

ARULMIGU PALANIANDAVAR COLLEGE OF ARTS AND CULTURE

DEPARTMENT OF MATHEMATICS

COURSE NAME :

DATA LITERACY WITH TABLEAU

PROJECT NAME :

Irevolution: A Data-Driven Exploration of
Apple Iphone Impact In India

TEAM MEMBERS

Leader: K.Pragadeesh

Members: V.Sabarish

P.Rahul

T.Parkunan

MENTOR :

Dr.V.Pandiyammal

Introduction of Tableau Desktop:

Tableau is a powerful tool used for data analysis and visualization . It allows the creation of amazing and interactive visualization and that too without coding. It provides the features like cleaning, organizing, and visualizing data

Key Features of Tableau:

- ▣ * Tableau Dashboard
- ▣ * Collaboration & Sharing
- ▣ * Live & In-memory Data
- ▣ * Data sources
- ▣ * Robust Security
- ▣ * Mobile View

Empathy map

Says

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

Here's a timeline of Apple's 15 year long journey in India from the iPhone 3G launching 2008 to the company opening its first store in Mumbai.

Impact on Apple and the Indian Economy: Local companies like Foxconn Technology Group and Pegatron Corp. are partnering with the iPhone maker, generating revenue and employment in the region.

The iPhone maker's expansion in India also creates job opportunities and contributes to the country's economic growth.

Updates the application several times

Look at features on other devices.

Does

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

Changes the access to the Internet (LTE, Wi-Fi etc.).

A lot of people fail to distinguish between the necessities and Auxiliaries.

People buy iPhone for the battery life.

Feels

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

Thinks

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

The opening of Apple's own stores in Mumbai and New Delhi symbolises India's arrival in the big league of economies, especially in a post-pandemic scenario. It's not as if Apple's iconic products were not available in India through their widespread dealer network all these years. It's just that another milestone has been crossed in one of the globe's biggest marketing successes reaching our metros with flagship stores to flaunt their presence.

Apple was the second biggest revenue generating brand in India in 2022, second only to Samsung as it gained 18% of the total value of smartphone shipments, according to research firm Counterpoint.

The invention of the iPhone has affected people's lives and how they do things. It has also set in motion a few trends that wouldn't have been possible without iPhone. Apple has revolutionized communication, playing Games, Watching movies, listening to music, and more.

People crazy to have an iPhone brands.



Persona's name

Short summary of the persona

Brain storm map



Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

10 minutes to prepare
1 hour to collaborate
2-4 people recommended

1

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

1

Team gathering

Define who should participate in the session and send an invite. Have a shared calendar or group chat.

1

Set the goal

Think about the problem you're brainstorming or solving in the brainstorming session.

1

Learn how to use the facilitation tool

Use the Facilitation Supplement to test a happy and productive session.

Open article

2

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.

10 minutes

1

How right on your problem statement?

Is the problem statement clear and specific?
Is the problem statement a challenge?
Is the problem statement a problem?

2

Key rules of brainstorming

To run an smooth and productive session

- Stay on topic
- Encourage wild ideas
- Defer judgment
- Listen to others
- Go for volume
- If possible, be visual

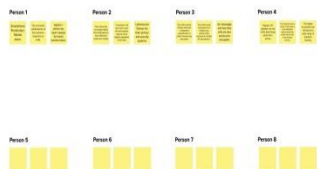
3

Brainstorm

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

10 minutes

You can reduce or delete notes and the facilitation tool can help you to edit.



4

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 what if a cluster is larger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

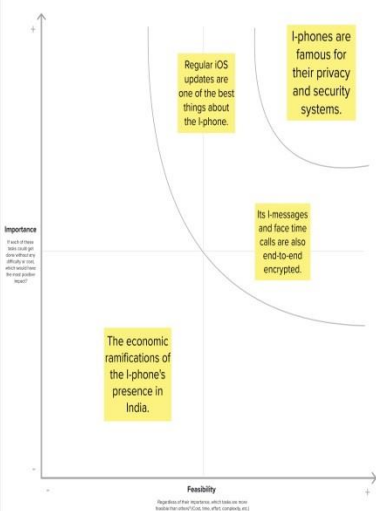
Add a sentence to your ideas to make them more specific. For example, 'I want to see the world' becomes 'I want to see the world in a way that is sustainable and eco-friendly'.

5

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



6

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick actions

- Share the mural: Share a view link to the mural with collaborators to keep track in the loop about the outcomes of the session.
- Export the mural: Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or share on your page.

Keep moving forward

- Strategic insight: Define the components of a new idea or strategy.
- Customer experience journey map: Understand customer needs, motivations, and obstacles for an experience.
- Strengths, weaknesses, opportunities & threats: Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop plans.

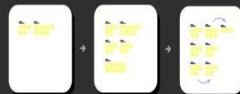
Share template feedback



Need some inspiration?

See 3 featured sessions and thousands of other templates to get your work done.

Open marketplace



Dashboard 1

Brand	Battery Type	Country	Models	Brand	Year
MOTOROLA	Lithium	India	Apple iPhone 13	APPLE	2009
	Lithium Ion		OnePlus Nord CE 2 Lite 5G		

KPI

Measure Names

Count of apple_product..
Discount Percentage
Mrp

Measure Names

Active Users (mm)
Count of Market Penetrati..
Revenue Generated
Units sold (mm)

Units sold (mm)

20.70

Revenue Generated

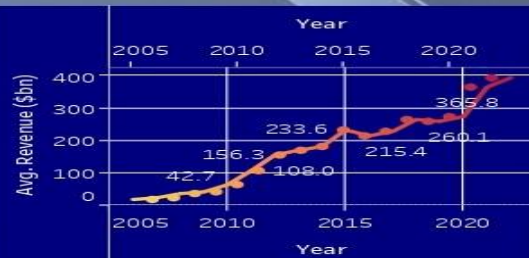
13.00

Active Users (mm)

25.00

Brand	Count of appl..	Discount Perc..	Mrp	Number Of R..	Number Of R..	Sale Price	Star Rating
Apple	1	0	77,000	11,202	794	77,000	5

Annual Revenue



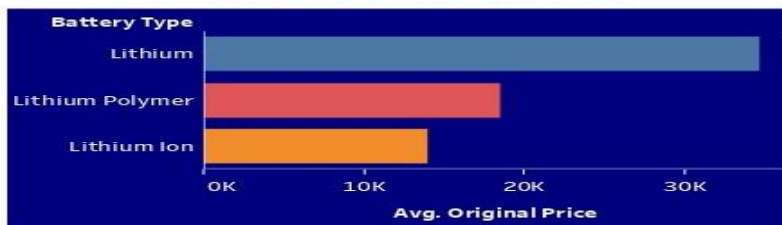
Model specifications

Model	Processor	Front Ca..	Rear Ca..	Colour
APPLE IP..	A Bionic ..	12MP	12MP + 1..	Black
APPLE IPHONE ..	A Bionic ..	12MP	12MP + 12MP	Blue
APPLE IPHONE ..	A Bionic ..	12MP	12MP + 12MP	Blue
APPLE IP..	A Bionic ..	12MP	12MP + 1..	Blue
APPLE IP..	A Bionic ..	12MP	12MP + 1..	Blue
APPLE IP..	A Bionic ..	12MP	12MP + 1..	Blue

Country wise best selling smartphones



Battery Type Distribution



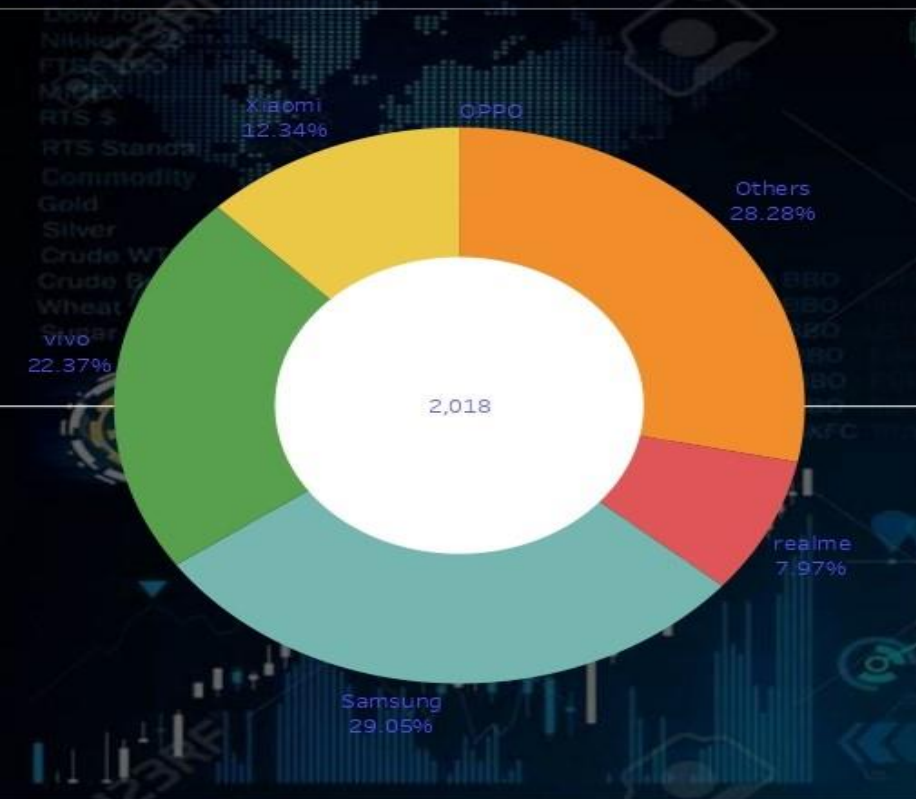
Model share



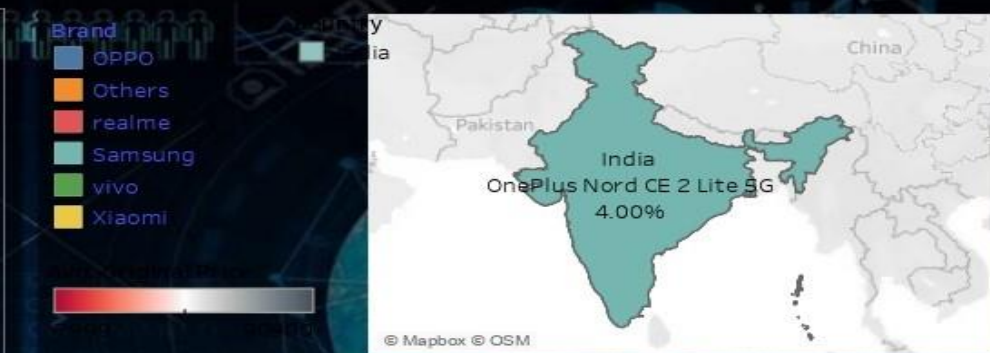
Dashboard 2

Year
2018

Quarterly-share



Global market share



Brand price comparison

APPLE 0GB 89900	SAMSUNG 5GB 18999	VIVO 5GB 19990	OPPO 4GB
XIAOMI 6GB 17999	REALME 5GB 17999	INFINIX 5GB 13999	IQOO

Story

Apple continues to streng then its standing in the smartphone market. the brand has risen to a position of partic..

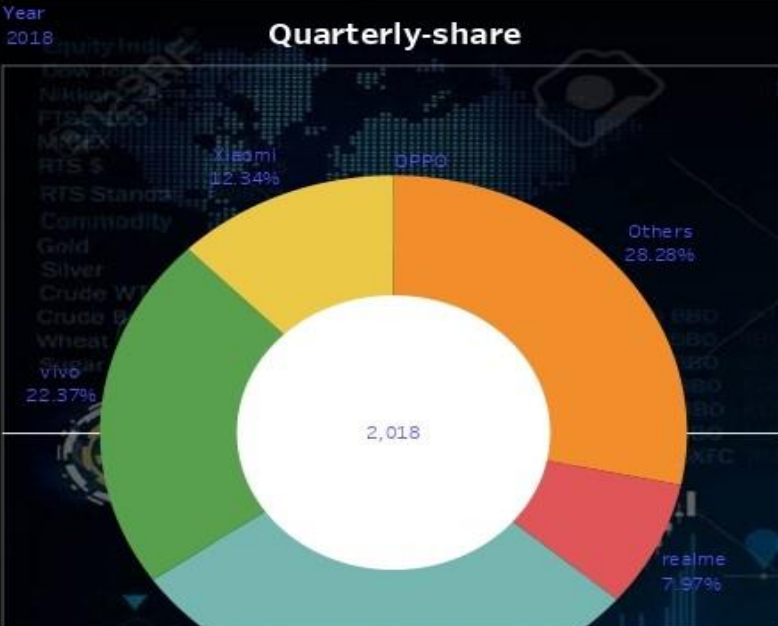
Iphone sales generated \$205 billion revenue for apple in 2022 more than microsoft's total revenue. It sold 232 ...

More then 1 billion consumers currently use iphones since its initial launch , more then 1. 9 billion iphones have be..

Comparative analysis amongst various other leading brands in the smartphone industry shows that ipho..

Althrough the iphone isn't far behind in the competition it is yet to sc..

Quarterly-share



Global market share



Brand price comparison

APPLE
0GB
89900

SAMSUNG
5GB
18999

VIVO
5GB
19990

OPPO
4GB

Story

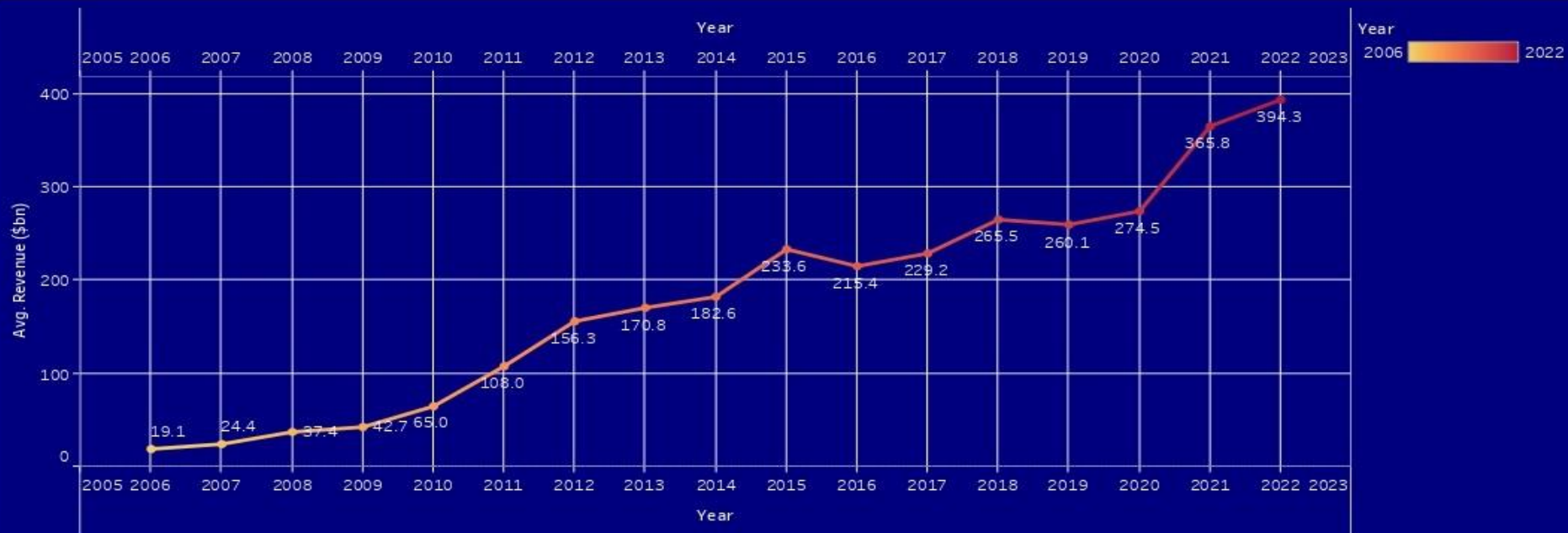
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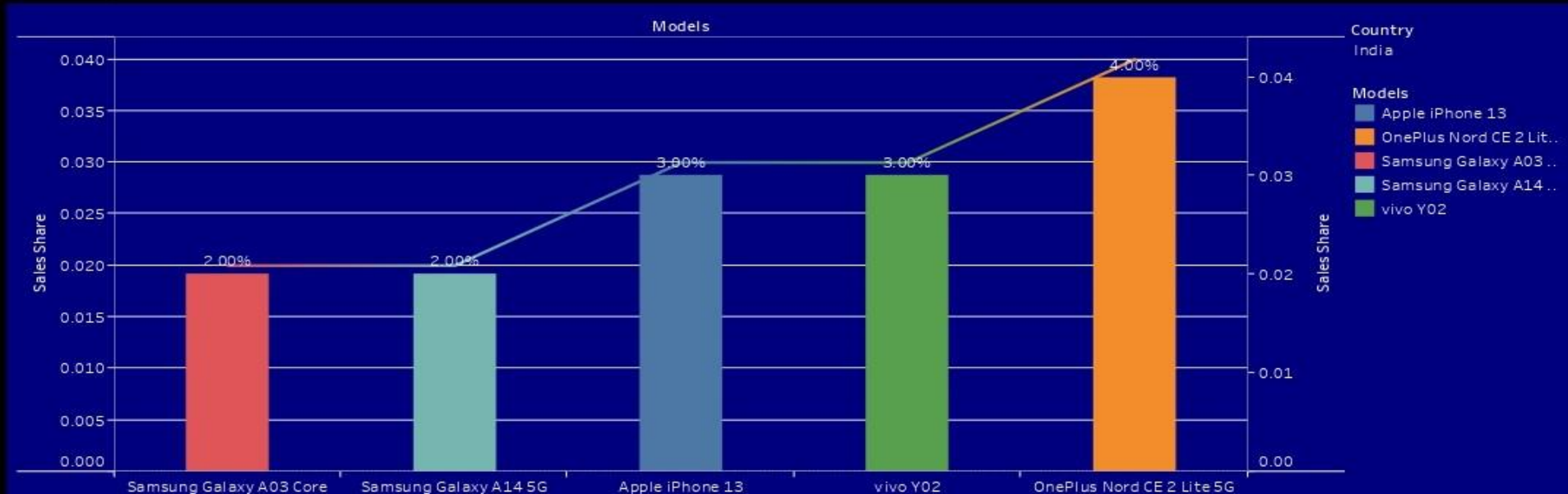
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Tableau public link

<https://public.tableau.com/app/profile/pragadeesh.k/vizzes>

Conclusion:

Tableau is an excellent program to simplify all your data visualization activities and provide better and more accurate analysis if you've ever tried data visualization and found it tough to grasp or too complex.

A low-angle, upward-looking photograph of a dense forest of tall, slender trees, likely redwoods or sequoias. The trunks of the trees are thick and textured, with a reddish-brown hue. The foliage is lush green, filling the upper portions of the frame. The sky is a clear, pale blue, visible through the canopy. The perspective creates a sense of height and grandeur. Overlaid in the center of the image is the text "THANK YOU!" in a large, white, bold, sans-serif font. The text has a slight drop shadow, making it stand out against the background.

THANK YOU!