PROJECT REPORT TEMPLATE

I REVOLUTION: A DATA DRIVEN EXPLORATION OF APPLE'S IPHONE IMPACT IN INDIA
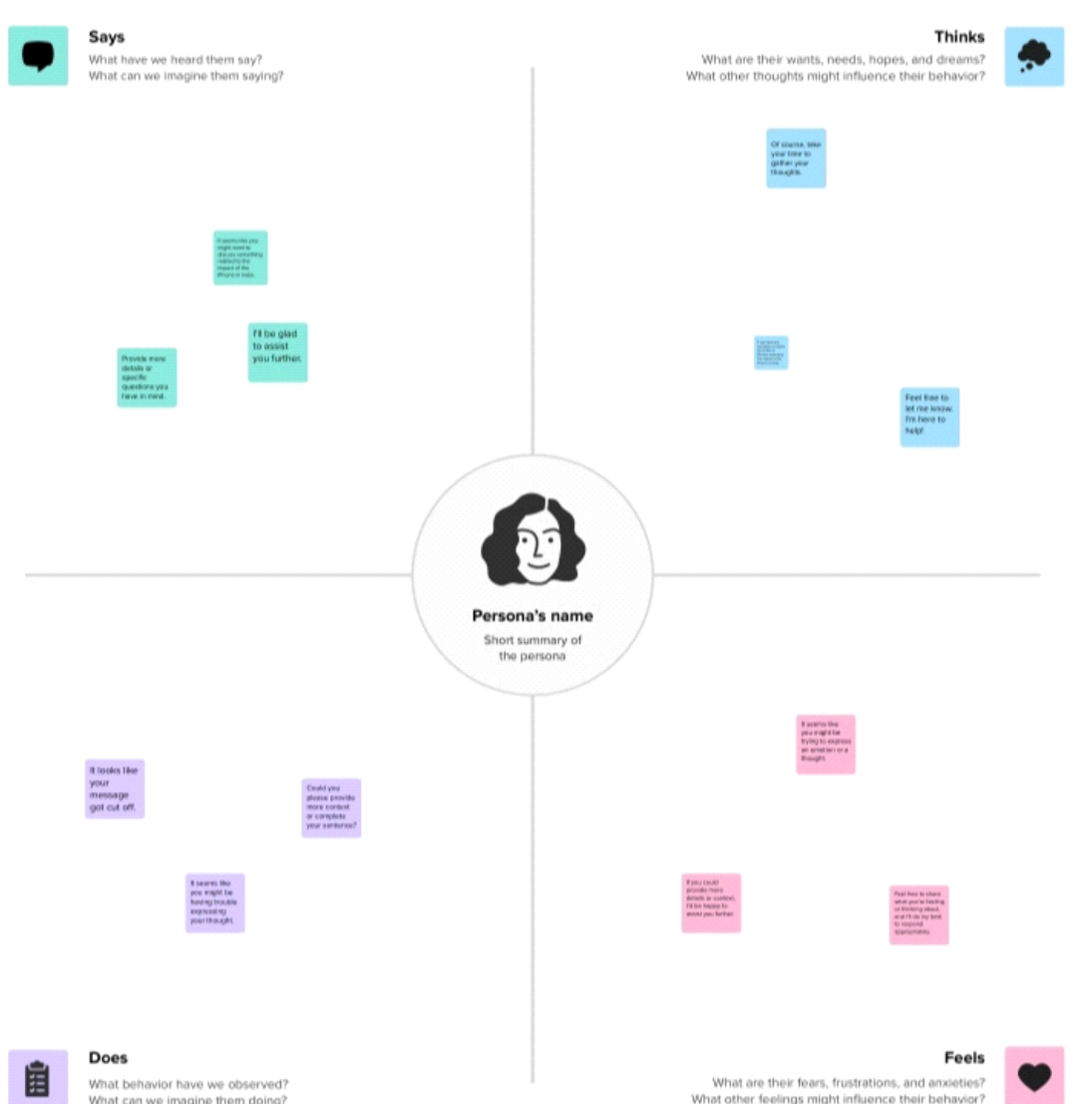
1. INTRODUCTION

1.1 OVERVIEW

The world has changed as a consequence of the increasing use of smartphones, which have improved communication, connected people, and revolutionized many different businesses. With its main product, the iPhone, capturing markets around the world, Apple Inc. has emerged as a prominent player among the top smartphone makers. India, one of the economies with the greatest economic growth, has seen a tremendous increase in smartphone usage, making it an interesting market to study the effects of Apple's iPhone.

1.2 PURPOSE

In order to shed light on important factors like market penetration, customer preferences, economic ramifications, and societal changes, this research report will perform a data-driven investigation of the impact of the iPhone in India.

2. PROBLEM DEFINITION & DESIGN THINKING
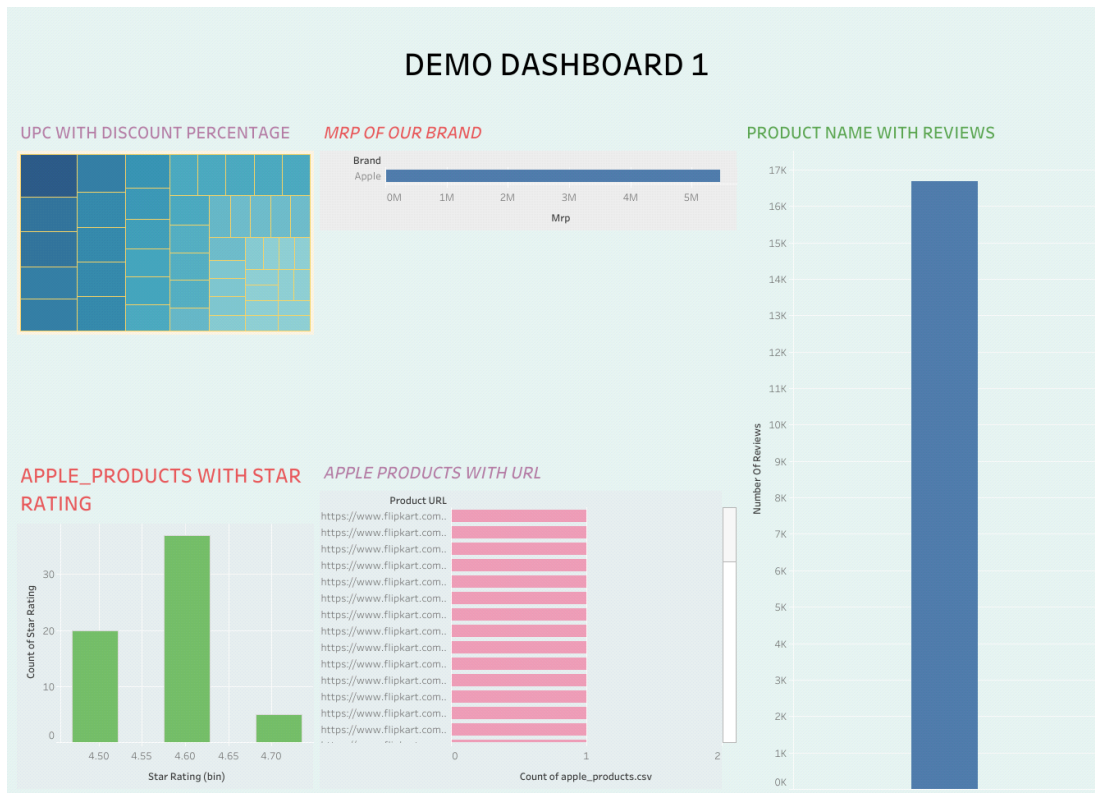
2.1 EMPATHY MAP

Says
What have we heard them say?
What can we imagine them saying?

Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Persona's name
Short summary of
the persona

Does
What behavior have we observed?
What can we imagine them doing?

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

2.2 IDEATION & BRAINSTORMING MAP

3.RESULT

DASHBOARD 1

DEMO DASHBOARD 1

UPC WITH DISCOUNT PERCENTAGE   MRP OF OUR BRAND   PRODUCT NAME WITH REVIEWS

APPLE_PRODUCTS WITH STAR RATING   APPLE PRODUCTS WITH URL

DASHBOARD 2

DEMO DASH BOARD 2

SALE PRICE FOR PRODUCT URL WISE

Product URL

https://www.flipkart.com..
https://www.flipkart.com..
https://www.flipkart.com..
https://www.flipkart.com..
https://www.flipkart.com..
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0K   50K   100K

Sale Price

UPC FOR OUR PRODUCT

Upc

MOBEXRGV7EHHTGUH
MOBEXRGVAC6TJT4F
MOBEXRGVGETABXWZ
MOBEXRGVMZWUHCBA
MOBEXRGVPK7PFEJZ
MOBEXRGVQGYYP8FV
MOBEXRGVQKBREZP8
MOBEXRGVZFZGZEWV
MOBF9Z7ZHQC23PWQ
MOBF9Z7ZPHGV4GNH
MOBF9Z7ZS6GF5UAP
MOBF9Z7ZYWNFGZUC
MOBF9Z7ZZY3HCDZZ
MOBF944E2XAHW8V5

0   1   2

Count of apple_products.csv

STAR RATING AND STAR RATING(BIN)

Star Rating

150

100

50

0

4.50   4.55   4.60   4.65   4.70

Star Rating (bin)
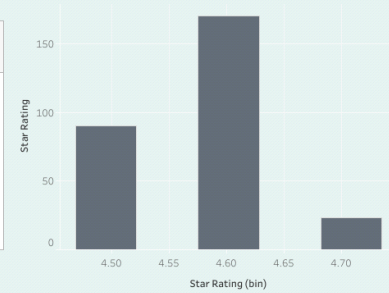
NUMBER OF RATINGS FOR RAM WISE

4 GB   2 GB

3 GB
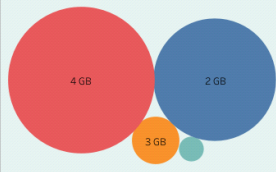
MEASURE NAMES AND VALUES

Value

6M

4M

2M

0M

Mrp Sale Price Number Of Ratings Number Of Reviews Discount Percentage Star Rating Count of apple_ products.csv
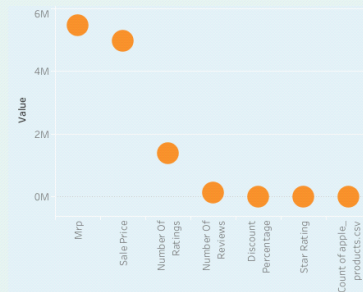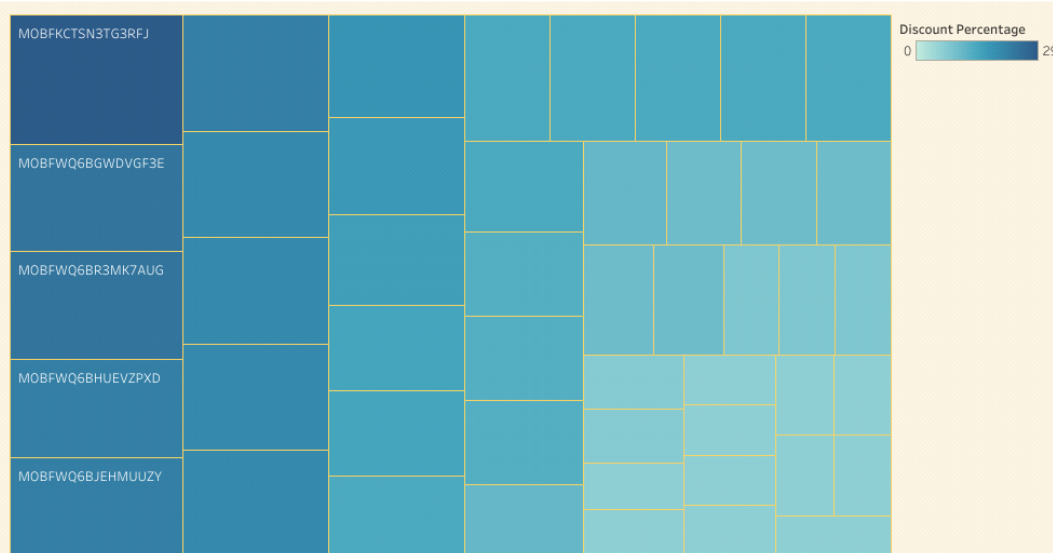
STORY

Story 2

This visualisation explain for maximum retail price for apple product.

This visualisation is universal product code with discount persentage.

This visualisation is star rating of the apple product.

4. ADVANDAGES & DISADVANTAGES

ADVANDAGES

1. Large Screen

It's always convenient to operate a smartphone with a large screen, which is also one of the considerable advantages of iPhone. If you're looking for a smartphone with a large screen, then the iPhone is definitely for you. This makes it easy to read text messages and surf the internet. The bright, vivid colors also make pictures and videos better than other smartphones on the market.

2. Ease of use

The iPhone is one of the most easy-to-use devices on the market. It has a very simplistic, user-friendly interface that makes it incredibly simple to do everything you need on your phone. And with the new iOS 11 update, it's even easier! With this update, new features make it easier than ever to access your favorite apps through just 3D Touch. This allows you to quickly access any app necessary with just a little pressure on an icon.

DISADVANTAGES

1.PRICE

The iPhone is one of the most expensive phones on the market. It can be hard to justify paying so much money for a phone, especially if you already have an older model and are happy with it. Furthermore, you can afford an android-based smartphone with better features and a camera at half as much price.

2. No Security against Loss or Theft

iPhones come at such high prices that many people will consider buying insurance against loss or theft as well as getting apps like Find My Phone. External apps also charge heftily for tracking down your device should it get lost or go missing. This eventually adds higher costs than just purchasing a new phone outright and because everyone knows how easy they are to lose.

5. APPLICATIONS

1. Market Research and Analysis:

Businesses and Marketers: Gain insights into consumer behavior and preferences related to iPhones in India. Understand market trends and make informed marketing strategies.

Investors: Make investment decisions based on market penetration, sales data, and growth opportunities in the Indian smartphone

market.

2. Government and Policy-making:

Policy Analysts: Understand the economic impact of iPhone sales in terms of job creation and GDP contribution. Formulate policies to attract more foreign investments in the technology sector.

Environmental Agencies: Assess the environmental impact of smartphones and formulate policies for responsible e-waste management and carbon footprint reduction.

3. Academic and Research Institutions:

Researchers: Utilize the application's data and insights for academic studies and research papers related to consumer behavior, technology adoption, and market dynamics.

Students: Access valuable data for educational purposes, gaining practical knowledge about market analysis and technological impact assessment.

6. CONCLUSION

In conclusion, exploring the impact of Apple's iPhone in India through a data-driven application offers multifaceted advantages. By consolidating historical sales data, economic indicators, social influences, technological advancements, and environmental implications, the application serves as a powerful resource for a wide array of users and industries.

7. FUTURE SCOPE

Certainly, the landscape of technology and data-driven applications is ever-evolving. Here are potential enhancements that could be made to the application in the future to ensure its relevance, effectiveness, and user engagement:

1. Real-time Data Integration:

Real-time Updates: Implement mechanisms to update the application's data in real-time, ensuring users have access to the latest market trends and insights.

Push Notifications: Introduce personalized push notifications to alert users about significant events, such as new product launches or market shifts.

2. Enhanced Data Visualization:

Interactive Infographics: Develop interactive infographics and visual storytelling elements to present complex data in a user-friendly and engaging manner.

Augmented Reality (AR) Integration: Implement AR features to enable users to visualize market trends and data in real-world contexts, enhancing user experience.

3. Educational Initiatives:

Educational Modules: Develop interactive educational modules within the application, explaining complex market concepts and technology trends to users.

School Outreach: Collaborate with schools and educational institutions to integrate the application into curricula, promoting digital literacy and market awareness among students.

8. APPENDIX

DATALINK:

https://www.google.com/url?q=https://drive.google.com/file/d/1tdSkUVnDbKvy2-f0U6Q5S7thUAHWLu-N/view?usp%3Dsharing&sa=D&source=editors&ust=1697005998469045&usg=AOvVaw2dgWAosbfZNHcqqUZ7d0eH

DASHBOARD LINK 1:

https://public.tableau.com/views/appleiphone_16958750962200/Dashboard2?:language=en-GB&:display_count=n&:origin=viz_share_link

DASHBOARD LINK 2:

https://public.tableau.com/views/appleiphone2/Dashboard3?:language=en-GB&:display_count=n&:origin=viz_share_link

STORY LINK:

https://public.tableau.com/views/APPLEPRODUCTS/Story2?:language=en-US&:display_count=n&:origin=viz_share_link