

PROJECT REPORT

"A DATA DRIVEN EXPLORATION OF APPLE IPHONE'S IMPACT IN INDIA"

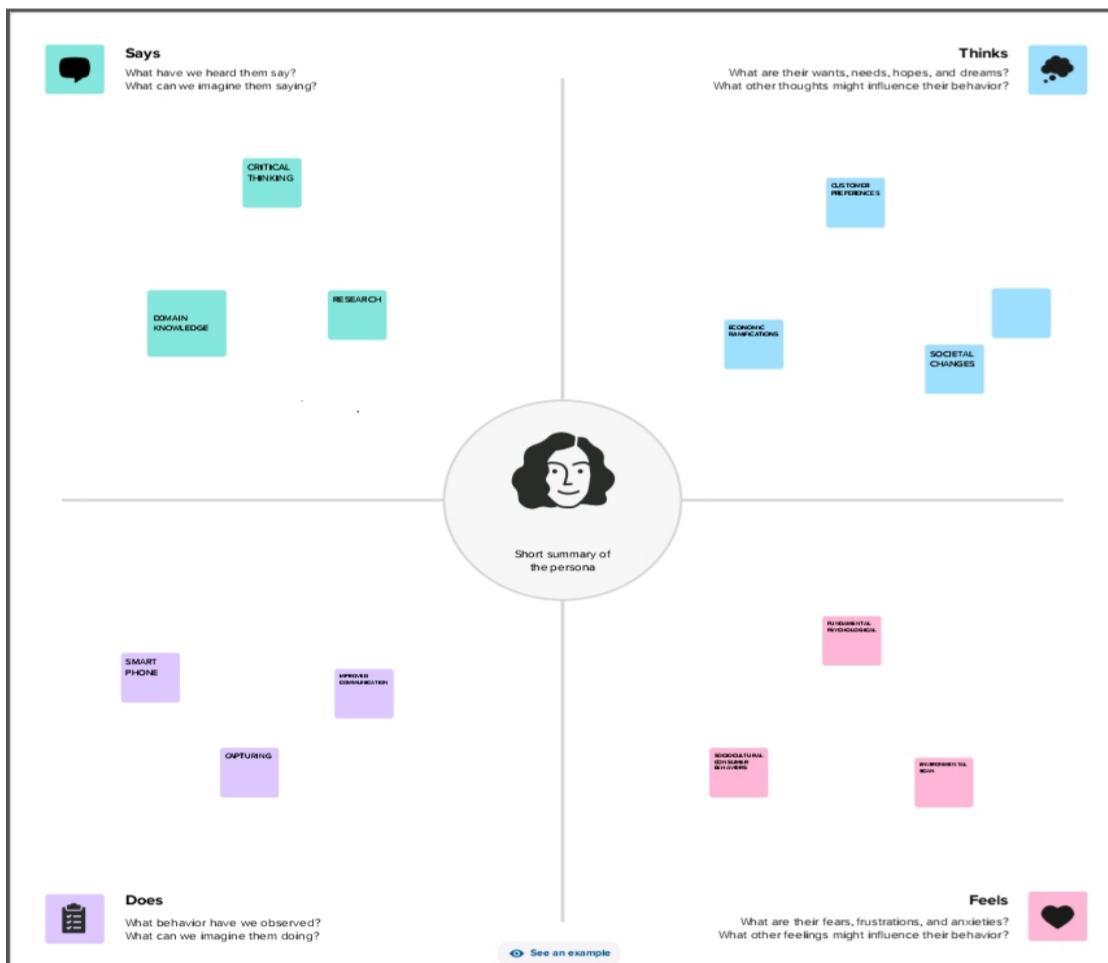
1. INTRODUCTION :

Apple was introduced into the country by the British in the Kullu Valley of the Himalayan State of H.P. as far back as 1865, while the colored 'Delicious' cultivars of apple were introduced to Shimla hills of the same State in 1917.

2. PURPOSE:

Strong sentiments have marked iPhone production in India. It has become a symbol of India's rising manufacturing prowess. The iPhone is the showpiece of the government's 'Make in India' campaign that now rides high on huge subsidies it offers to tech companies for local production. A few years ago, sceptics doubted India would ever be able to produce an iPhone. On the other hand, when Foxconn began local assembly in 2017, many saw India upstaging China as the exporter of cutting-edge tech products.

3. EMPATHY MAP:



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2.2 Ideation & Brainstorming Map :



Impacts of iPhones on the society

Apple's iPhone was a great success because it made communication more convenient than ever before. It allowed people to access information through digital media on their phones. Apple's iPhone is an amazing invention that allows users to get all of their needs done in one device.

iPhone Market Share Statistics



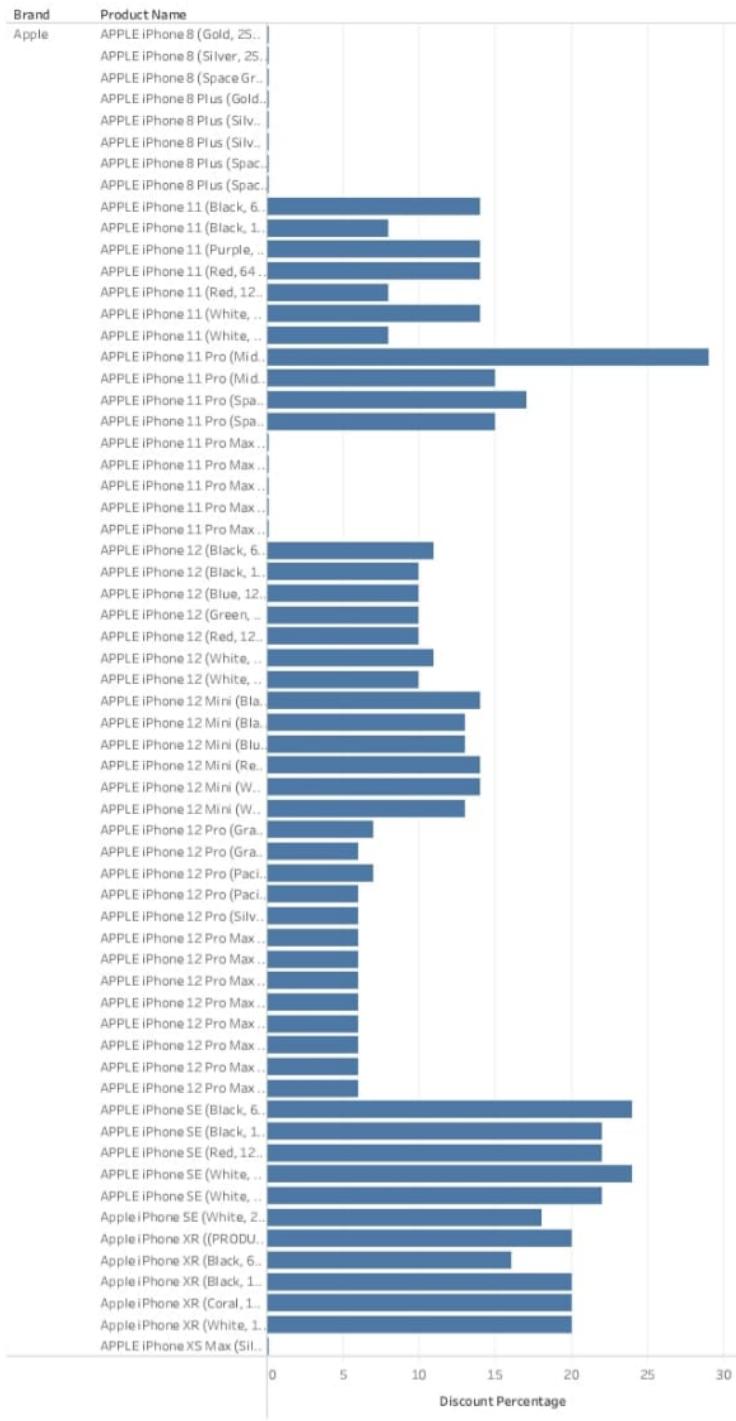
iPhone has a 20% market share in China as of 2023. iPhone has a 3.55% market share in India.



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Graphical view:

Sheet 1



Here We Use The Brand and Product Name and We create the graph .



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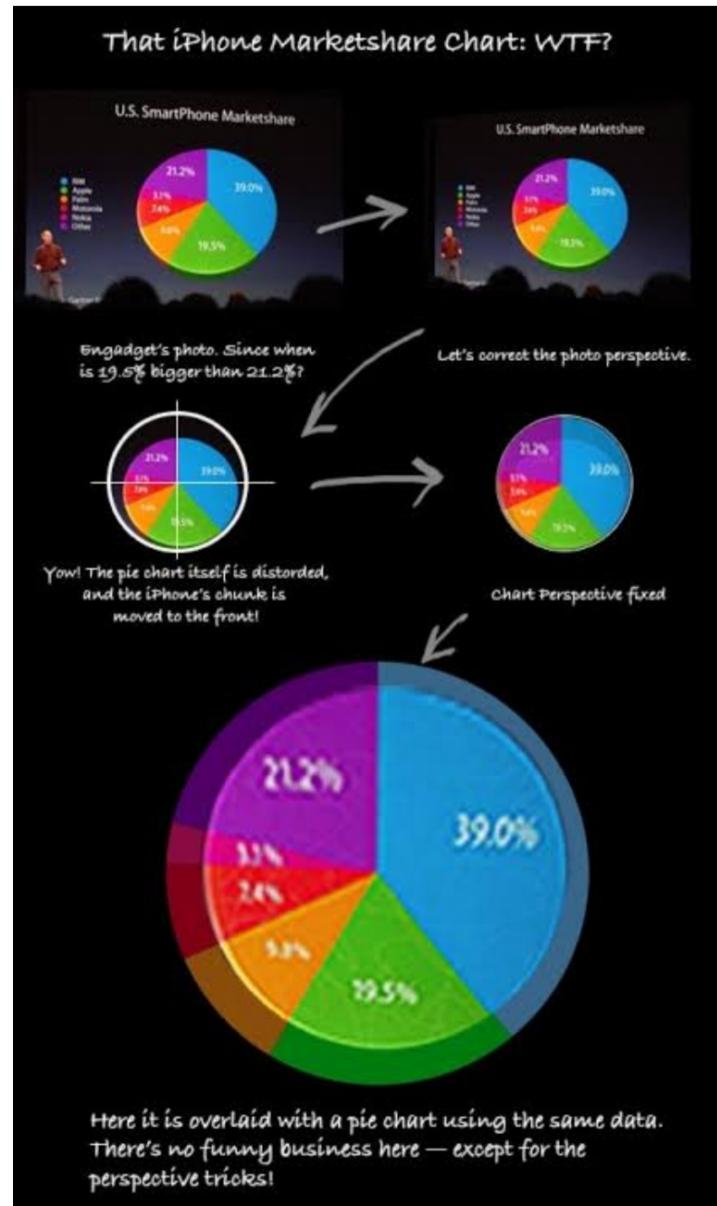
Pie chart :



Pie chart logo :



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Apple New launches: Potential Impact on Indian Market



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Apple Inc. has improved its iPhones on multiple fronts including a slick hardware design, faster processor, better resolution displays and significantly improved camera modules. Together, all these improvements in the latest iPhone 6 and Plus are designed to provide a great experience to the user.

The rate of innovation in the smartphone industry has slowed, with decreasing number of substantial improvements from one device to the next.

Apple has introduced a new sensor in the iPhone's camera module. And, it has already introduced a new biometrics sensor (for Touch ID) in the previous generation of the

Apple iPhone: A Market Case Study:

Founded in 1976, Apple inc. quickly became one of the biggest companies in the world. Throughout the years, Apple has been apart of the technology market where there has been an exponential amount of opportunities and threats. This market case study aims to determine how Apple can target such opportunities to help predict future trends and influences over the market. To identify these trends and market influences, I have first conducted an environmental scan of Apple's current and future market(s). Then I described Apple's fundamental psychological and sociocultural consumer behaviors. And finally, I identified Apple's target market, how they have chosen to segment and the demographics and geographics within Apple's largest target segments. As a result of successfully identifying trends in the past, Apple continues to impress with its globally known brand name and customer base/market. However, Apple must continue to identify future opportunities to stay relevant in the ever-advancing technological market. This analysis of the marketing context suggests Apple may need to re-position its iPhones to maintain its leading position in the marketplace.

Diagram:



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One X	Huawei	App
	128GB	iPhone 12 Pro
	6 GB	19%
3cm)	6.1 In (1	
560	Approx.	<i>of iPhone Compared to T</i>

iPhone
Comparison...

Product-Market
Grid of iPhone

Apple iPhone – An Indian Perspective



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Apple Iphone - An Indian Perspective:



'our Life in your pocket

specifications	iPhone	iPhone 3G	iPhone 3GS	iPhone 4
OS	iPhone OS 1.0	iPhone OS 2.0	iPhone OS 3.0	iPhone OS 4
Display	3.5 in, 3:2 aspect ratio, 265 k colors, 480 x 320px (HGVA)			960 x 640px, 800:1 contrast ratio
Storage/memory	4,8 & 16 GB/ 128MB DRAM	8 & 16 GB/ 128MB DRAM	8GB/ 256MB DRAM	16 & 32GB/ 512MB DRAM
Processor	620 MHz Samsung 32-bit RISC ARM		833 MHz	1.2 GHz

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Apple's retail revolution comes to India:First store opens on April 18:

Apple's Retail Store in India will open doors for consumers on April 18, the Cupertino-based technology giant has confirmed today. Apple CEO Tim Cook is speculated to visit India for the launch of the company's first retail store in the country. Last Wednesday, Apple unveiled the facade of its first retail store in India, scheduled to come up in Mumbai at Jio World Drive. The second store in Saket, Delhi will open on April 20. The store is said to be inspired by kaali-peeli taxi art unique to the city, which is set to be launched later this month at the Jio World Drive Mall.



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