

A PROJECT REPORT

IREVOLUTION : A DATA-DRIVEN-EXPLORATION OF APPLE'S IPHONE IMPACT IN INDIA

Fundamentals of Data Analytics with Tableau-Smartbridge

Project Based Experiential Learning Program -Naan Mudhalavan



GOVERNMENT ARTS AND SCIENCE COLLEGE

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PROJECT COMPLETED BY

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PROJECT GUIDE

MENTOR : ASHWINI I

1 INTRODUCTION

1.1 Overview

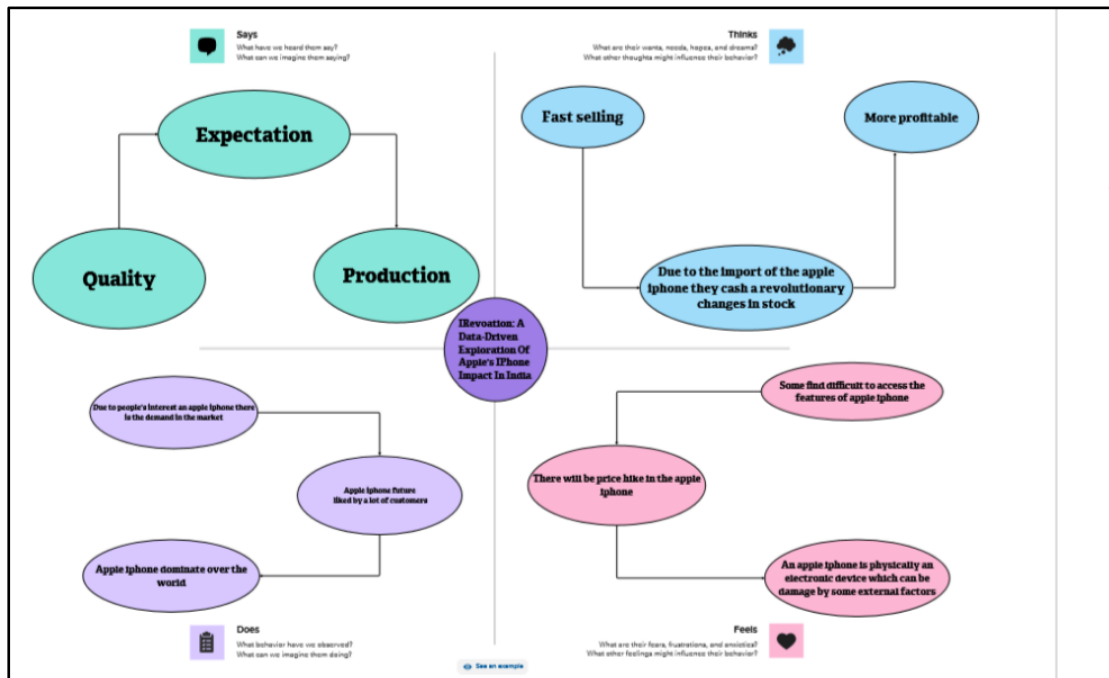
- The world has changed as a consequence of the increasing use of smartphones, which have improved communication, connected people, and revolutionized many different businesses.
- India, one of the economies with the greatest economic growth, has seen a tremendous increase in smartphone usage, making 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, economic ramifications, and societal changes
- Combines a computer, iPod, digital camera and cellular phone into device with a touchscreen interface.

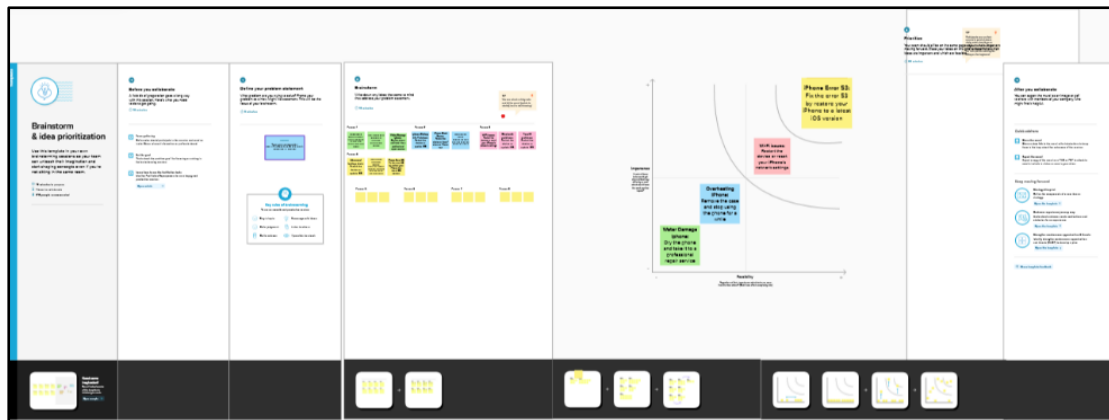
2 PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy Map



2.2 Ideation & Brainstorming Map





3 RESULT

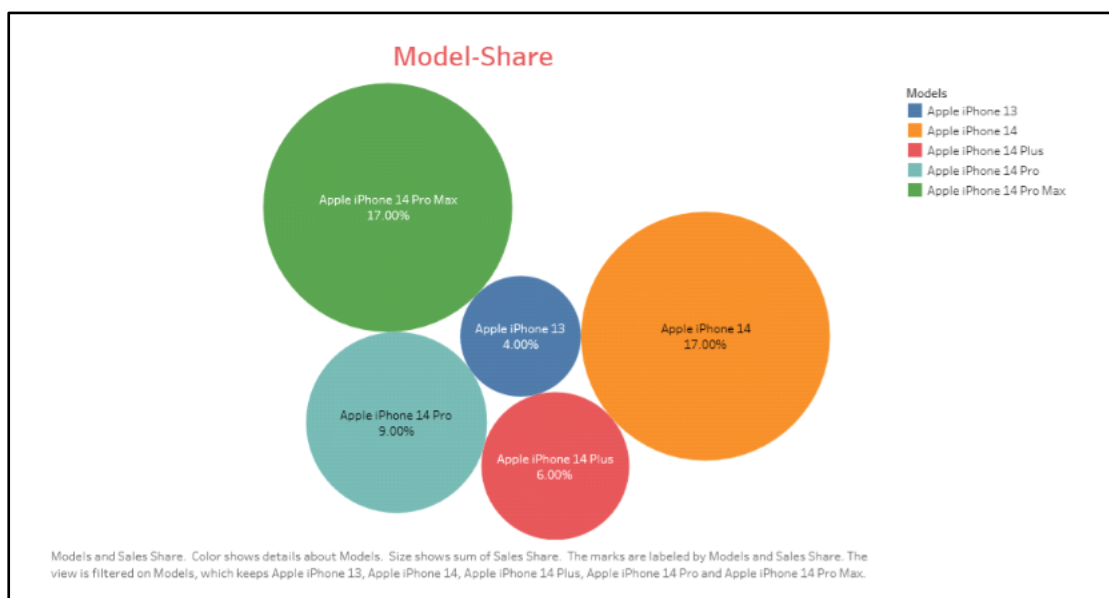
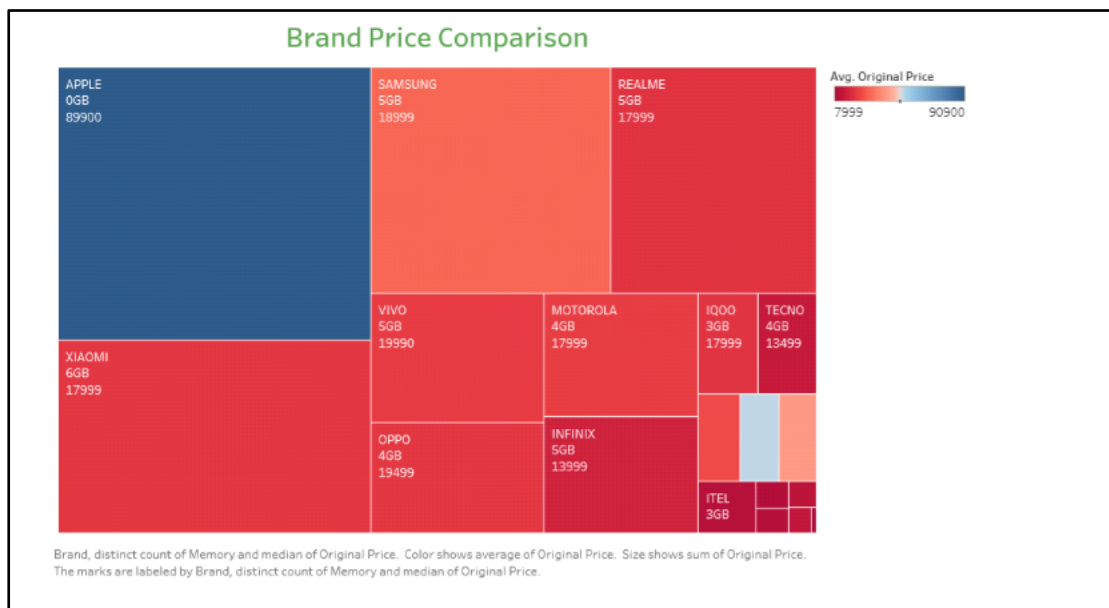
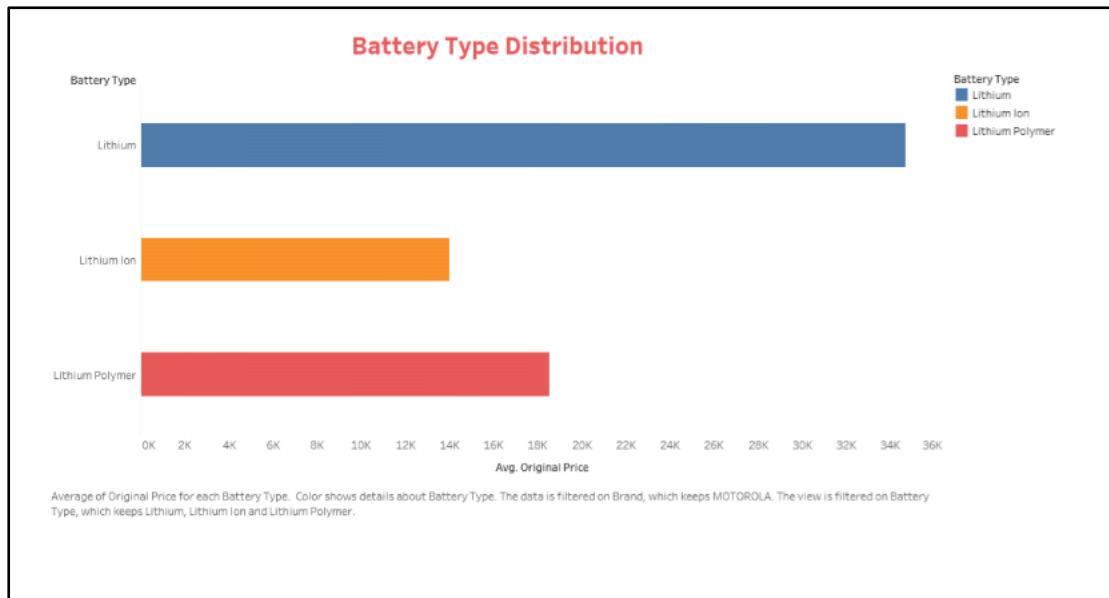


Model Specification					
Model	Processor	Front Ca..	Rear Camera	Colour	
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black	92,800
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	1,99,700
				Blue	59,900
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black	74,900
				Blue	74,900
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue	1,49,800
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	1,89,800
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	99,900

Sum of Original Price broken down by Model, Processor, Front Camera, Rear Camera and Colour. Color shows details about Colour. The data is filtered on Brand, which keeps APPLE. The view is filtered on Colour, which keeps Aqua Blue, Black, Blue, Cool Blue and Couture Blue.

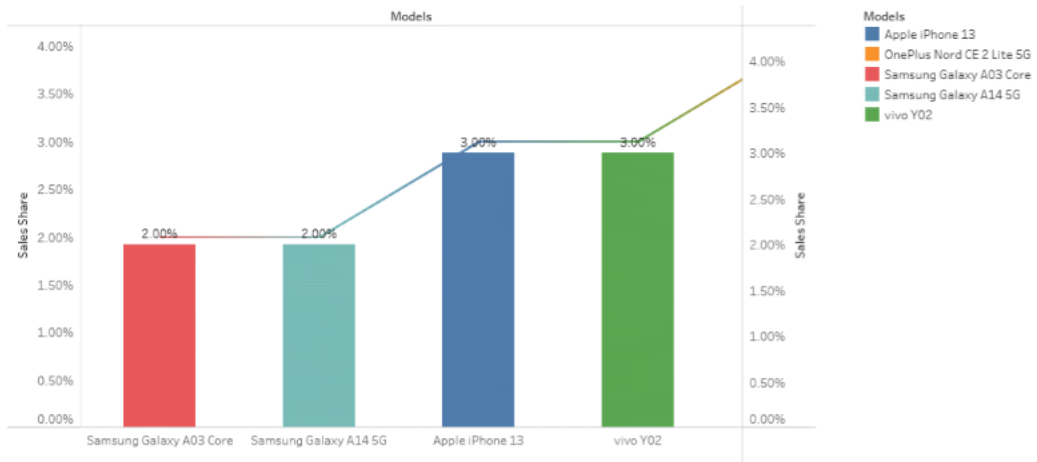


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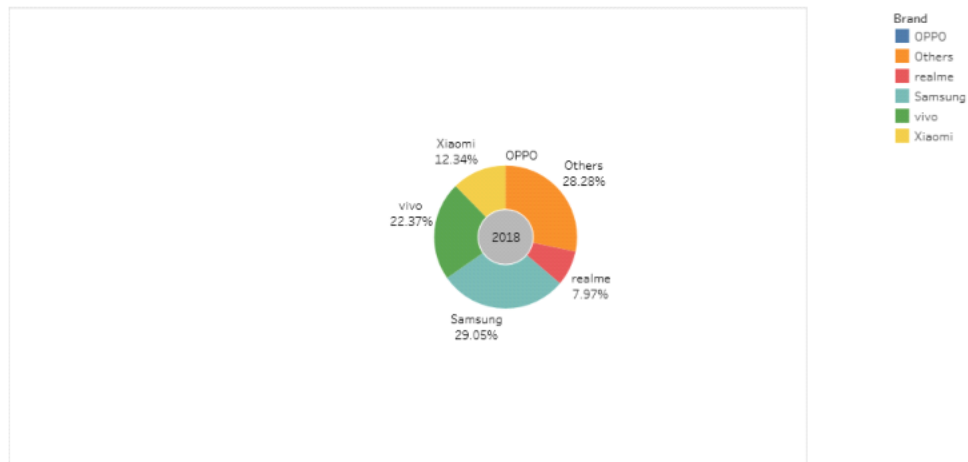
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Country wise best selling smartphone



The trends of sum of Sales Share and sum of Sales Share for Models. Color shows details about Models. For pane Sum of Sales Share (2): The marks are labeled by Sales Share. The data is filtered on Country, which keeps India. The view is filtered on sum of Sales Share, which includes everything.

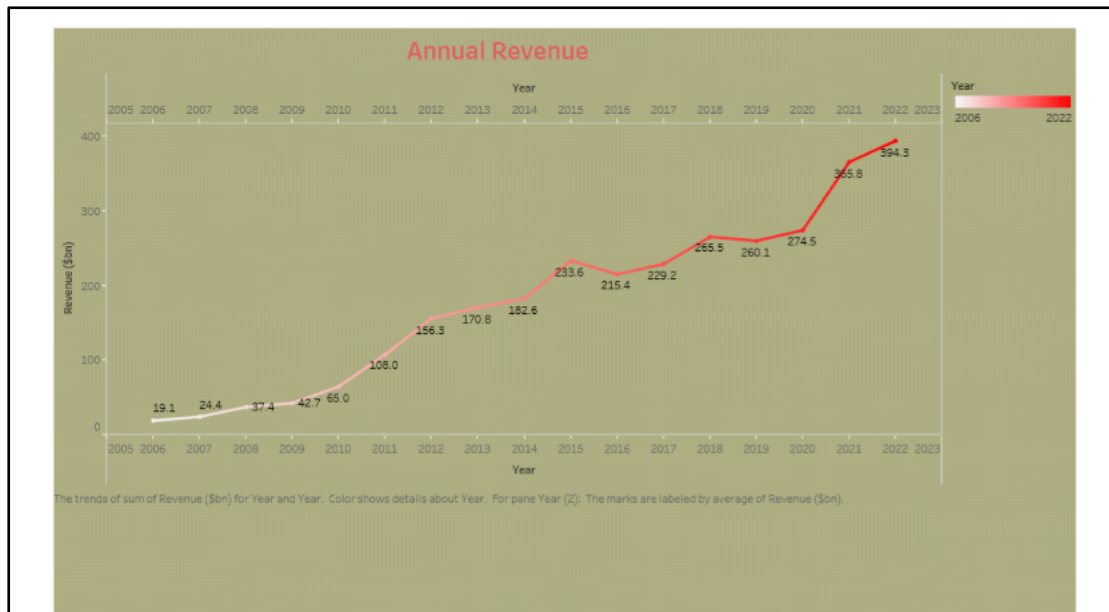
Quarterly-Share



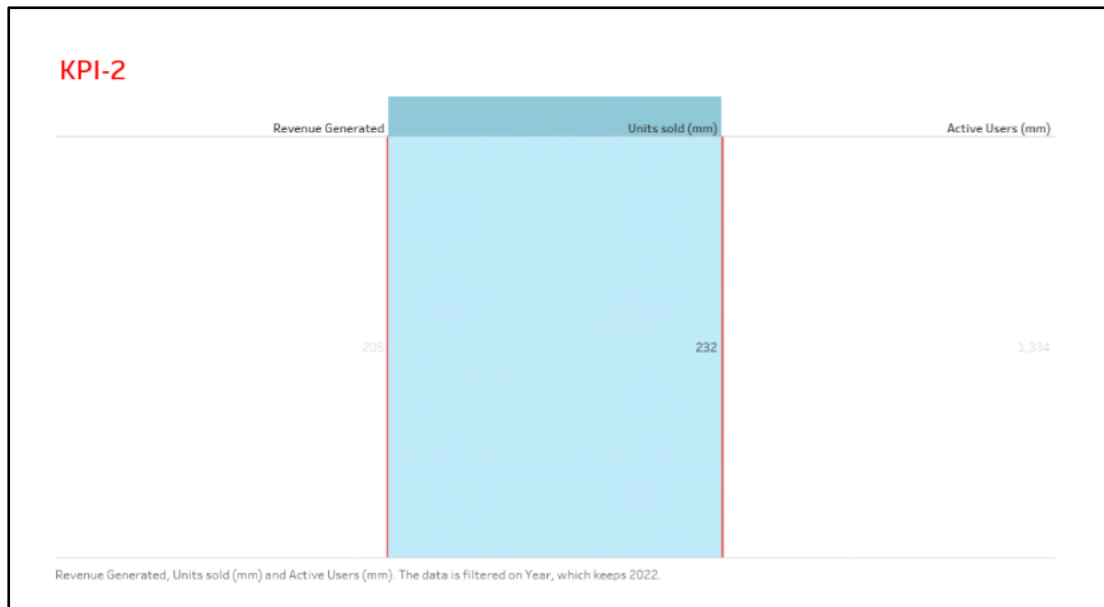
SUM(0) and SUM(0). For pane SUM(0): Color shows details about Brand. The marks are labeled by Brand and % of Total Annual Share. For pane SUM(0): The marks are labeled by Year as an attribute. The data is filtered on Year, which keeps 2018. The view is filtered on Brand, which keeps 6 of 6 members.



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4 ADVANTAGES & DISADVANTAGES

ADVANTAGE

- High-Quality Display
- Advanced Camara
- User-Friendly Interface
- Apps Ecosystem
- Seamlesss Integration with other Apple devices

DISADVANTAGE

- Cost
- Non-Removable Battery
- Limited Custumization
- No Expandable Storage
- Frailty

5 APPLICATION

An application, typically developed by a company other than Apple, and designed to be used specifically on the iPhone or iPod Touch. Apps work much like user-installed software on a computer and allow the phone to perform specific tasks that the user wants or needs.

6 CONCLUSION

It is apparent that the iPhone was, and still, a remarkable invention of technological advancement. The iPhone provided a new way of mobile phone



communication and usability.its revolutionary technology has led to the variety of smartphones that are in use today

7 FUTURE SCOPE

In the future , the most important part of the iPhone might be every thing around it . Thats according to analysts who've observed the mobile industry's general trends and Apple's strategy. In the short terms , we're likely to see incremental improvements like higher quality cameras and giant displace .

