**My iPhone KPI AND EXPERIMENTATION**

I am going to talk about my iPhone Journey: A Tale of Love and Loyalty

**2015: The Beginning of a Journey**

It was in my second year of college. It was really an awesome moment when I got my first iPhone: the iPhone 6. As a young student, I had a device to capture my first moments with lifelong friends and help with school work by helping me take notes I could always access at any time. Almost every app I used on my iPhone felt leagues ahead of anything I had used before, from the camera to the chat and notes app. The iPhone 6 became an indispensable part of my daily life.

**2016: An Upgrade to Brilliance**

A year later, in 2016, I upgraded to the iPhone 6s. While the external design was familiar, the iPhone 6s introduced me to the magic of 3D Touch and the sheer power of its A9 chip. Suddenly, my device felt faster and more responsive. The improved camera with Live Photos added a new dimension to capturing memories, bringing photos to life with a tap. It wasn’t just an upgrade; it enhanced everything I had grown to love about the iPhone.

**2017: The iPhone 7 Era**

In 2017, I took another step forward with the iPhone 7. The boldness of Apple’s decision to remove the headphone jack didn’t really bother me once I bought the Lightning to 3.5mm Jack Converter; it was life as usual from then on; the water resistance feature did offer peace of mind. I do remember the matte black finish always felt premium, and it was always tempting to take off the case for a long period. the performance of the device kept up with my growing demands as I made sure to get the 128 GB version this time around

**2018–2023: Holding On to the Legacy**

Despite the rapid advancements in technology and the release of new iPhone models, I found myself sticking with the iPhone 7. It was a reliable companion through my early professional years. While newer iPhones tempted me with their edge-to-edge displays, Face ID, and advanced cameras, the iPhone 7’s performance and familiarity kept me loyal. It wasn’t just a phone; it was a part of my routine, carrying memories of my college days and early career.

**2024: A Leap to the Future**

After seven years, I took the plunge and bought the **iPhone 15 Pro**. This wasn’t just an upgrade; it was a commitment to a new journey in **content creation**. With its incredible camera capabilities and powerful hardware, the iPhone 15 Pro is my go-to tool for creating professional-quality content and interviewing fellow data professionals. It symbolizes the start of an exciting endeavor to share insights and connect with the broader tech community.

**2025: FORWARD ON !!**

Now, with plans to launch this initiative, the iPhone 15 Pro stands as a testament to how technology can empower creativity and storytelling, and I can’t wait to see where this journey takes me.

**Experiment One: Enabling Payment in Nigerian Local Currency for Apple In-App Purchases**

**Objective**

To test whether partnering with a payment startup or national bank to enable in-house Apple purchases using Nigerian local currency increases in-store purchases.

**Hypotheses**

* **Null Hypothesis (H₀)**:  
  Partnering with the payment company will not increase the number of in-store Apple purchases.
* **Alternative Hypothesis (H₁)**:  
  Partnering with the payment company will increase the number of in-store Apple purchases.

**Metrics**

1. **Leading Metric**:
   * Number of in-store purchases made using the new payment option (via the payment app).
   * This metric reflects the direct adoption and usage of the partnership payment solution.
2. **Lagging Metric**:
   * Total increase in in-store purchases (regardless of payment method).
   * This metric measures the overall impact of the partnership on Apple's revenue from Nigerian customers.

**Experiment Design**

1. **Population Selection**:
   * Nigerian Apple users currently unable to use local cards for Apple in-app purchases.
2. **Test Cell Allocation**:
   * **Control Group (50%)**:
     + Retain the current system without introducing the local payment option.
   * **Test Group (50%)**:
     + Introduce the local payment option integrated via the partnered payment company or national bank.
3. **Duration**:
   * Run the experiment for **8 weeks** to account for variations in purchasing behavior and potential adoption delays.
4. **Randomization**:
   * Randomly assign Nigerian Apple IDs or devices to either the test group or the control group to ensure unbiased results.

**Execution Plan**

1. **Implementation**:
   * Collaborate with the selected payment startup or national bank to integrate local payment options into the Apple App Store and other in-app purchase mechanisms.
   * Ensure a smooth and secure payment process for users in the test group.
2. **Communication**:
   * Notify test group users about the availability of the new payment option through in-app messages, emails, or push notifications.
   * Avoid communicating about this change to the control group to maintain isolation.
3. **Data Collection**:
   * Track transactions made through the new payment option (test group).
   * Compare the total number of in-store purchases between the test and control groups.

**Analysis Plan**

1. **Evaluate Leading Metric**:
   * Compare the number of purchases using the partnered payment app in the test group against the control group (which cannot use this option).
2. **Evaluate Lagging Metric**:
   * Assess whether there is a statistically significant increase in the total number of in-store purchases in the test group compared to the control group.
3. **Statistical Significance**:
   * Use a **t-test** or **chi-square test** (depending on the data distribution) to determine if the differences between the test and control groups are significant.

**Expected Outcome**

* If the null hypothesis is rejected, the experiment demonstrates that enabling local currency payments through a partnership increases Apple purchases in Nigeria, potentially unlocking a new revenue stream.
* If the null hypothesis is not rejected, it may suggest barriers beyond payment options affecting purchasing behavior.

### ****Experiment Two: Evaluating the Impact of Opening a Local Certified Apple Store in Nigeria****

#### **Objective**

To determine if opening a certified Apple Store in Nigeria will increase device sales and revenue from repairs and refurbishments, reducing losses from third-party repair services.

### ****Hypotheses****

* **Null Hypothesis (H₀)**:  
  Opening a certified Apple Store in Nigeria does not lead to an increase in device sales or repair and refurbishment revenue.
* **Alternative Hypothesis (H₁)**:  
  Opening a certified Apple Store in Nigeria leads to an increase in device sales and repair and refurbishment revenue.

### ****Metrics****

1. **Leading Metric**:
   * Increase in sales and revenue through the newly established certified Apple Store.
2. **Lagging Metric**:
   * Overall increase in Apple device sales and revenue in Nigeria (including devices sold through other channels).

### ****Experiment Design****

1. **Population Selection**:
   * Nigerian Apple users who currently rely on third-party repair services or unauthorized sellers.
   * Potential customers in major cities with significant demand for Apple products and services.
2. **Test Cell Allocation**:
   * **Control Group (50%)**:
     + Customers who continue accessing Apple products through existing third-party resellers and repair channels.
   * **Test Group (50%)**:
     + Customers with access to the newly opened certified Apple Store.
3. **Test Locations**:
   * Open the certified Apple Store in a city with high demand (e.g., Lagos or Abuja).
   * Control locations will remain cities without direct access to certified Apple Stores.
4. **Duration**:
   * Run the experiment for **12 months** to observe sustained purchasing and repair behaviors.

### ****Execution Plan****

1. **Setup**:
   * Establish a fully functional certified Apple Store with device sales, repairs, and refurbishment services.
   * Train staff to handle repairs under Apple Care and provide genuine Apple parts.
2. **Data Collection**:
   * Track in-store device sales, repairs, and refurbishments in the certified Apple Store (test group).
   * Monitor sales and repair revenue in control areas.
3. **Marketing Efforts**:
   * Promote the new Apple Store via local advertisements, partnerships, and educational campaigns about the benefits of certified repairs and Apple Care.

### ****Analysis Plan****

1. **Evaluate Leading Metric**:
   * Compare the increase in sales and repair revenue from the certified Apple Store against the control group.
2. **Evaluate Lagging Metric**:
   * Assess whether there is a nationwide increase in Apple device sales and repair revenue due to the presence of the certified store.
3. **Statistical Analysis**:
   * Use statistical tests (e.g., **t-test**, **ANOVA**) to evaluate whether differences between the test and control groups are significant.

### ****Expected Outcome****

* If the null hypothesis is rejected, the experiment will show that opening a certified Apple Store in Nigeria leads to increased sales and repair revenue, making it a viable investment to recapture lost revenue from third-party services.
* If the null hypothesis is not rejected, further investigation into local purchasing and repair habits may be necessary.

### ****Experiment Three: Evaluating the Impact of an Apple-MTN Split Payment Plan on Device Sales in Nigeria****

#### **Objective**

To determine if offering a split payment plan in partnership with MTN, a leading network provider in Nigeria, increases Apple device sales.

### ****Hypotheses****

* **Null Hypothesis (H₀)**:  
  The partnership with MTN does not increase Apple device sales in Nigeria.
* **Alternative Hypothesis (H₁)**:  
  The partnership with MTN increases Apple device sales in Nigeria.

### ****Metrics****

1. **Leading Metric**:
   * Increase in Apple device sales made specifically through the MTN split payment plan.
2. **Lagging Metric**:
   * Overall increase in Apple device sales across Nigeria.

### ****Experiment Design****

1. **Population Selection**:
   * Nigerian consumers with purchasing power for Apple devices, segmented into:
     + Those with access to the split payment plan via MTN (test group).
     + Those without access to the plan (control group).
2. **Test Cell Allocation**:
   * **Control Group (50%)**:
     + Customers without access to the MTN split payment plan, purchasing Apple devices outright.
   * **Test Group (50%)**:
     + Customers with access to the MTN split payment plan, allowing them to pay for Apple devices in installments.
3. **Test Locations**:
   * Choose a mix of urban and semi-urban areas across Nigeria where MTN has strong market penetration.
4. **Duration**:
   * Run the experiment for **6 months** to observe sales trends and adoption of the split payment plan.

### ****Execution Plan****

1. **Implementation**:
   * MTN and Apple collaborate to create a seamless split payment plan for Apple devices.
   * Ensure MTN infrastructure can support installment payments and device locking to MTN's network until the full payment is made.
2. **Marketing**:
   * Jointly promote the split payment plan through MTN’s and Apple’s marketing channels, highlighting affordability and accessibility.
   * Include digital and physical campaigns targeting urban and semi-urban areas.
3. **Data Collection**:
   * Track sales of Apple devices through the split payment plan in the test group.
   * Monitor overall Apple device sales in both test and control groups.

### ****Analysis Plan****

1. **Evaluate Leading Metric**:
   * Compare the number of Apple devices sold through the MTN split payment plan in the test group versus outright sales in the control group.
2. **Evaluate Lagging Metric**:
   * Assess whether there is a significant increase in total Apple device sales across Nigeria.
3. **Statistical Analysis**:
   * Conduct a **t-test** or similar statistical analysis to determine if the difference in sales between the test and control groups is statistically significant.

### ****Expected Outcome****

* **If the null hypothesis is rejected**:  
  The MTN split payment plan significantly increases Apple device sales in Nigeria, indicating a strong market for installment-based purchases.
* **If the null hypothesis is not rejected**:  
  Additional barriers to device purchases (e.g., device pricing, consumer preferences) may need to be addressed.