## ||| 7. QUARTERLY-SHARE



## ||| 8. Annual Revenue



## ||| 9. GMS



## ||| 10. KPI - 2

KPI-2

Revenue Generated	Units sold (mm)	Active Users (mm)
91.2	150.2	329.0

## 4. ADVANTAGE AND DISADVANTAGE

## ADVANTAGES OF THE IPHONE

**Improved communication:** The iPhone has made it easier for Indians to stay connected with friends and family members all over the world. With the iPhone, Indians can video chat, send and receive text messages and emails, and access social media platforms like Facebook and Twitter.



**Increased access to information:** The iPhone has given Indians access to a vast amount of information at their fingertips. With the iPhone, Indians can read the latest news articles, watch videos, and listen to podcasts from all over the world. They can also use the iPhone to access educational resources, research topics of interest, and find information about local businesses and services.



**Boosted economic growth:** The iPhone has had a positive impact on the Indian economy. Apple has invested heavily in India in recent years, and the company now manufactures a significant portion of its iPhones in the country. This has created jobs and boosted the Indian economy.



**Empowered entrepreneurs and small businesses:** The iPhone has made it easier for Indian entrepreneurs and small businesses to start and grow their businesses. With the iPhone, entrepreneurs and small businesses can access a variety of online tools and resources, such as e-commerce platforms, customer relationship management (CRM) software, and accounting software. They can also use the iPhone to market their products and services to a wider audience.



**Improved education:** The iPhone has made it easier for Indian students to access educational resources and learn new skills. With the iPhone, students can download educational apps, watch educational videos, and connect with teachers and classmates online.



## DISADVANTAGES OF THE IPHONE

**High cost:** The iPhone is a relatively expensive device, and it can be difficult for many Indians to afford.



**Digital divide:** The iPhone is not accessible to all Indians, and this can lead to a digital divide.



**Addiction:** The iPhone can be addictive, and it can lead to problems such as sleep deprivation and social isolation.



**Cyberbullying and online harassment:** The iPhone can be used to bully and harass others online.

#### How to Protect Your Child From Cyberbullying

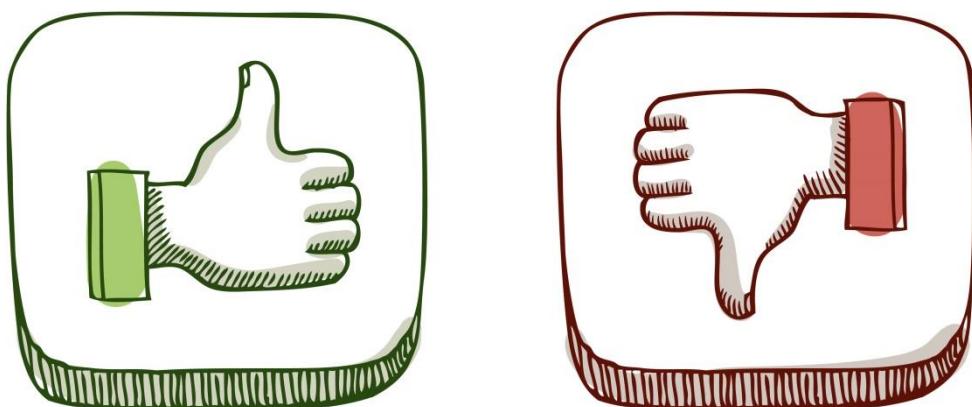


**Privacy concerns:** There are concerns about the privacy of iPhone users, and the data that Apple collects about its users.



Overall, the iPhone has had a positive impact on India. It has improved communication, increased access to information, boosted economic growth, empowered entrepreneurs and small businesses, and improved education. However, it is important to be aware of the potential disadvantages of the iPhone, such as its high cost, the digital divide it can create, addiction, cyberbullying and online harassment, and privacy concerns.

It is important to use the iPhone responsibly and to be aware of the potential risks. Parents should also talk to their children about the responsible use of smartphones.



## 5. APPLICATION

The iPhone has had a wide range of applications in India, including:

**Communication:** The iPhone has made it easier for Indians to stay connected with friends and family members all over the world. With the iPhone, Indians can video chat, send and receive text messages and emails, and access social media platforms like Facebook and Twitter. This has helped to strengthen relationships and keep families connected, even when they are apart.



**Education:** The iPhone has also made it easier for Indian students to access educational resources and learn new skills. With the iPhone, students can download educational apps, watch educational videos, and connect with teachers and classmates online. This has helped to improve the quality of education in India and has made it more accessible to students from all backgrounds.



**Healthcare:** The iPhone has also had a positive impact on healthcare in India. With the iPhone, doctors can access medical records and patient data on the go. They can also use the iPhone to diagnose and treat patients remotely. This has helped to improve the quality and efficiency of healthcare delivery in India.



**Business:** The iPhone has also made it easier for Indian businesses to operate and grow. With the iPhone, businesses can access a variety of online tools and resources, such as e-commerce platforms, customer relationship management (CRM) software, and accounting software. They can also use the iPhone to market their products and services to a wider audience. This has helped to boost the Indian economy and has created new jobs.



**Government:** The iPhone has also been used by the Indian government to improve its services and connect with citizens. For example, the Indian government has launched a number of mobile apps that provide citizens with access to government services, such as paying taxes and applying for passports.



The Indian government has also used the iPhone to launch social media campaigns and to connect with citizens on a more personal level.

Here are some specific examples of how the iPhone is being used in India:

**Farmers:** Farmers in India are using the iPhone to access information about weather conditions, crop prices, and agricultural best practices. They are also using the iPhone to connect with buyers and sell their produce directly.



**Entrepreneurs:** Indian entrepreneurs are using the iPhone to start and grow their businesses. With the iPhone, entrepreneurs can access a variety of online tools and resources, such as e-commerce platforms, customer relationship management (CRM) software, and accounting software. They can also use the iPhone to market their products and services to a wider audience.



**Students:** Students in India are using the iPhone to access educational resources and learn new skills. With the iPhone, students can download educational apps, watch educational videos, and connect with teachers and classmates online.



**Doctors:** Doctors in India are using the iPhone to access medical records and patient data on the go. They are also using the iPhone to diagnose and treat patients remotely.



**Government officials:** Government officials in India are using the iPhone to improve their services and connect with citizens. For example, government officials are using the iPhone to launch mobile apps that provide citizens with access to government services, such as paying taxes and applying for passports.



Overall, the iPhone has had a significant positive impact on India. It has helped to improve communication, education, healthcare, business, and government services. The iPhone has also helped to empower individuals and businesses in India.

## 6. CONCLUSION

On the positive side, the iPhone has made it easier for Indians to stay connected with friends and family members all over the world, access information, and learn new skills. It has also boosted economic growth and empowered entrepreneurs and small businesses.

On the negative side, the iPhone is a relatively expensive device, and it can be difficult for many Indians to afford. Additionally, the iPhone can be addictive and can lead to problems such as sleep deprivation and social isolation. There are also concerns about the privacy of iPhone users and the data that Apple collects about its users.

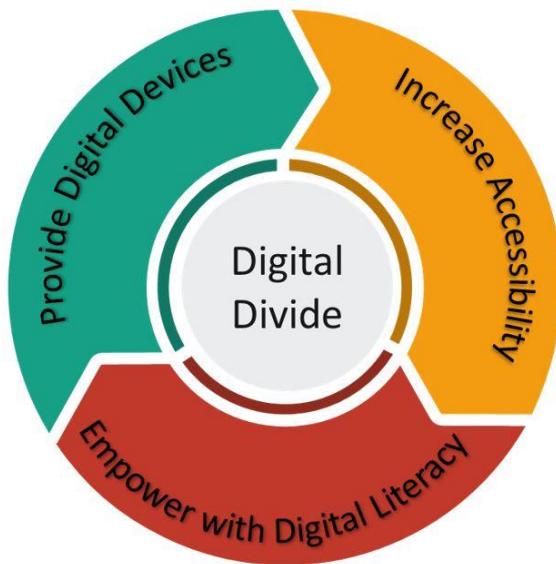
Overall, the iPhone has had a positive impact on India. It has helped to improve communication, education, and healthcare. It has also boosted economic growth and empowered entrepreneurs and small businesses. However, it is important to be aware of the potential disadvantages of the iPhone, such as its high cost, the digital divide it can create, addiction, cyberbullying and online harassment, and privacy concerns.

Here are some specific recommendations for how to maximize the benefits of the iPhone and minimize the challenges:

- **Make the iPhone more affordable:** Apple can make the iPhone more affordable by offering lower-priced models and by partnering with Indian carriers to offer subsidized iPhones.



- **Address the digital divide:** The Indian government can address the digital divide by providing subsidies for smartphones and by expanding access to the internet.



- **Educate people about the responsible use of smartphones:** Schools, parents, and the government can educate people about the responsible use of smartphones, including how to avoid addiction, cyberbullying, and online harassment.



- **Protect the privacy of iPhone users:** Apple can improve the privacy of iPhone users by giving users more control over their data and by being more transparent about how Apple collects and uses data.



By addressing these challenges, India can maximize the benefits of the iPhone and minimize the risks.

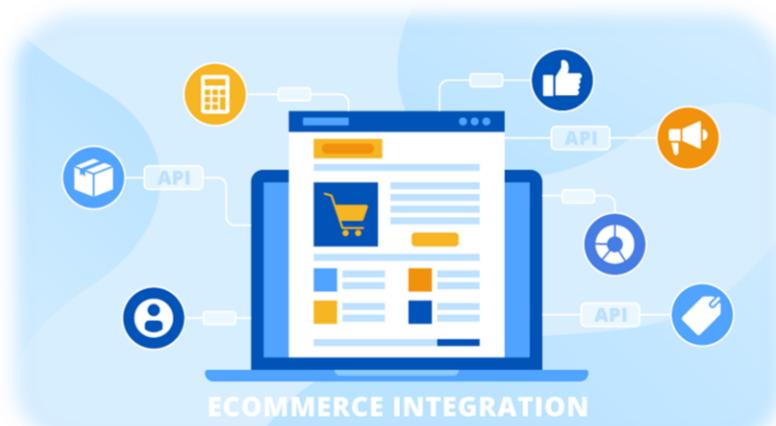
## 7. FUTURE SCOPE

Using Tableau software, we can visualize and explore the future scope and potential enhancements of the iPhone's impact in India.

- **Localization and Regional Customization:** To further integrate into the Indian market, future enhancements might include the development of region-specific features and apps tailored to the diverse cultural and linguistic landscape of the country.



- **E-commerce Integration:** To enhance the e-commerce experience in India, Apple could explore partnerships and integrations with local e-commerce platforms, offering special features and discounts tailored to the Indian market.



- **Market Expansion and Accessibility:** The future scope of the iPhone in India could involve strategies to enhance market penetration. Apple might explore options to make older iPhone models more affordable and cater to a broader spectrum of the population, ensuring a wider range of consumers can experience the iPhone ecosystem.  
Language and Accessibility Features: Improvements in language support and accessibility features would ensure a more inclusive experience for users across different regions and backgrounds in India.



- **Environmental Sustainability:** Future enhancements might focus on reducing the environmental footprint of iPhones, including eco-friendly packaging, energy-efficient technologies, and sustainable sourcing of materials.



- **Enhanced Security and Privacy:** With increasing concerns about data privacy, future iPhones may incorporate even stronger security features and privacy controls to safeguard user data.



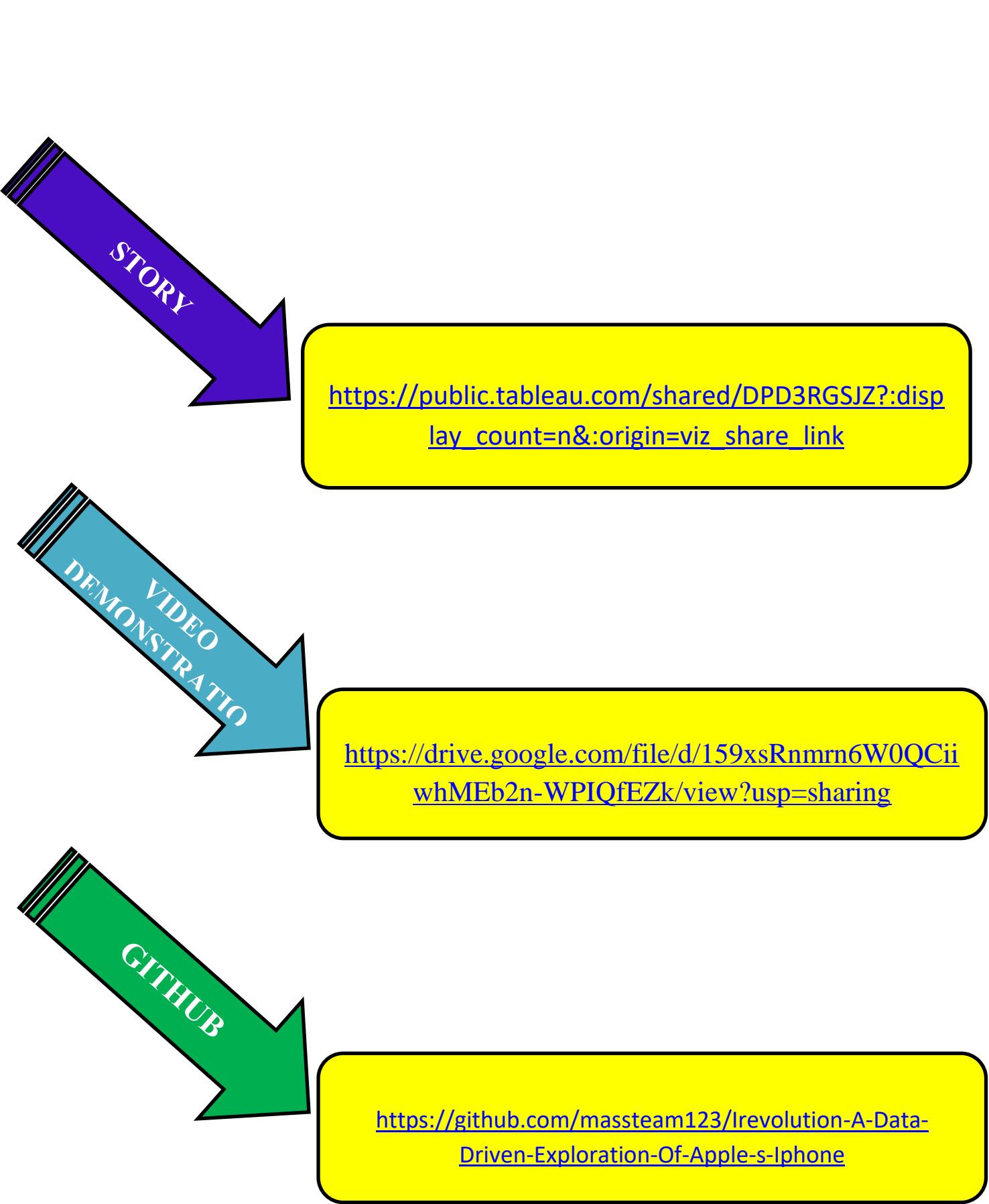
In a Tableau visualization, we can present these future enhancements in a clear and easily digestible format, including charts, graphs, and timelines to demonstrate how Apple's strategies may evolve to meet the dynamic needs of the Indian market. This approach allows for data-driven decision-making and provides a comprehensive view of the potential developments that lie ahead for the iPhone's impact in India.

## 8. APPENDIX









**STORY**

[https://public.tableau.com/shared/DPD3RGSJZ?:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/shared/DPD3RGSJZ?:display_count=n&:origin=viz_share_link)

**VIDEO  
DEMONSTRATION**

<https://drive.google.com/file/d/159xsRnmrn6W0QCiiwhMEb2n-WPIQfEZk/view?usp=sharing>

**GITHUB**

<https://github.com/massteam123/Irevolution-A-Data-Driven-Exploration-Of-Apple-s-iPhone>

