

BUSINESS INTELLIGENCE & ANALYTICS

 **has a plan.**



GROUP 5

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BUSINESS PROBLEM

- AMOUNT OF EMISSION REDUCED BY APPLE FROM 2015 TO 2023.
- COMPARING THE TRENDS TO THEIR REVENUE AND MARKET CAP TRENDS IN THE SAME PERIOD.
- IS APPLE ON TRACK TO MEET THEIR 2030 GOAL OF NET ZERO EMISSIONS?



DATA

- # CLEANING
- The unwanted data was removed from the extracted excel files (example: description, colour of iPhone)
 - The blank rows and columns were deleted.
 - We re-arranged the data according to the release year.
 - We sorted the data and pivoted them to find the range of carbon emissions produced over the years.

TABLE

carbon_footprint_by_product (Multiple Connections)

Connection

☒ Live

☐ Extract

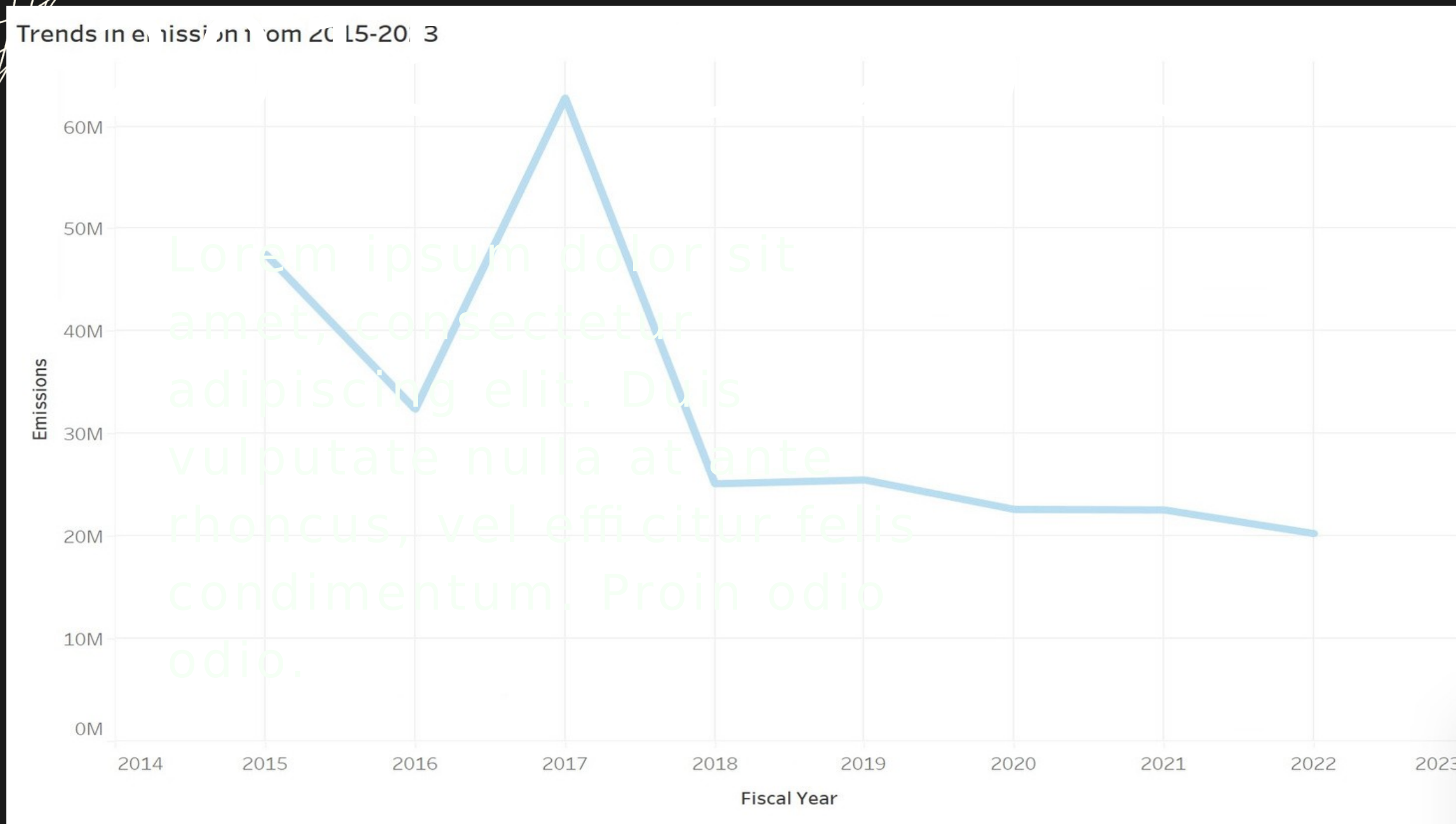
greenhouse_gas_emissions

Apple revenue by region

carbon_footprint_by_prod...

normalizing_factors

AMOUNT OF EMISSION REDUCED BY APPLE FROM



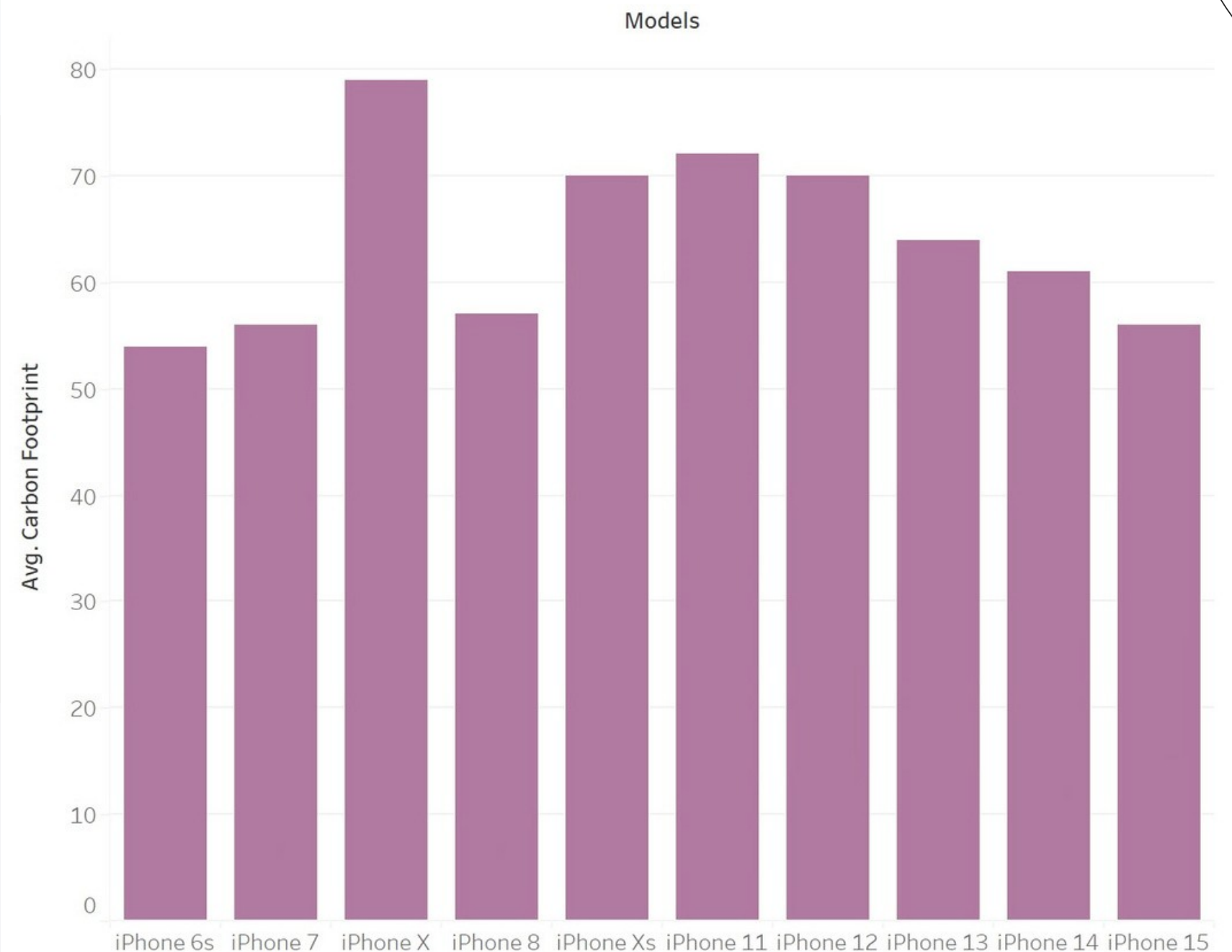
THE EMISSION
OVER THE YEARS
HAS CONSTANTLY
DECREASED
EXCEPT IN THE
YEAR 2017.

CARBON FOOTPRINTS FOR DIFFERENT MODELS OF IPHONE

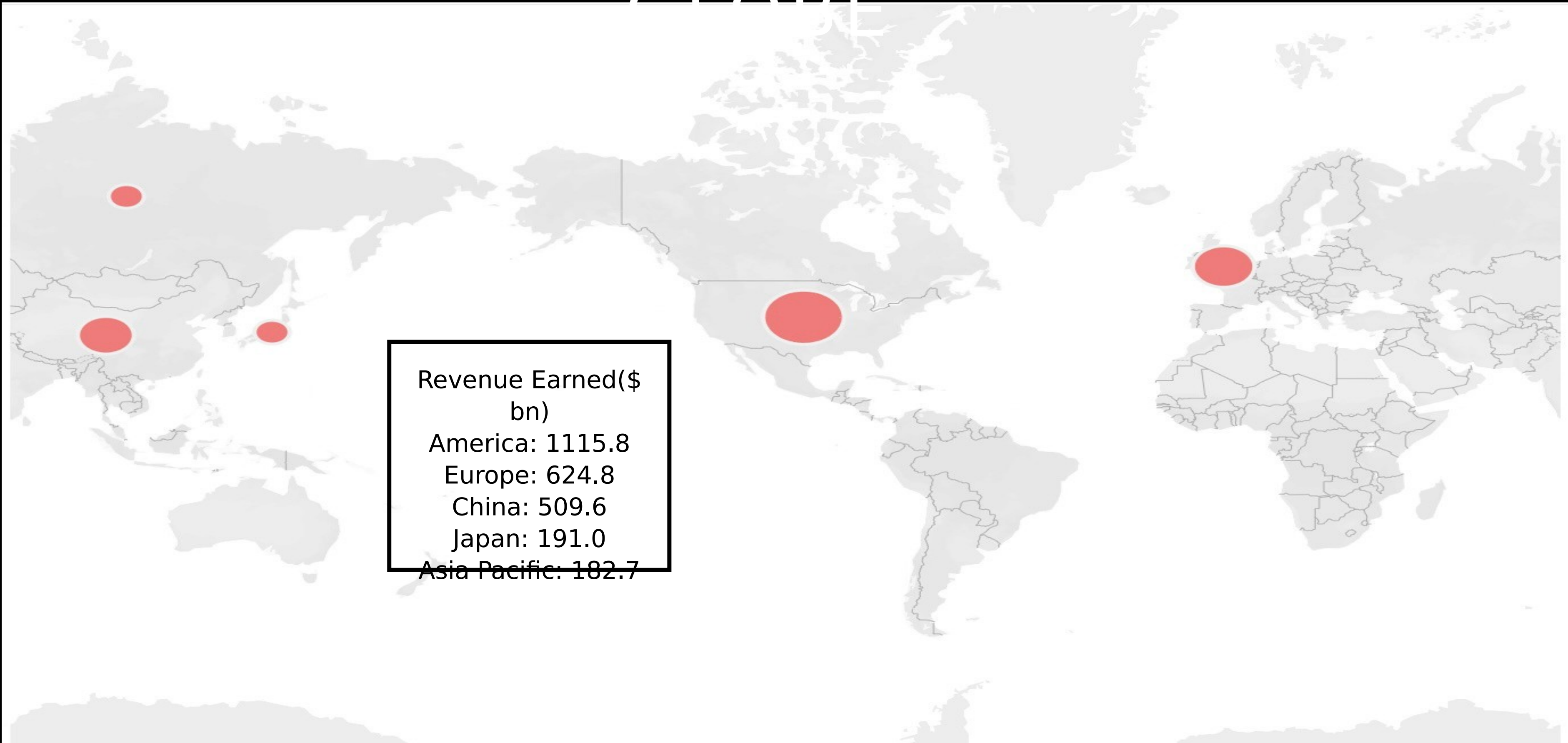


We are utilizing bar charts as it allows for a clear visual comparison of different models of iPhone and the carbon footprints.

Carbon footprints for different models of iPhone



REVENUE EARNED ACROSS THE GLOBE



Revenue Earned(\$
bn)

America: 1115.8

Europe: 624.8

China: 509.6

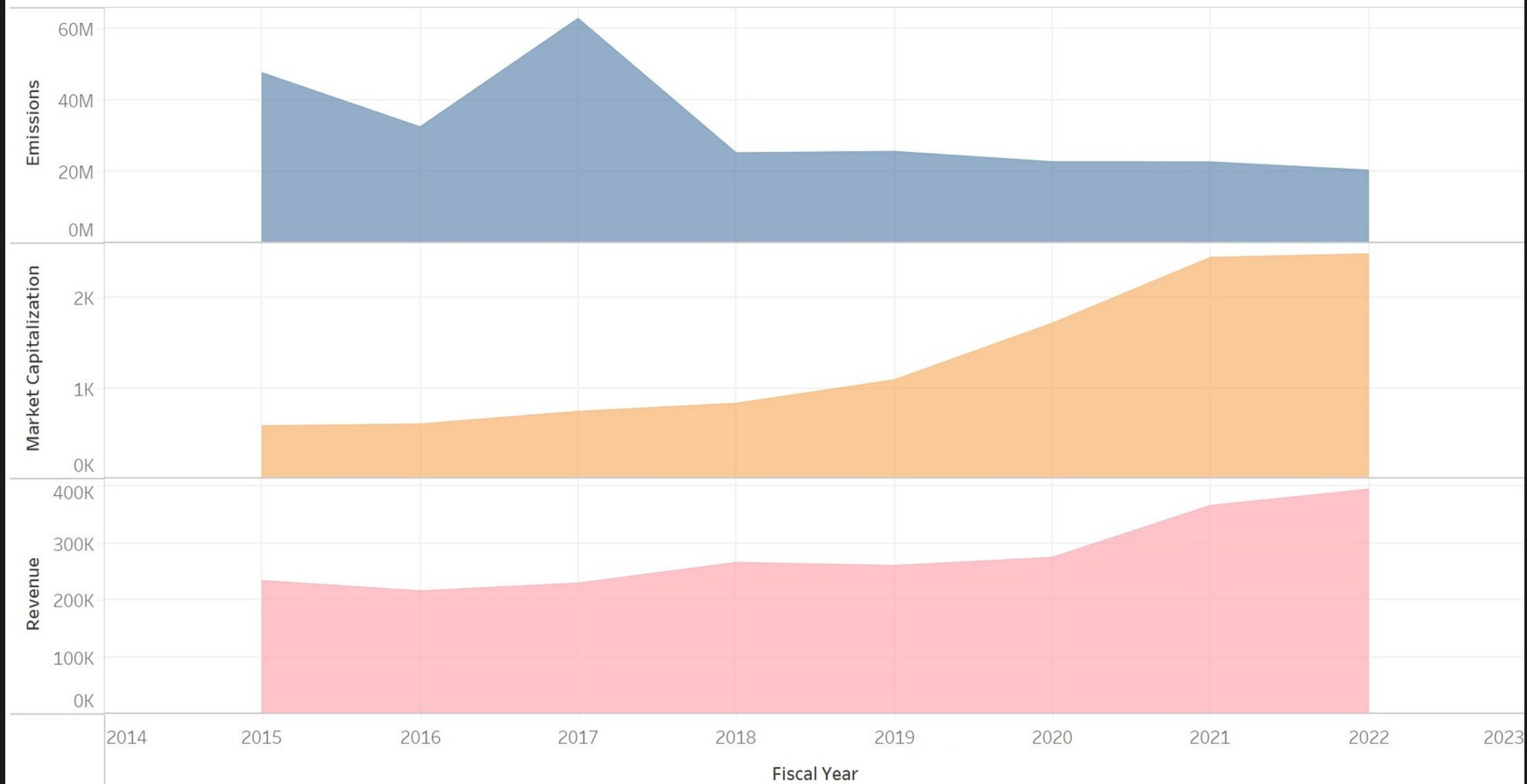
Japan: 191.0

Asia Pacific: 182.7

TRENDS IN REVENUE

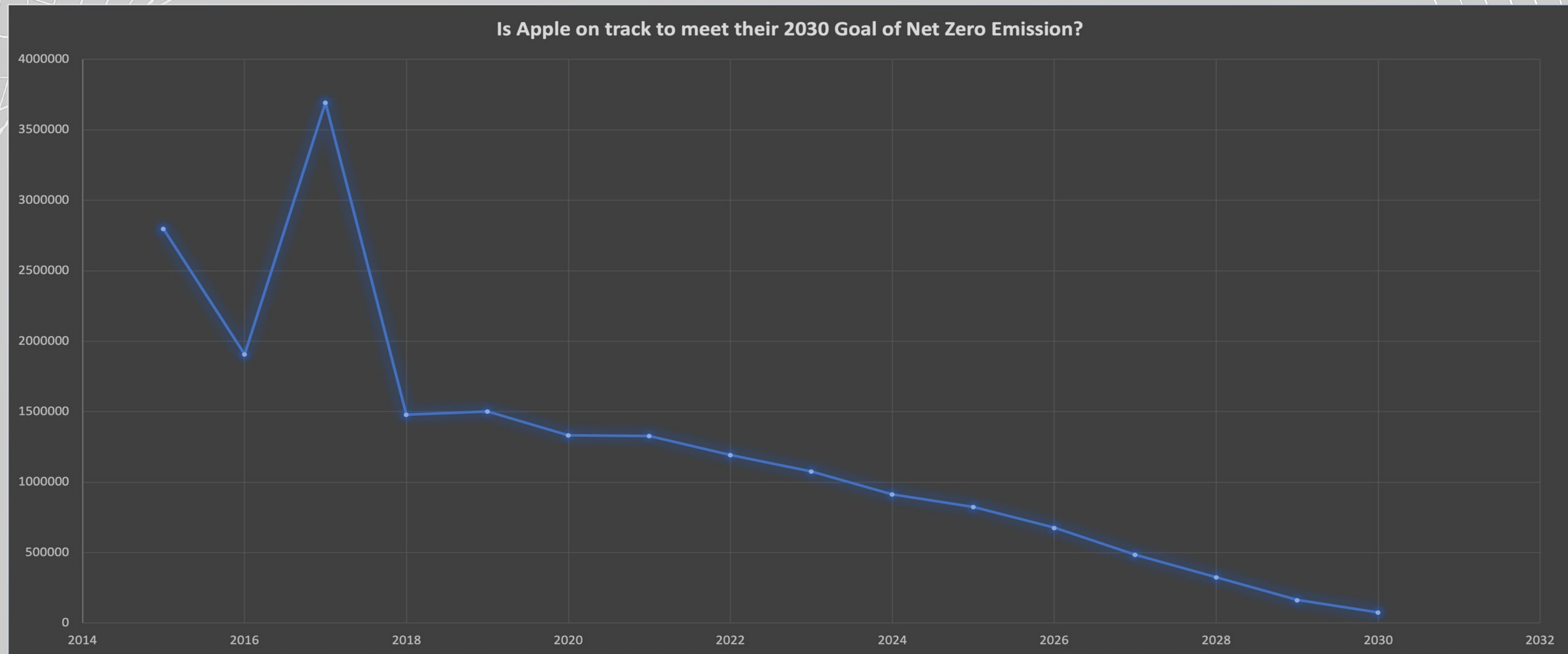
SMART MARKET CAP

Trends in revenue and market cap



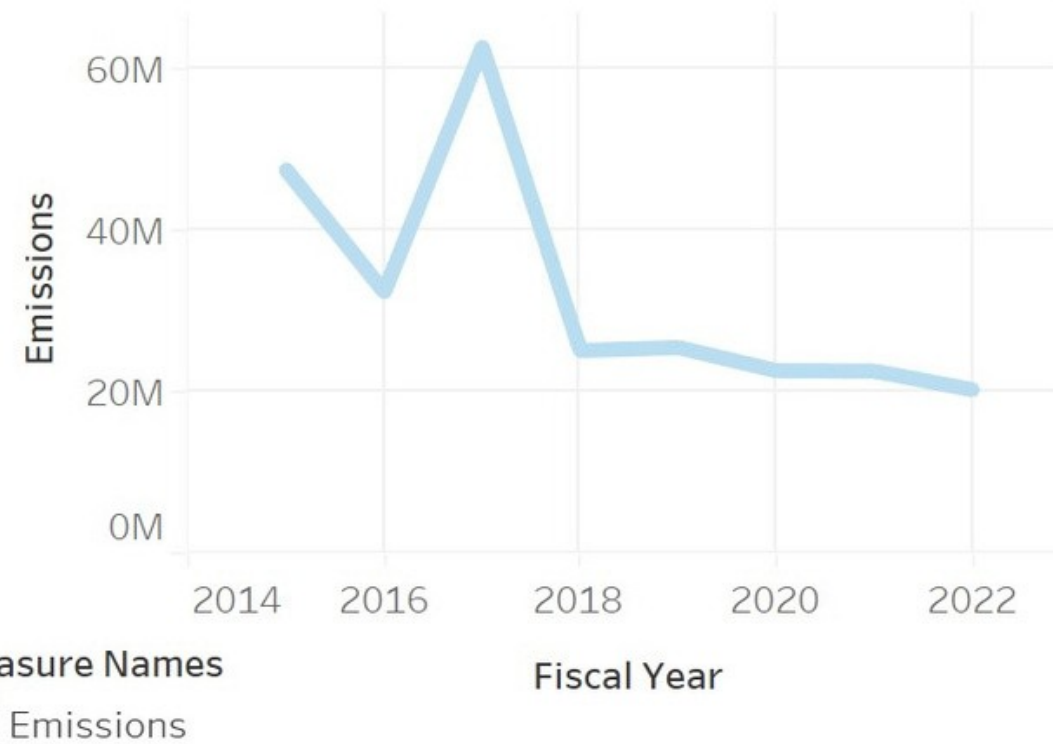
We have selected Area chart as this is effective for displaying cumulative values or highlighting the proportion of emissions against financial data over time.

Is Apple on track to meet their 2030 goal on net Zero Emission?

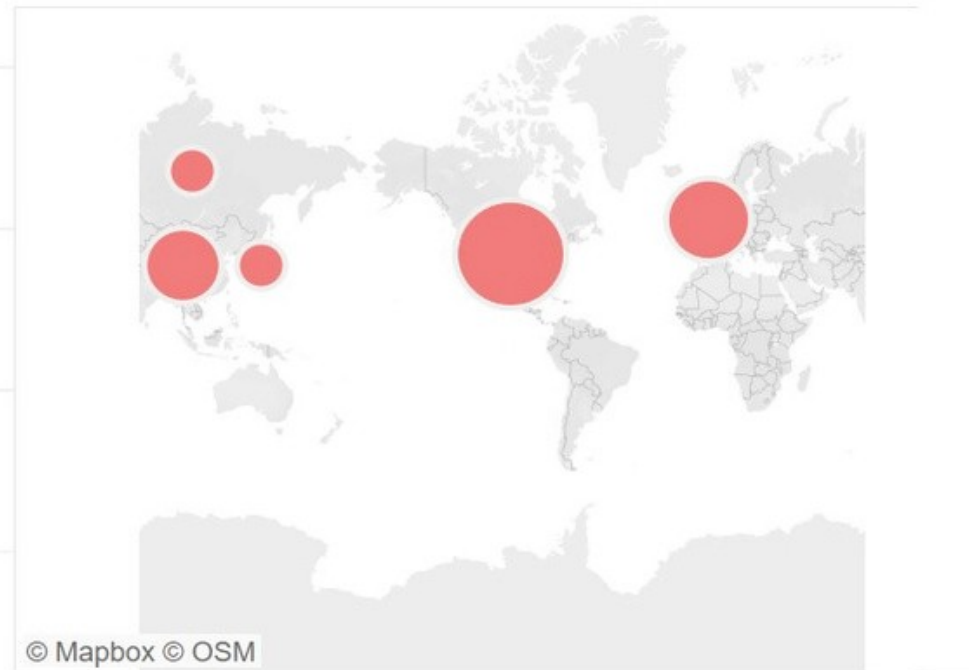


DASHBOARD

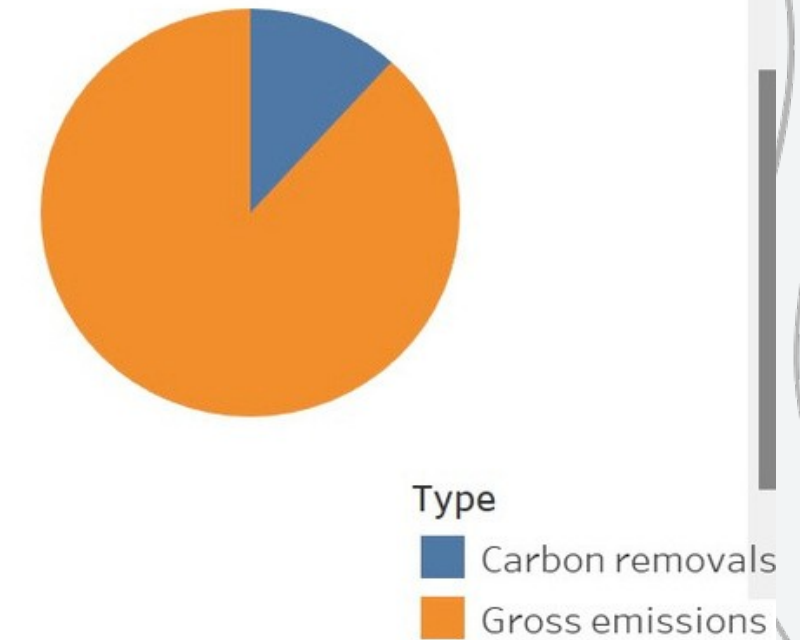
Trends in emission from 2015-2023



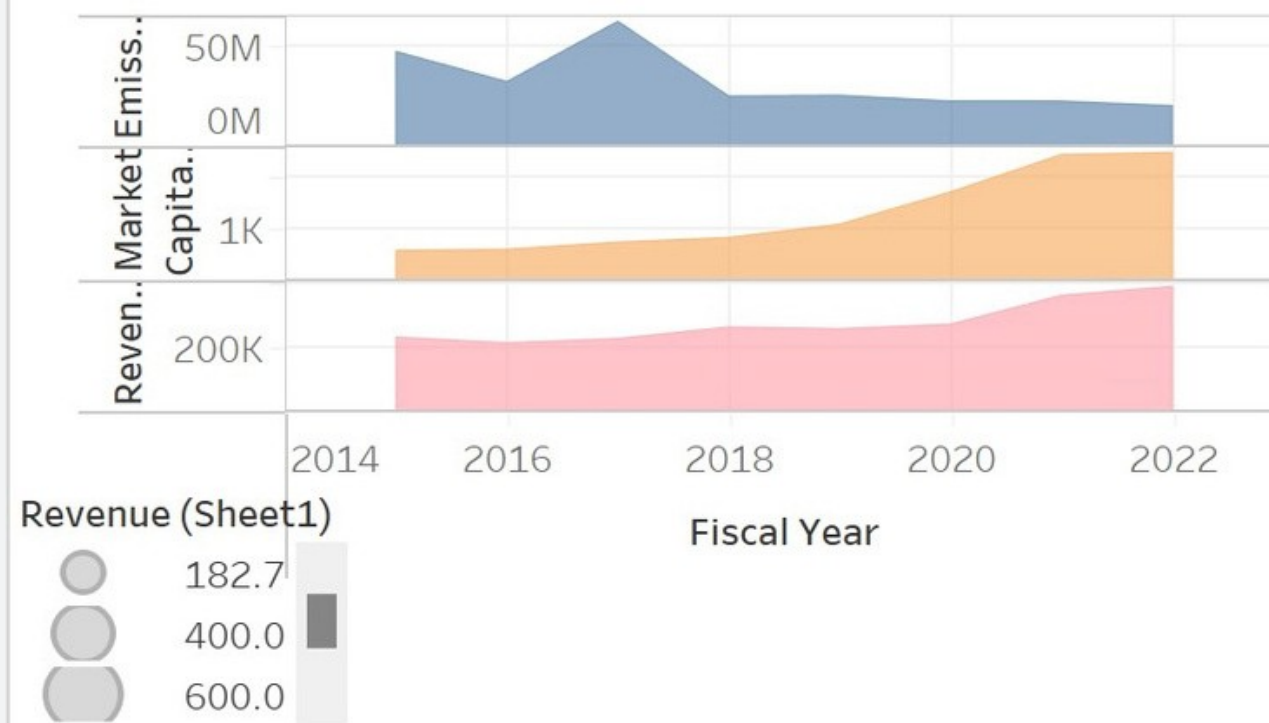
Revenue Across The Globe



Types of Greenhouse gas emissions



Trends in revenue and market cap



Carbon footprints for different models of iphone



CONCLUSION

The emission and revenue across the fiscal year clearly indicating the emission of the products have been decreasing & not affecting revenue which has been increasing across the same period except the spike of emission in the year 2017 when there were 2 releases.

**APPLE IS ON TRACK TO ACHIEVE THEIR 2030 GOAL
OF NET ZERO EMISSION**