



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

GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN

III BSC MATHS

TEAM MEMBERS

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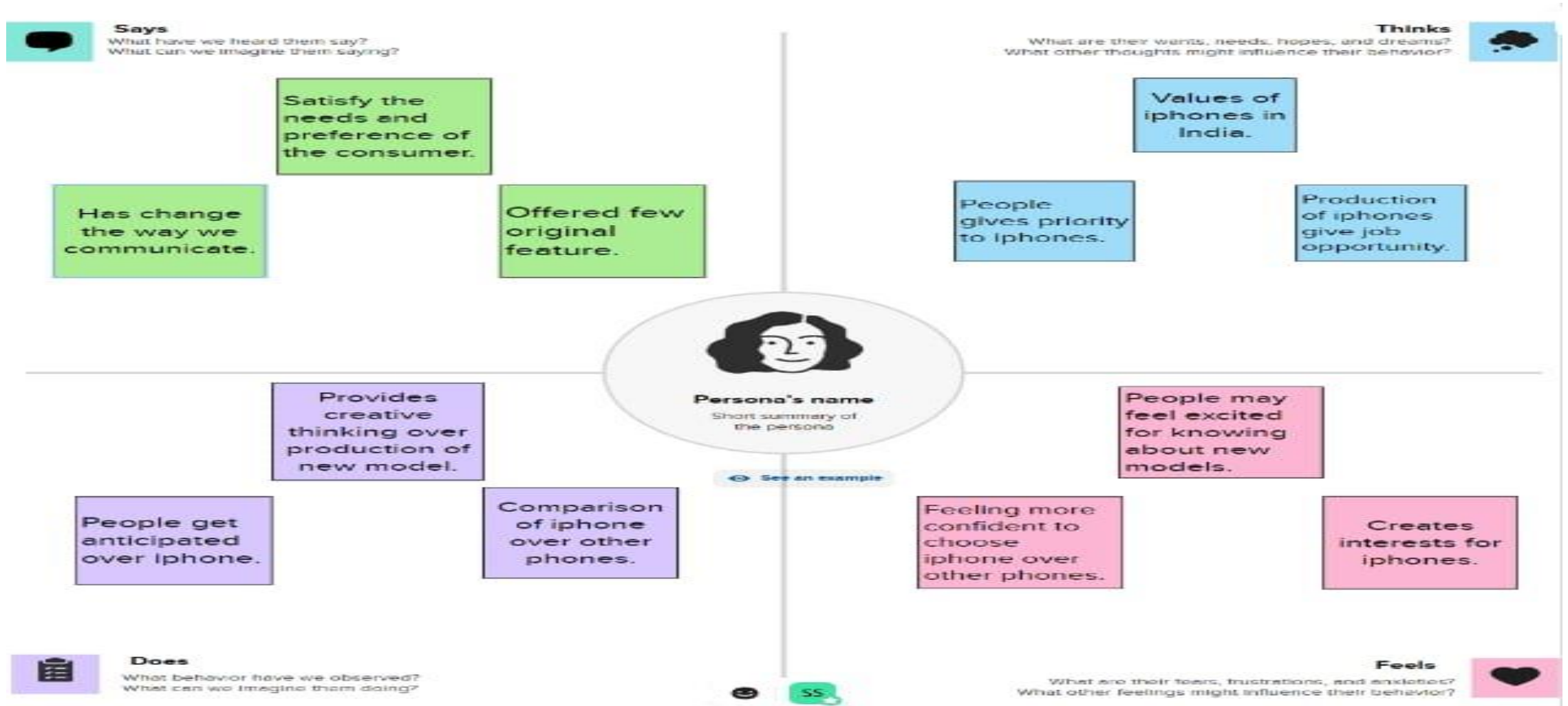
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INTRODUCTION

AN IPHONE IS ONE OF THE PREMIUM SMART PHONES IN THE WORLD. THROUGH THE YEARS, THE IPHONE HAS KEPT ITS PREMIUM EDGE OVER OTHER PHONES. SO, WHEN IT COMES TO AN IPHONE VS ANDROID COMPARISON, THERE ARE A FEW AREAS THAT GO ON THE PLUS SIDE OF BOTH. THE IPHONE IS BETTER IN SOME REGARDS. THERE ARE A FEW FEATURES AND SPECIFICATIONS ON WHICH AN IPHONE DOES BETTER THAN ANDROID.

PROBLEM DEFINITION AND DESIGN THINKING:

EMPATHY MAP



IDEATION & BRAINSTORMING MAP

1

Define your problem statement

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

⌚ 5 minutes

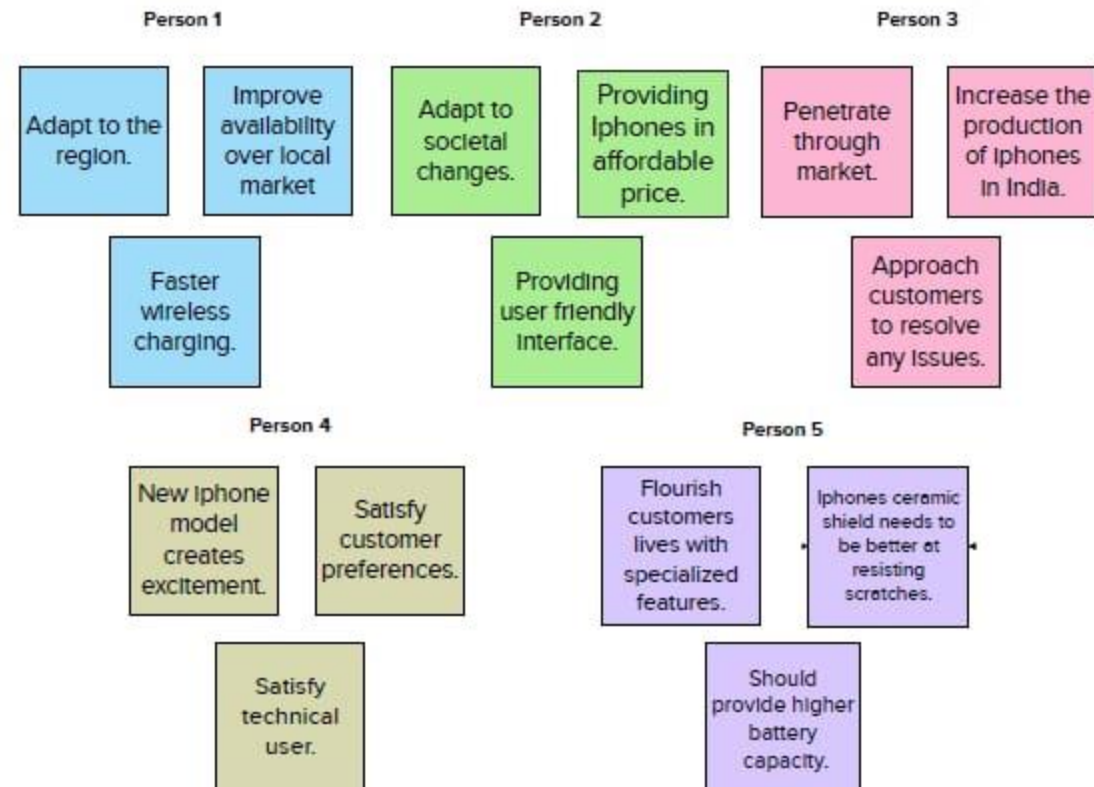
PROBLEM

To increase the number of
Apple Iphone users in
India.

Brainstorm

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

⌚ 10 minutes



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 and break it up into smaller sub-groups.

🕒 20 minutes

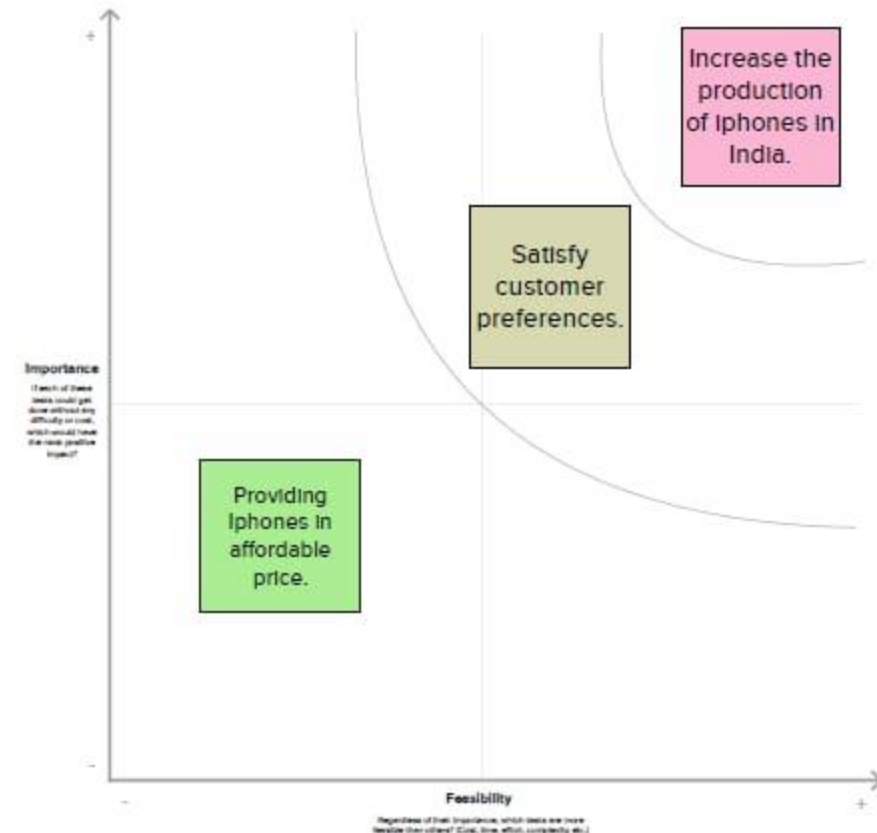
Adapt to the region.	Improve availability over local market	Faster wireless charging.
Adapt to societal changes.	Providing iPhones in affordable price.	Providing user friendly interface.
Penetrate through market.	Increase the production of iPhones in India.	Approach customers to resolve any issues.
New iPhone model creates excitement.	Satisfy customer preferences.	Satisfy technical user.
Flourish customers lives with specialized features.	Ipohes ceramic shield needs to be better at resisting scratches.	Should provide higher battery capacity.

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 content to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the sticky on the keyboard.



RESULT

KPI

Brand	Discount Percentage	Mrp	Sale Price	Star Rating	sales difference
Apple	0	77,000	77,000	5	0

Model Specification

Model	Processor	Front Ca..	Rear Camera	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	92,800
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	1,99,700
				Blue	59,900
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	74,900
				Blue	74,900
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	1,49,800
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	1,89,800
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	99,900

Battery Type Distribution

Battery Type

Lithium

Lithium Ion

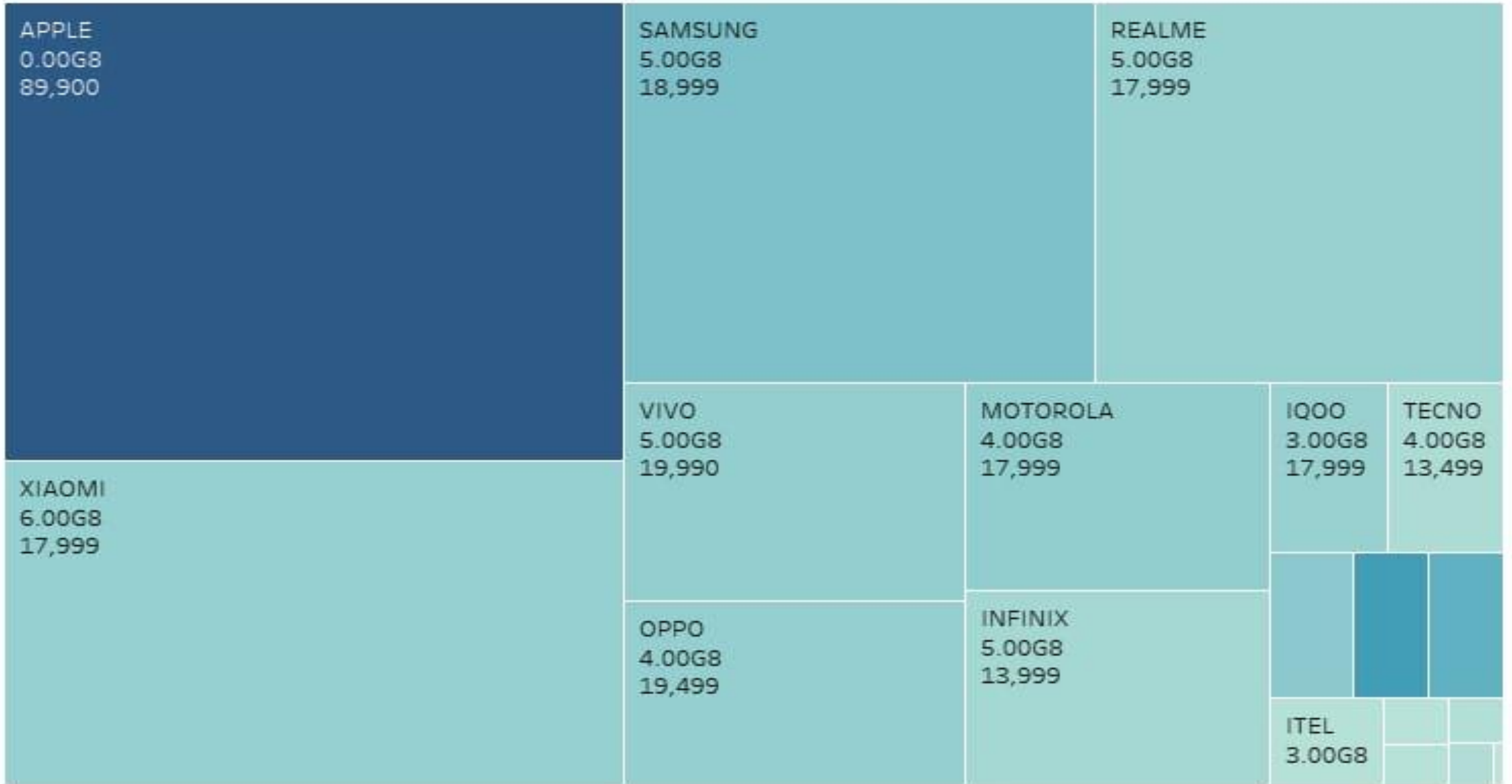
*Lithium
Polymer*

0K 2K 4K 6K 8K 10K 12K 14K 16K 18K 20K 22K 24K 26K

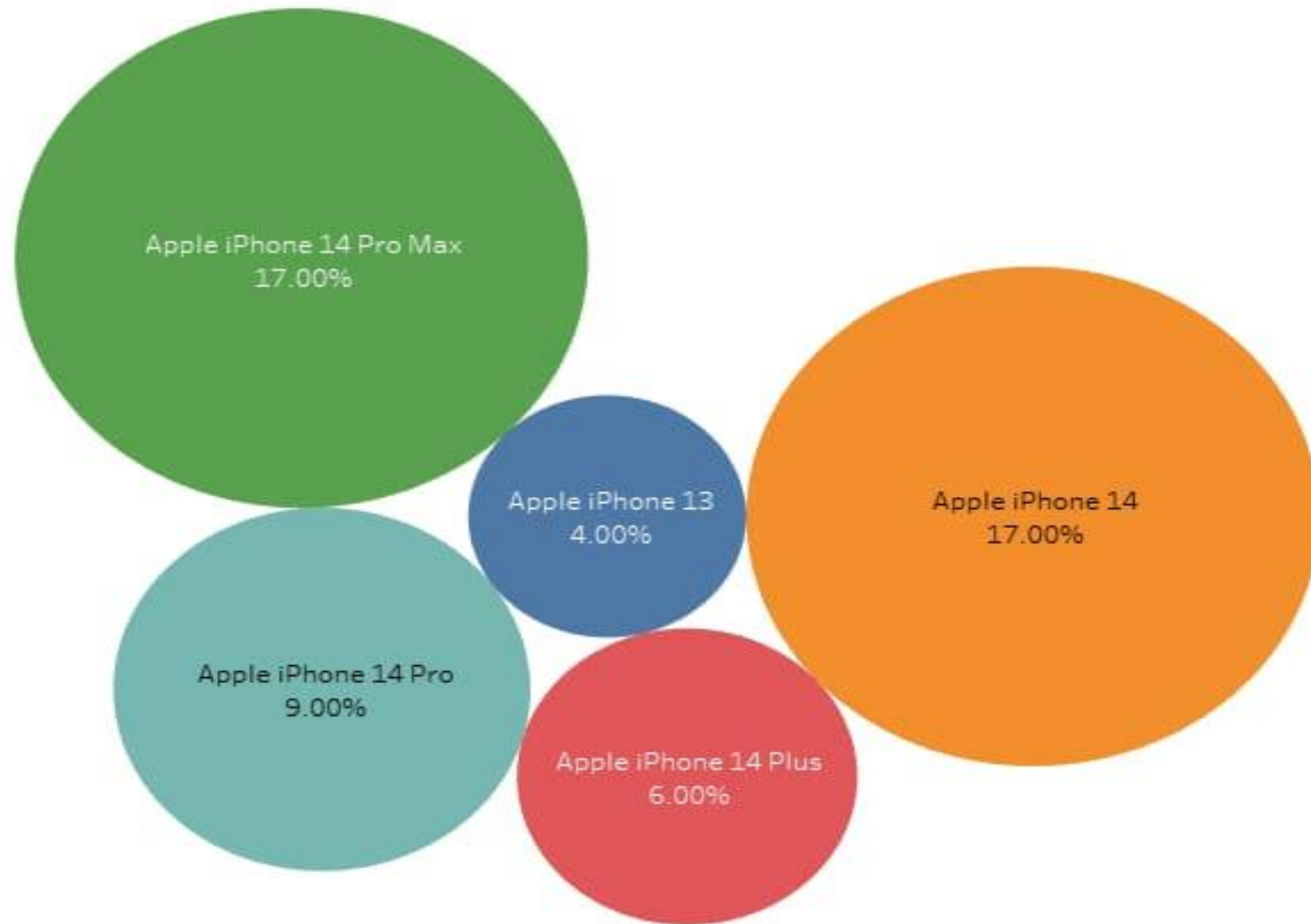
Avg. Original Price



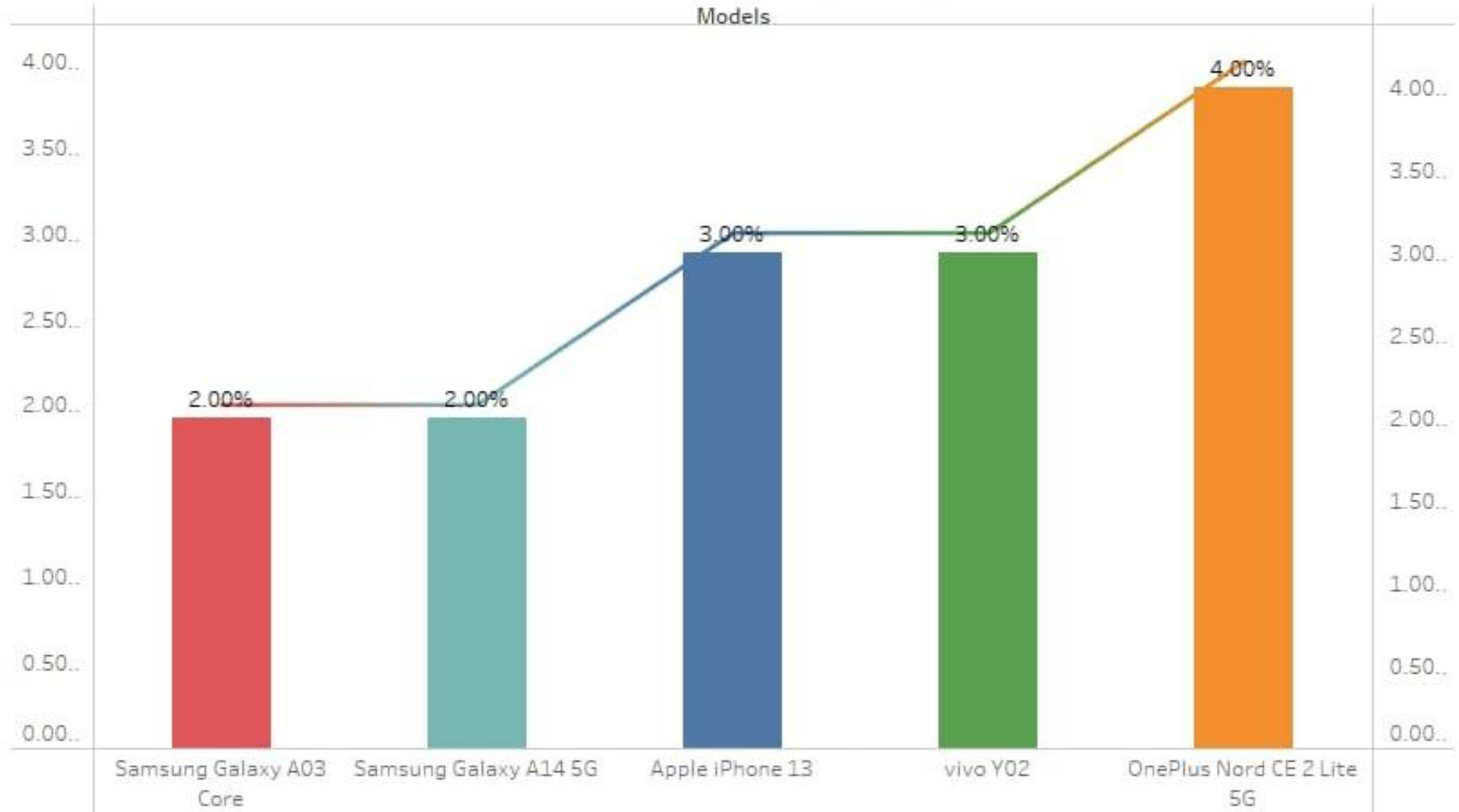
Brand Price Comparison



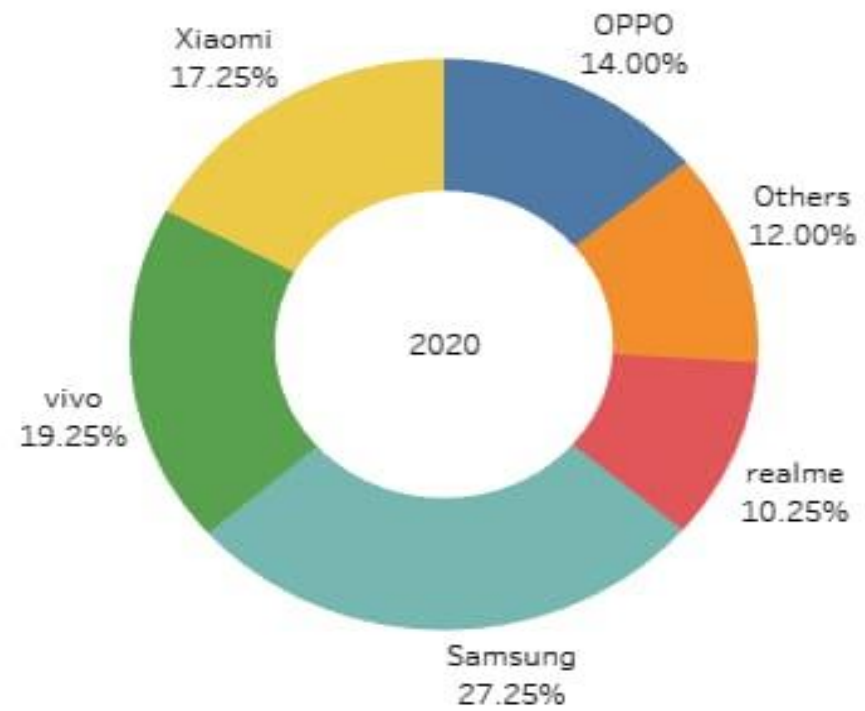
Model Share



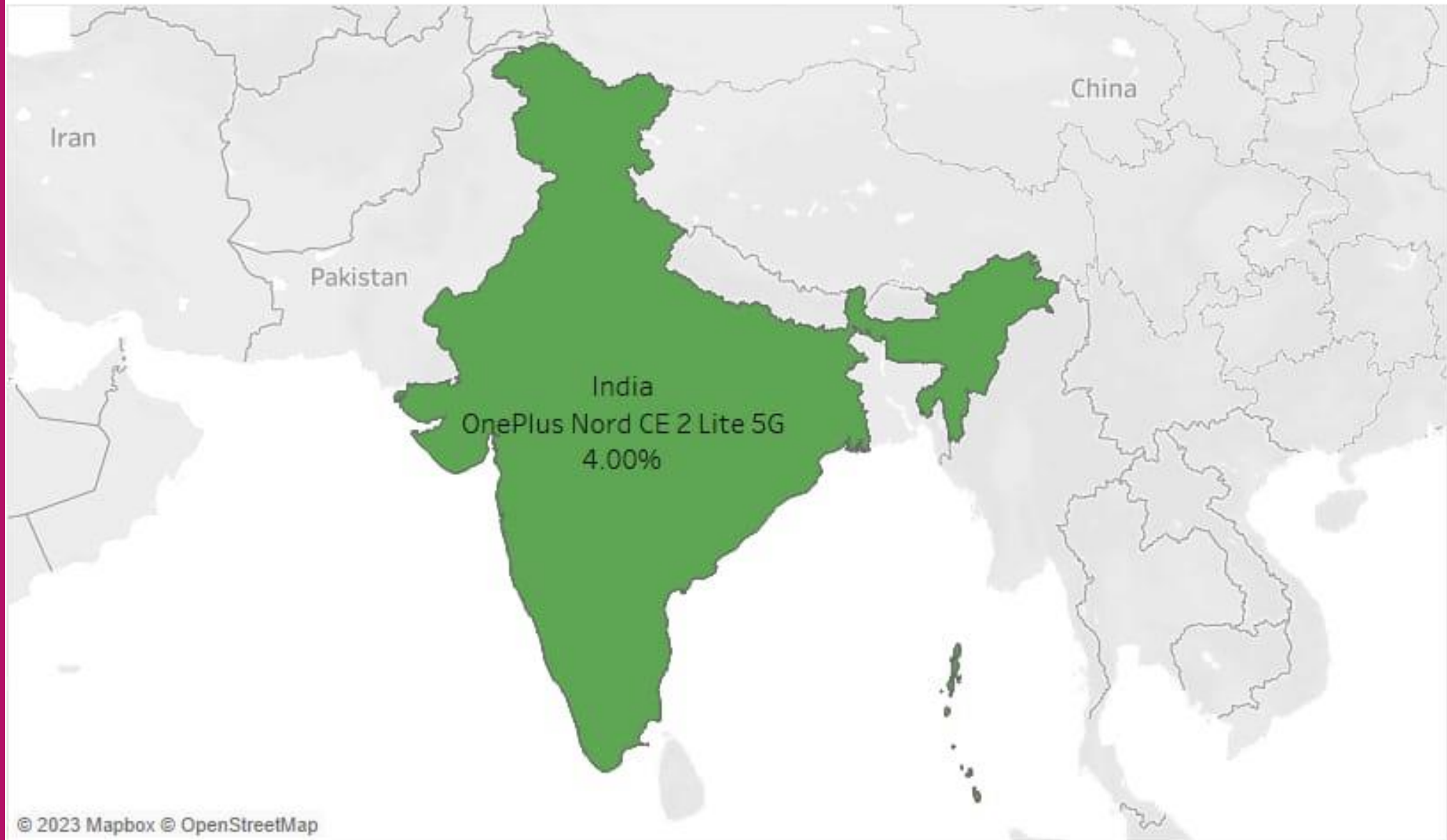
Country wise best selling smartphone



Quarterly - Share



Global Market Share



KPI_2

Revenue Generated

Units sold (mm)

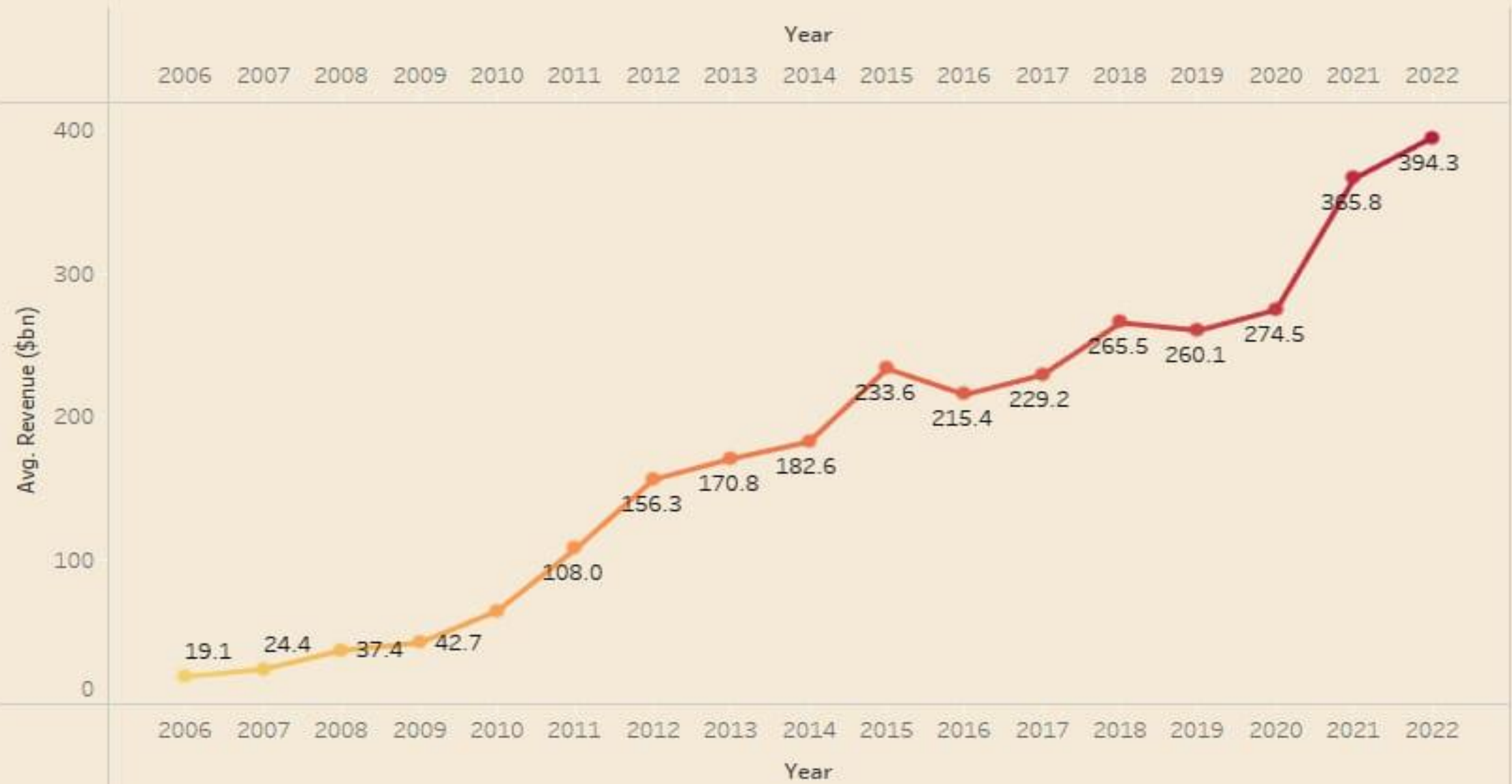
Active Users (mm)

91.2

150.2

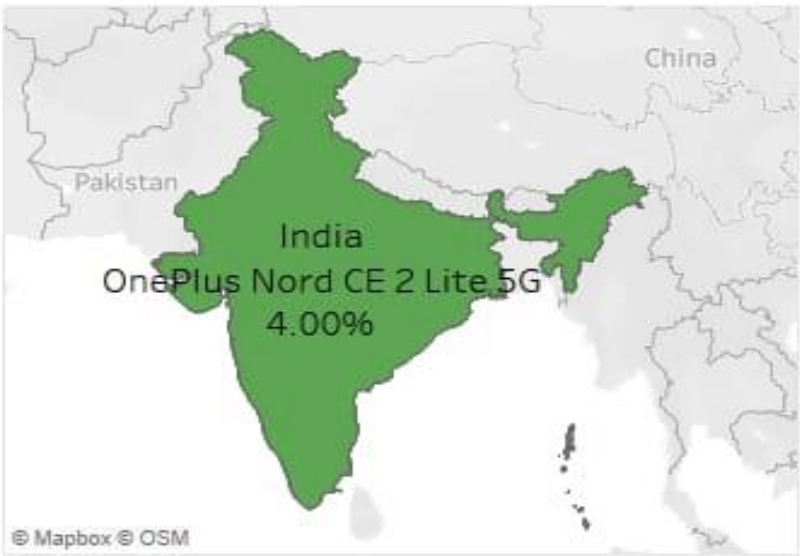
329.0

Annual Revenue



DASHBOARD 1:

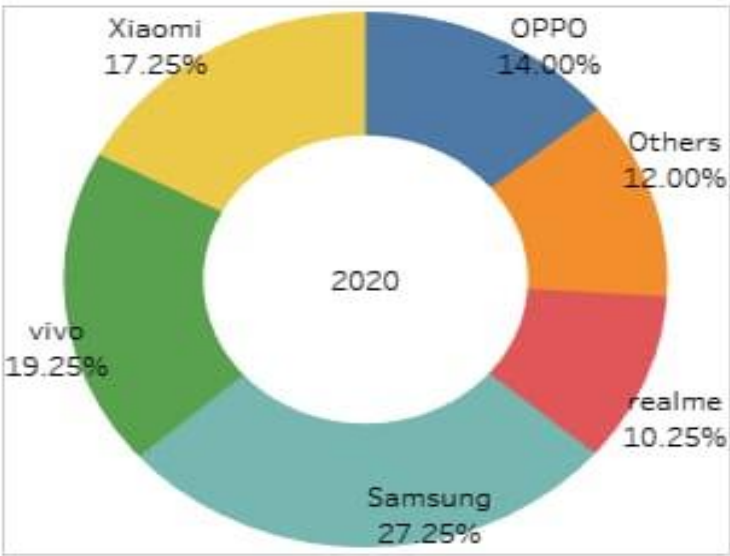
Global Market Share



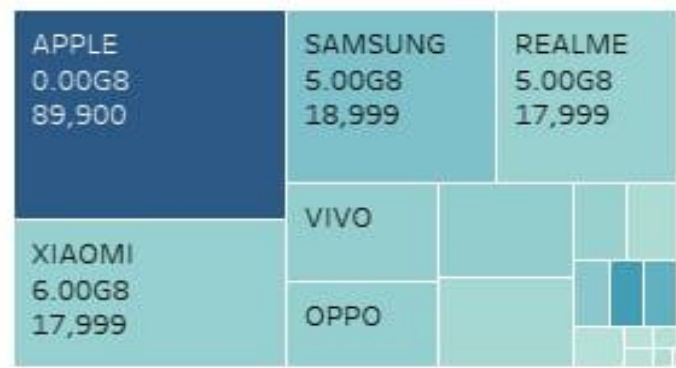
Battery Type Distribution



Quarterly - Share



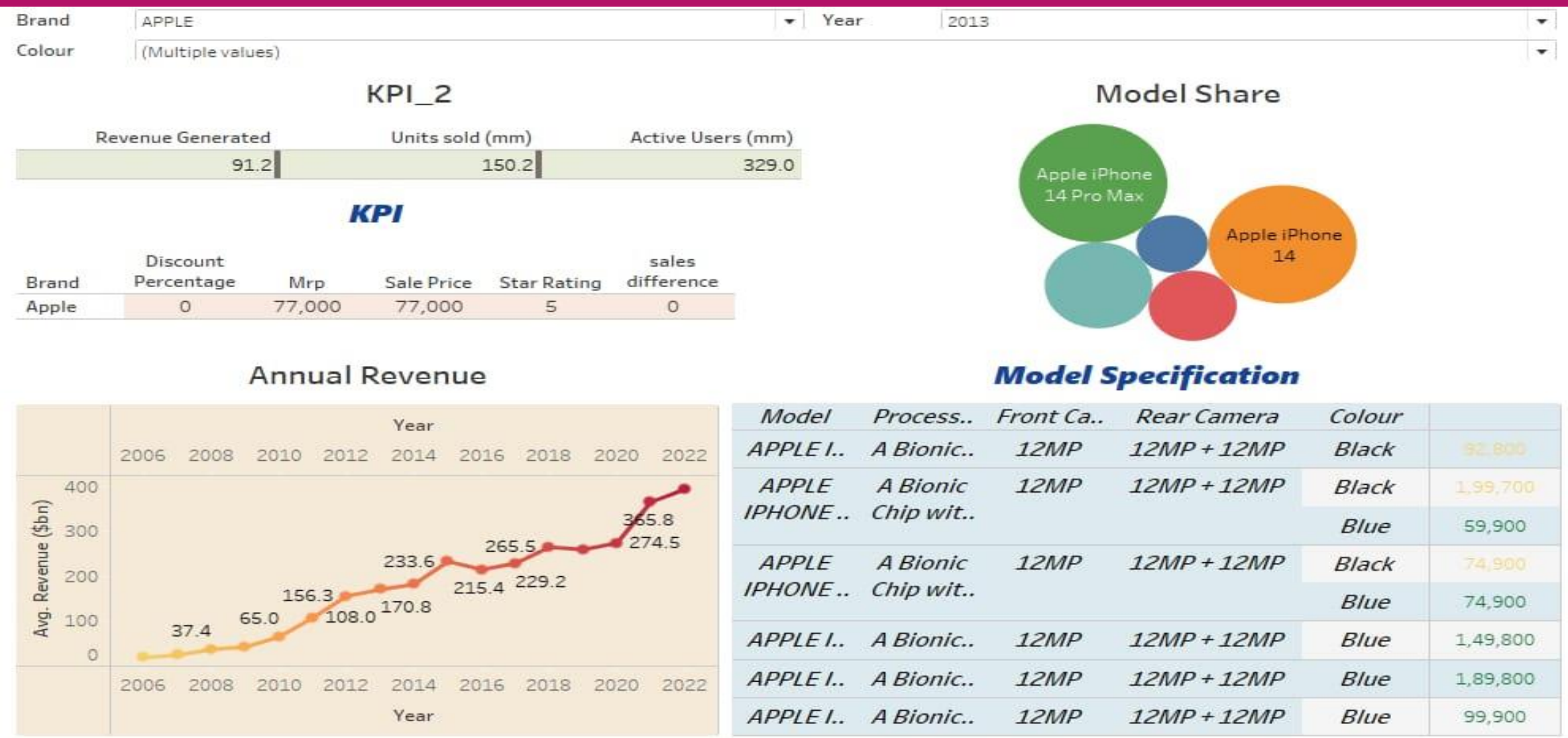
Brand Price Comparison



Country wise best selling smartphone



DASHBOARD 2:



STORY

Story 1



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

More than 1 billion consumers currently use iPhones.
Since its initial launch, more than 1.9 billion iPhone sales in 2021 surpassed the 2015 peak, but declined in 2022 to 232.2 million units.

Brand: Year:
Colour:

KPI_2

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

KPI

Brand	Discount Percentage	Mrp	Sale Price	Star Rating	sales difference
Apple	0	77,000	77,000	5	0

Active Users (mm): 329.0

Model Share



Annual Revenue

	Year									
	2006	2008	2010	2012	2014	2016	2018	2020	2022	
400										

Model Specification

Model	Process..	Front Ca..	Rear Camera	Colour	
APPLE I..	A Bionic..	12MP	12MP + 12MP	Black	92,800
APPLE IPHONE..	A Bionic Chip wit..	12MP	12MP + 12MP	Black	1,99,700

ADVANTAGES

ECOSYSTEM:

APPLE HAS ITS OWN ECOSYSTEM AMONG THEIR DEVICES, APPLE MADE A VERY GOOD ECOSYSTEM AMONG IPHONE. SHARING IS NOT EASY AMONG DIFFERENT PRODUCTS.

BRAND VALUE:

MOST OF THE CONSUMER BUY APPLE IPHONE FOR IT'S BRAND NAME.

USER INTERFACE:

IPHONE IS TOTALLY WORTH FOR IT'S USER INTERFACE AND WITH ITS BEST DESIGN, GOOD LOOKING OF IT'S PHONE.

DISADVANTAGES

- **THERE IS VERY MUCH DIFFERENCE OF PRICE BETWEEN IPHONE AND ANDROID.**
- **LIMITED AVAILABILITY OF CHARGING CABLE IF YOU ARE NOT CARRYING YOUR OWN.**
- **UNIMPRESSIVE SCREEN COMPARING WITH WHAT OTHER PHONE HAVE IN SIMILAR PRICE RANGE.**
- **MANY INDIAN APPS ARE NOT AVAILABLE AT ALL ON IPHONE.**

APPLICATION

- **FAST WORKING PROCESSOR.**
- **APPLE IPHONE HAVE VERY DETAILED REVIEW.**
- **ACTS AS A REPLACEMENT FOR MANY GADGETS.**
- **DEVELOPMENT OF IPHONE PROVIDE JOB OPPORTUNITY.**

FUTURE SCOPE

- **NOWADAYS, MORE AND MORE BUSINESSES ARE ADOPTING THE MOBILE-FIRST APPROACH.**
- **THERE IS A HIGH DEMAND FOR IOS DEVELOPERS WHO CAN BUILD APPS FOR APPLE DEVICES.**
- **THE TALENT SHORTAGE FOR IOS DEVELOPERS FOR IPHONE GIVES JOB OPPORTUNITIES WITH LUCRATIVE SALARIES.**

CONCLUSION

In summary, it is apparent that the iPhone was, and still, a remarkable invention of technological advancement. The iPhone provided a new way of mobile phone communication and usability. Its revolutionary technology has led to the variety of smartphones that are in use today.



THANK YOU