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. In order to shed light on important factors like market penetration, customer preferences, economic ramifications, and societal changes, this research report will perform a datadriven investigation of the impact of the iPhone in India. This study will offer invaluable insights into the transformative impact of the iPhone on India's technological landscape and the lives of its consumers by using advanced data analytics techniques and analyzing large datasets. Apple has a special chance to increase its market share and develop a significant presence in India thanks to the country's large population and rising smartphone adoption. Each new iPhone model unveiling generates excitement and anticipation among Indian buyers. By utilizing the plethora of information Already accessible, this research aims to go beyond conjecture and anecdotal evidence in order to develop a thorough knowledge of the effects of the iPhone.

1.2 PURPOSE

Business Requirements

The project's business needs call for data analysis and visualization in order to understand how Apple's iPhone has affected India. This entails looking at customer choices, market penetration, sociological developments, and economic effects. Tableau visualizations should be interactive, understandable, and educational so that stakeholders can make data-driven decisions and comprehend the impact of the iPhone on the Indian market.
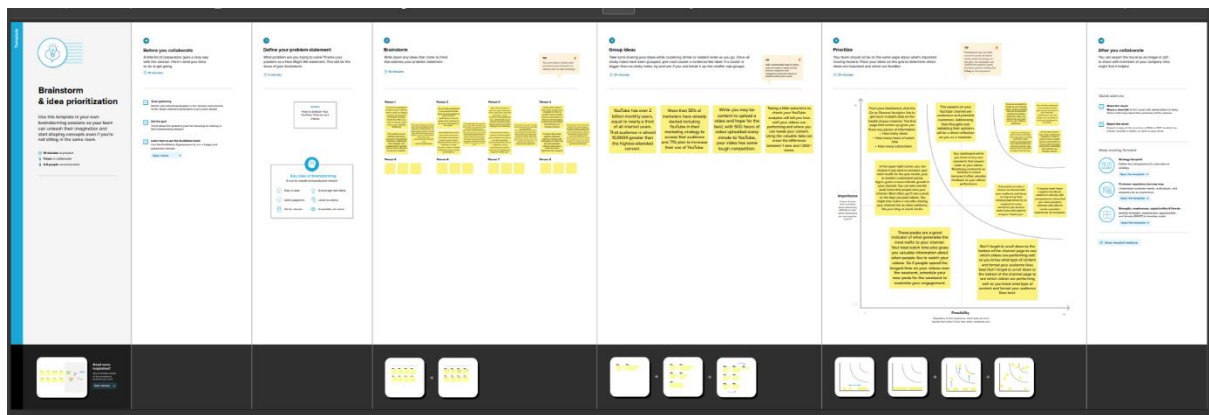
Literature Survey

A literature survey would involve a search for relevant publications, articles, and academic papers on the topic, as well as an analysis of the various techniques, models, and algorithms used in previous research. The literature survey would also involve identifying gaps in existing research and potential areas for further exploration and improvement.
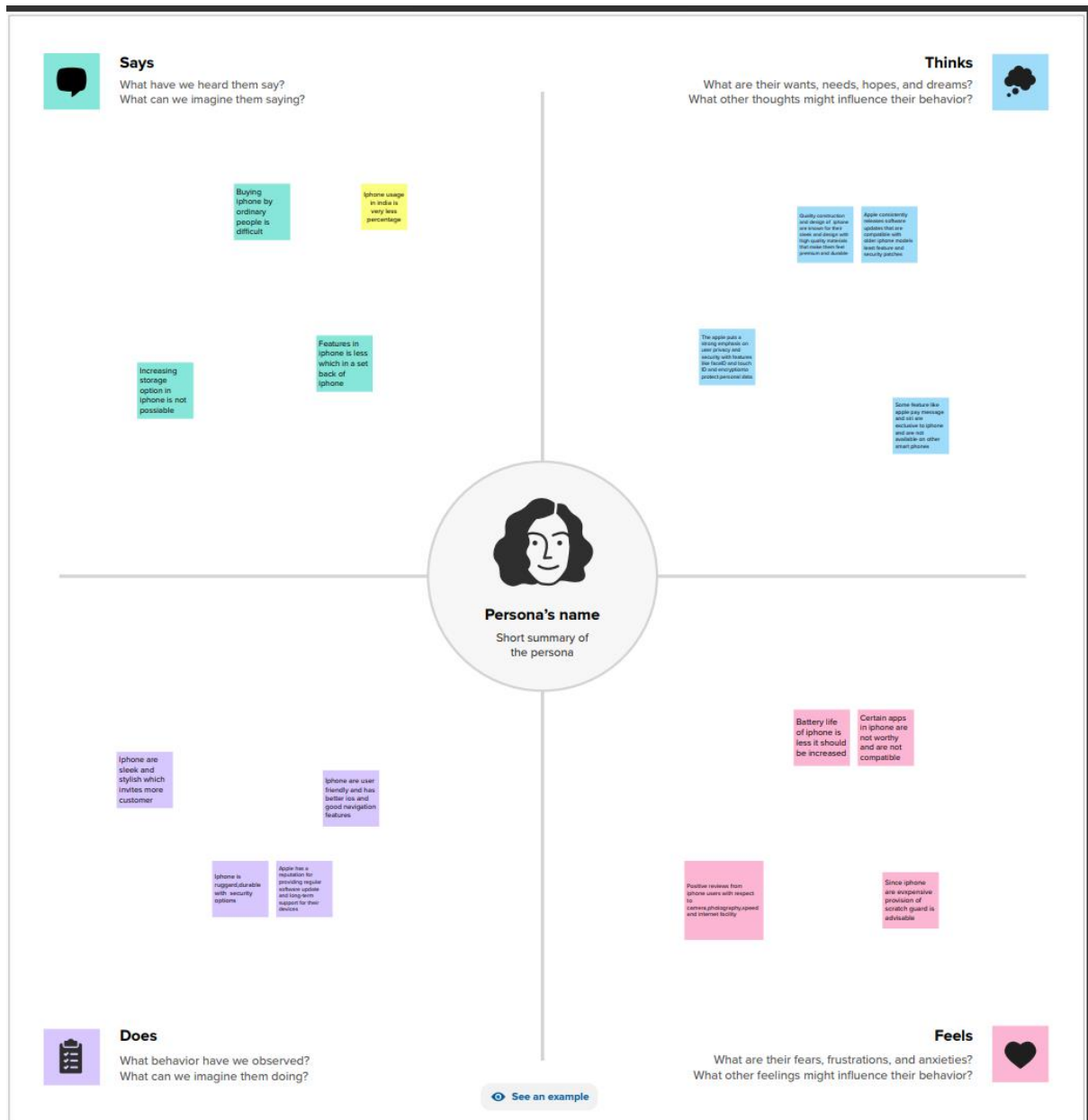
Social or Business Impact. Social Impact:

An important component of this study is the societal impact of Apple's iPhone in India. We intend to investigate how the iPhone has altered communication, information access, and social relationships in Indian society through data analytics and Tableau visualizations. Studying the impact of iPhones on social media use, online content consumption, and the broader digital divide are all included in this. Policymakers and organizations can better manage the benefits and difficulties brought on by the expanding smartphone adoption by understanding the social impact. Business Impact: Research must focus on how Apple's iPhone has affected business in India. We seek to examine the economic effects of iPhone uptake in the Indian market using data analytics and Tableau visualizations. Examining iPhone sales data, market share, revenue creation, and its effects on different industries like e-commerce, app development, and digital payments are all part of this. Organizations can find possibilities for growth and innovation by understanding the business impact and using it to help them position themselves in their markets and make strategic decisions.
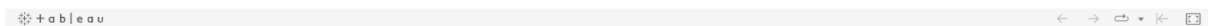
2.1 BRAINSTORMING:

2.2.EMPATHYMAP

3. RESULT:

Activity1.1:KPI

Brand	Mrp	Sale Price	Star Rating	Discount Percentage	Number Of Ratings	Number Of Reviews
Apple	77,000	77,000	5	0	11,202	794

Measure Names
- [ ] (All)
- [ ] Count of apple_pro...
- [x] Discount Percentage
- [x] Mrp
- [x] Number Of Ratings
- [x] Number Of Reviews
- [x] Sale Price
- [ ] Sales difference
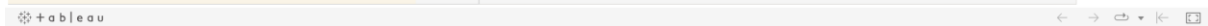- [x] Star Rating

Upc
MOBEXRGVZFZGZEWV ▼

※ +ableau

Explanation video link:

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Activity 1.2: Model Specification

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	189,700
				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	149,800
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	189,800
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Blue	99,900

Colour
(Multiple values) ▼

Brand
APPLE ▼

■ Black
■ Blue

※ +ableau

Explanation video link:

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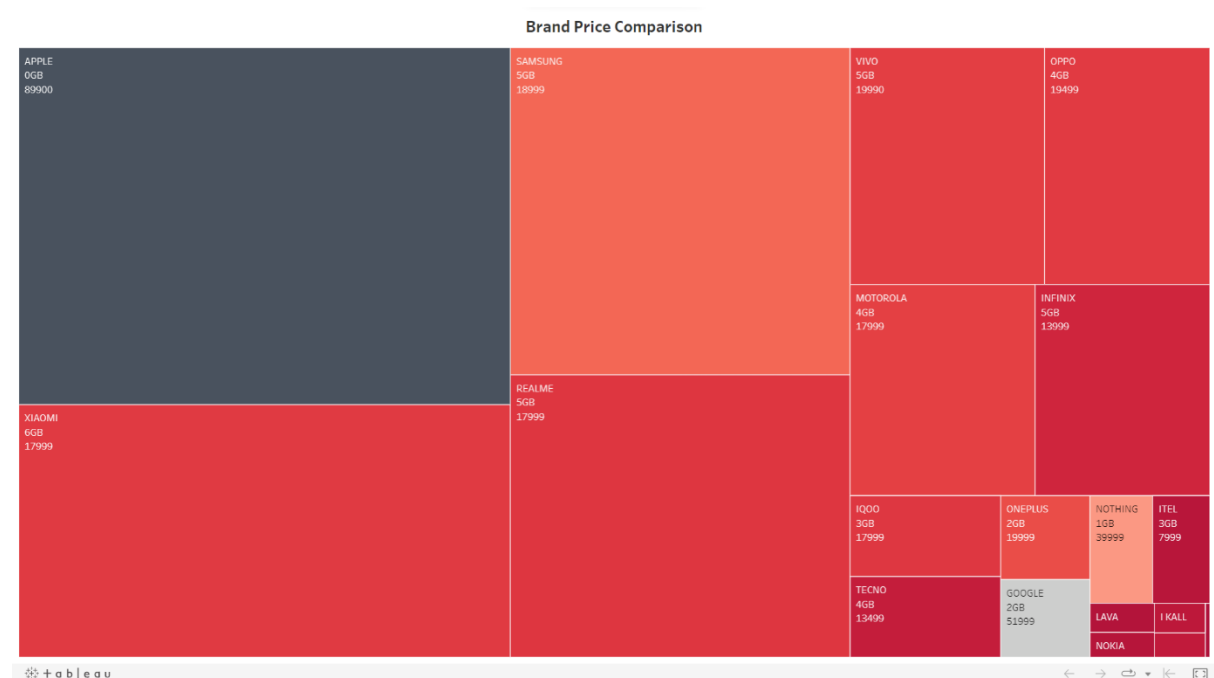
Activity 1.3: Bar Chart showing Battery-Type distribution

Battery Type Distribution
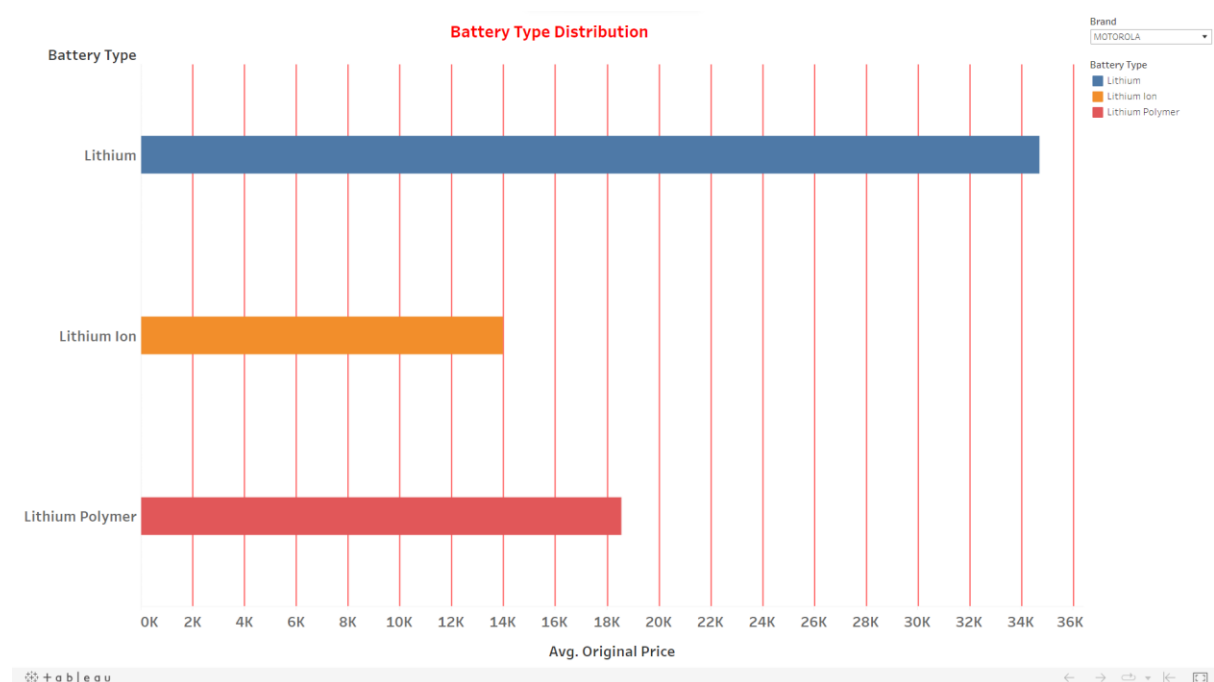
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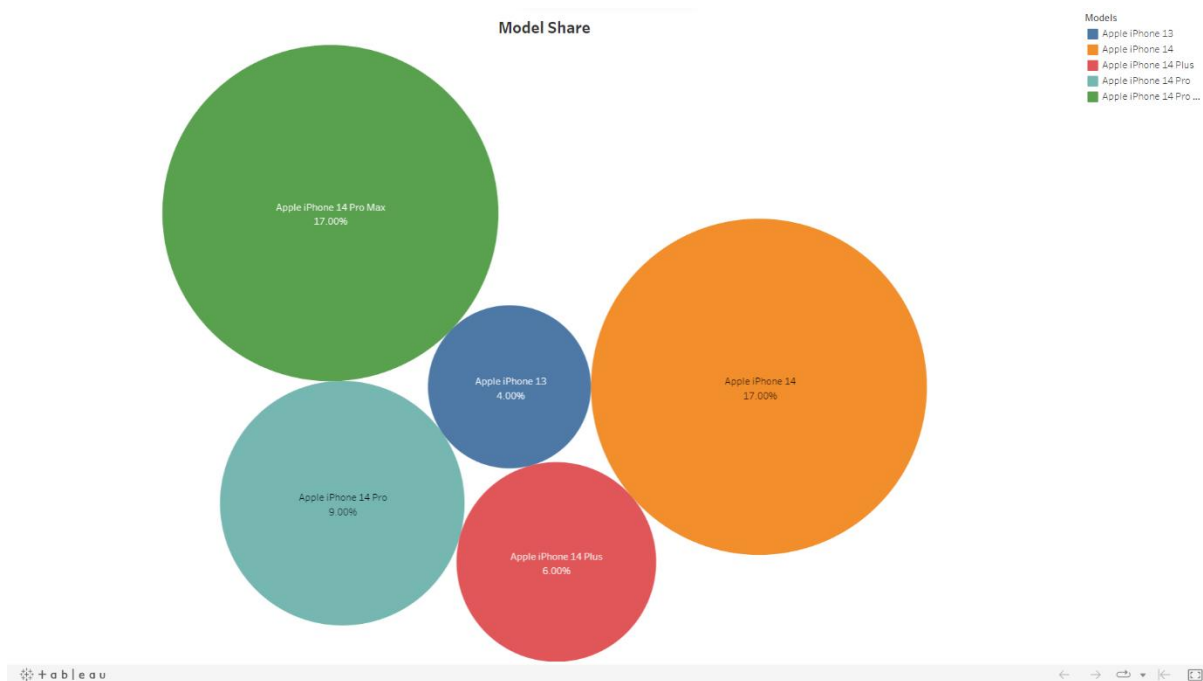
Activity 1.4: Treemap showing Brand- Price Comparison

Brand Price Comparison

Explanation video link:

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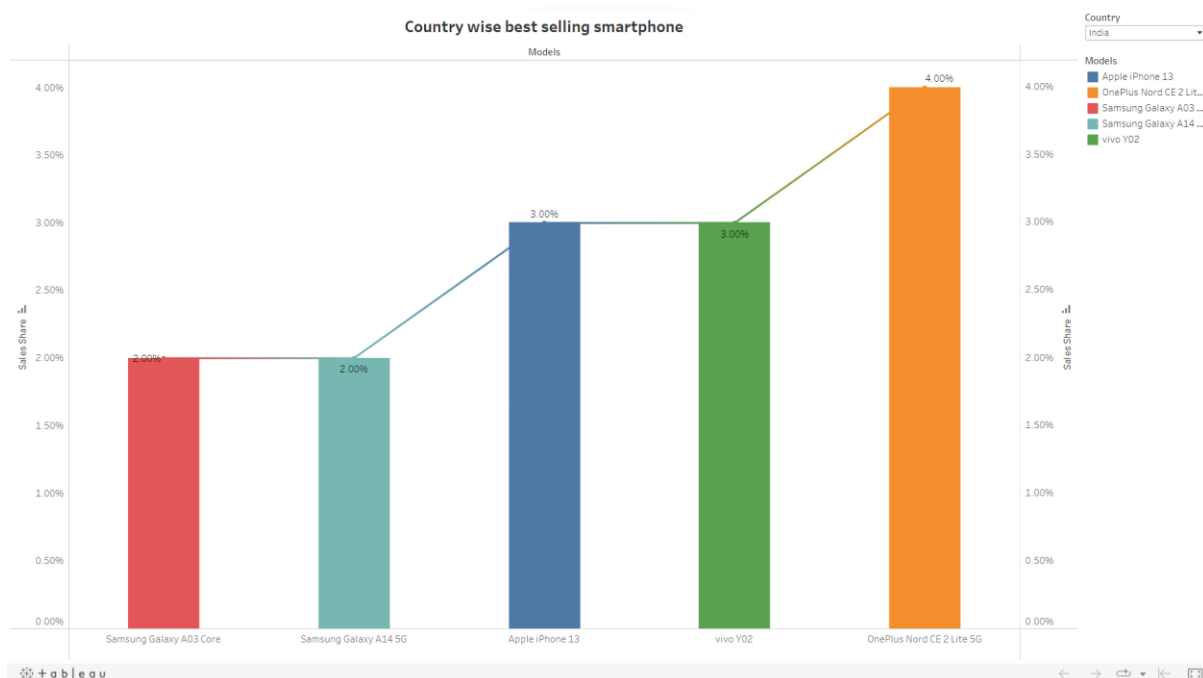
Activity 1.5: Bubble Chart showing Model- Wise Share of iPhone

Explanation video link:

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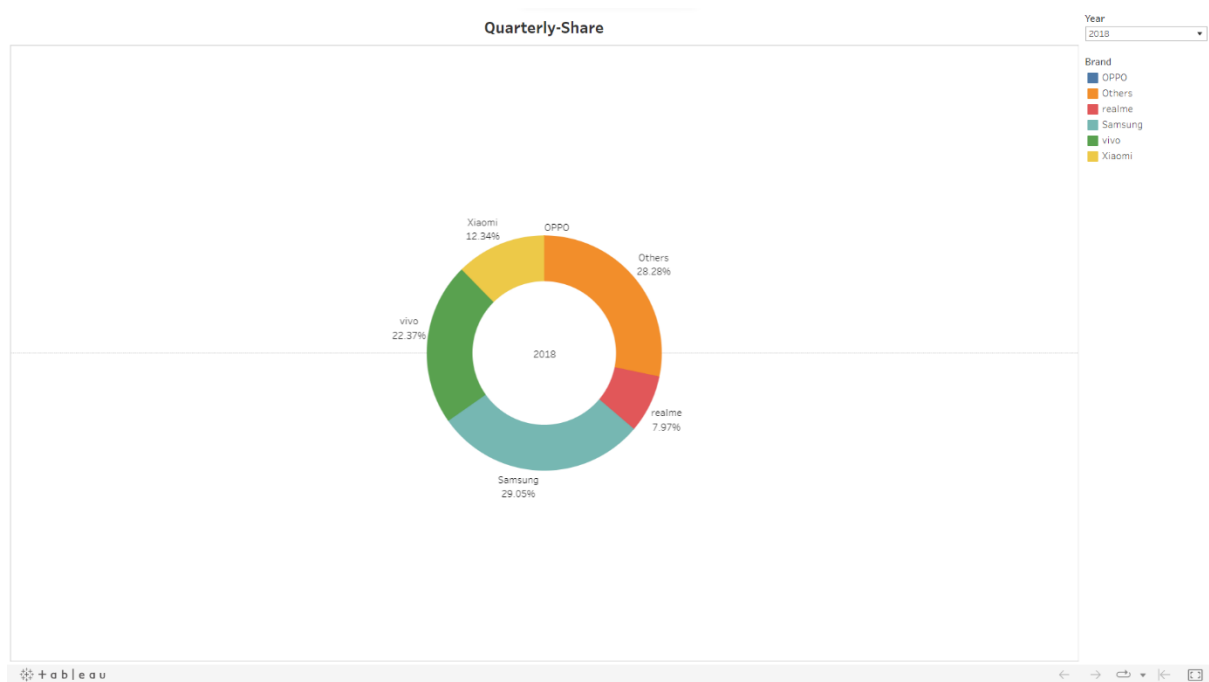
Activity 1.6: Lined Bar-Chart showing Country-Wise Best Selling Smartphone

Explanation video link:

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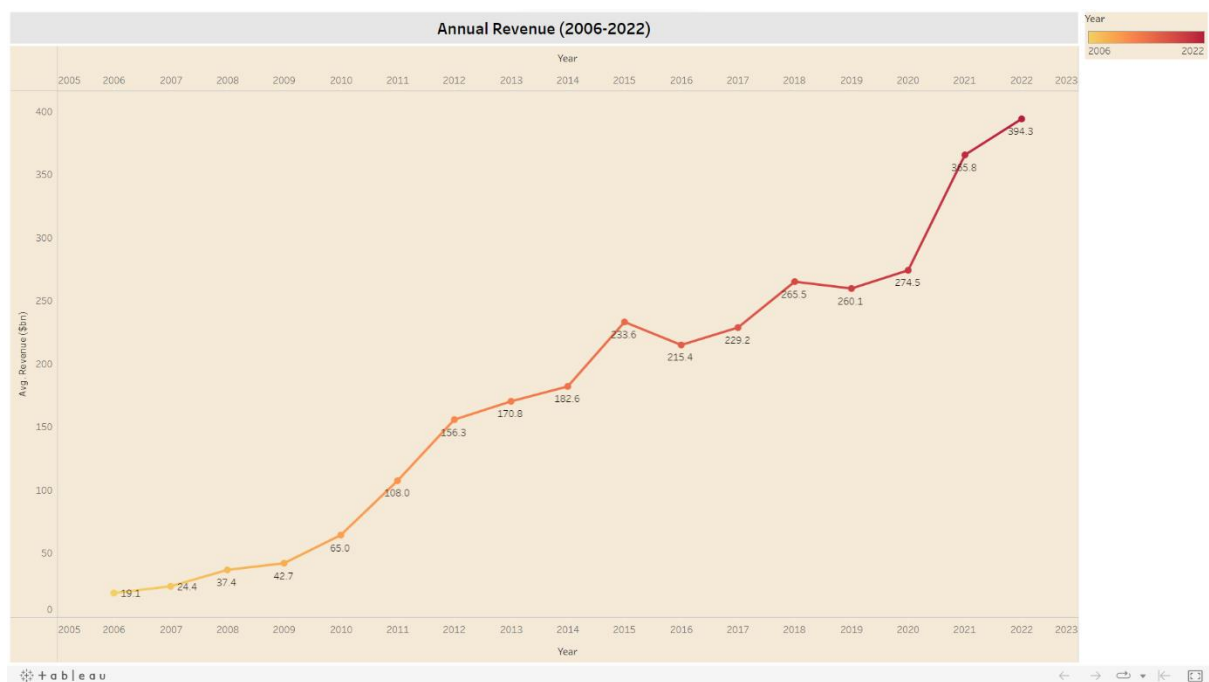
Activity 1.7: Donut Chart for Quarterly Share

Explanation video link:

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Activity 1.8:Line Chart for Annual Revenue Year-Wise

Explanation video link:

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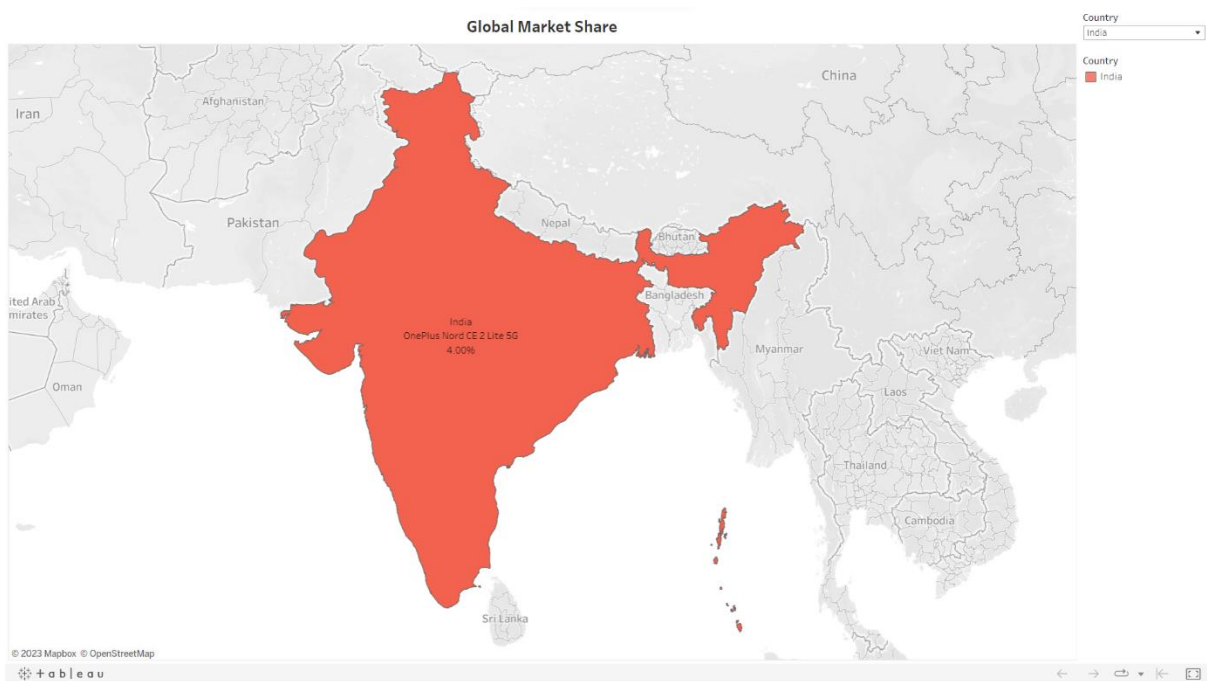
Activity 1.9: Text Table for Yearly KPI

KPI			Year
			2022 ▾
Revenue Generated	Units sold (mm)	Active Users (mm)	
205	232	1,334	

Explanation video link:

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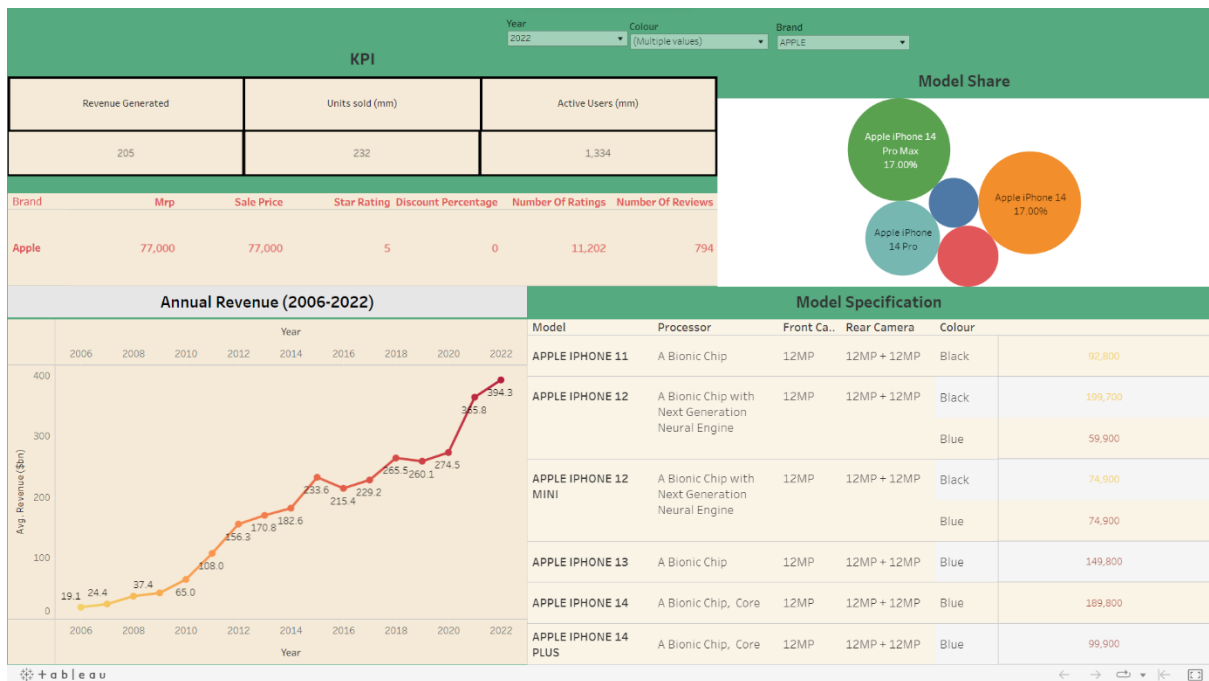
Activity 1.10: Map Showing Global Market Share

Explanation video link:

https://public.tableau.com/views/project2_16976295387800/GMS?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Activity 1.11 Dashboard 1

Explanation video link:

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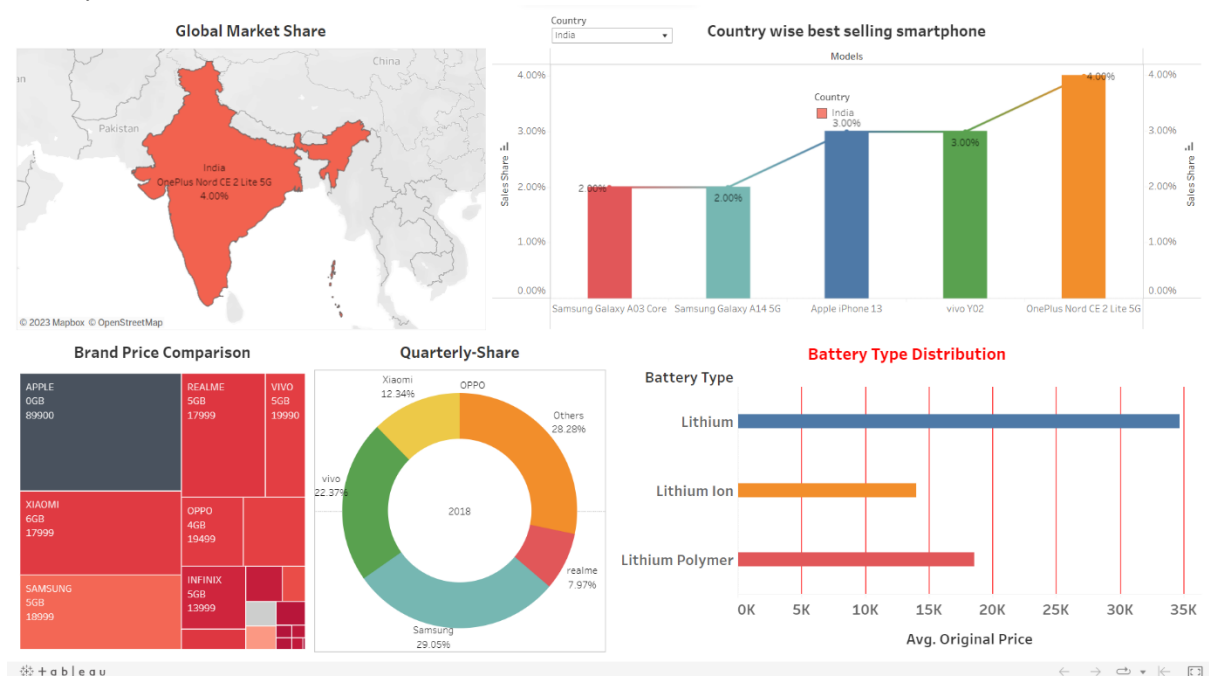
Activity 1.12 Dashboard 2

Explanation video link:

https://public.tableau.com/views/project2_16976295387800/Dashboard2?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Activity 1.13 Story 1

Explanation video link:

https://public.tableau.com/views/project2_16976295387800/Story1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Activity 1.14 Story 2

Explanation video link:

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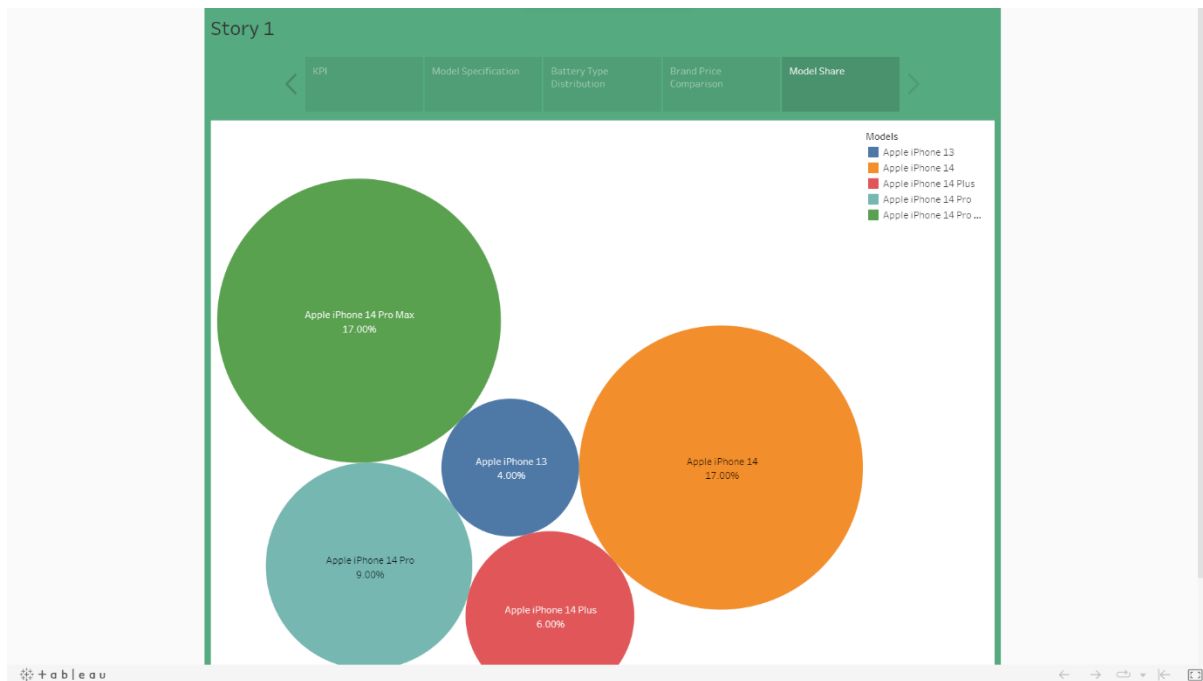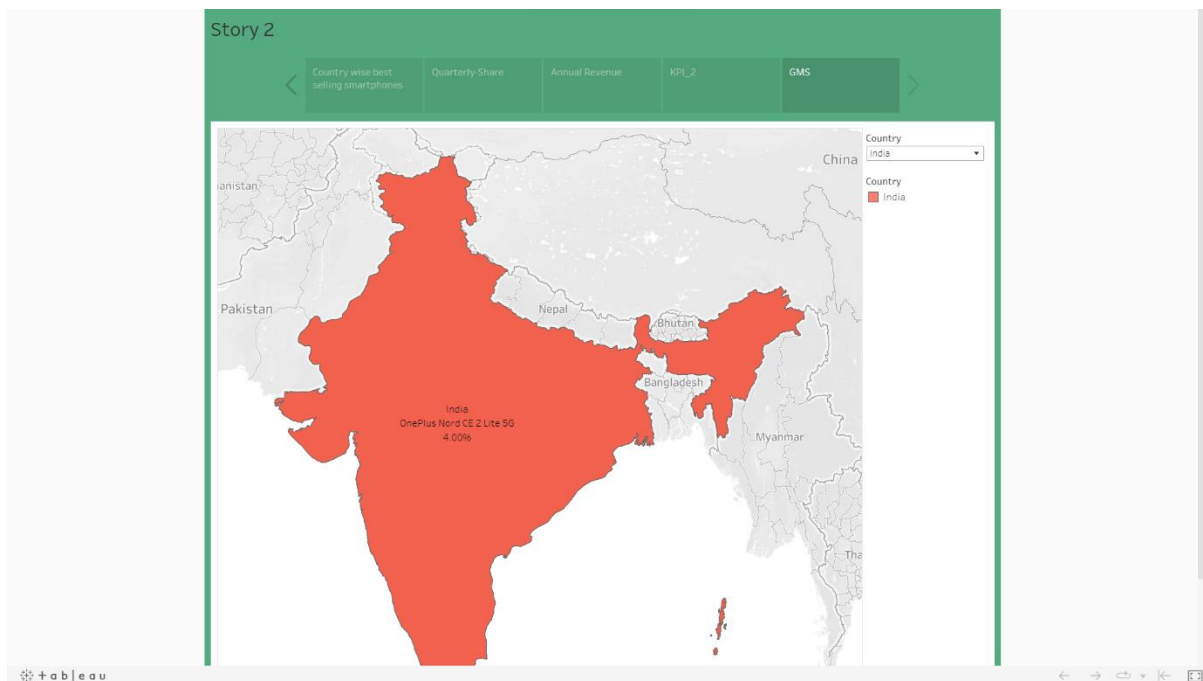4.ADVANTAGES AND DISADVANTAGES

ADVANTAGES:

India, home to 1.3 billion people, is on track to beat China and become the most populous country on the planet by the year 2024.

India's economy is one bubbling with potential, her GDP is among the fastest-growing in the world and about 44 Indians get out of extreme poverty every minute.

The trajectory of people coming out of poverty has got American companies like Google, Uber, Microsoft, Apple, and Amazon excited. India can now provide these companies with 1.3 billion potential customers; many of which are using the internet and computers for the first time.

Apple expansion

Apple has been fairly successful in its plans to expand to emerging markets like China, but even with India being one of the few regions which isn't experiencing smartphone saturation, Apple hasn't been doing so well.

In 2018, Apple lost 3 key Indian executives, failed to meet its annual revenue target in the region, and was hit by India's high smartphone tariffs, it is clear that Apple has been struggling in the region and for some reasons.

The iPhone's high price

In 2016, Apple's brand new iPhone 7 started at $650, about a year later, the iPhone X's starting price was $1000, a $350 price increase from the last year's model.

Apple's 2020 'budget' smartphone, the iPhone 11 costs $50 more than the 2016 flagship iPhone 7.

Due to the drastic surge in the price of the iPhone, Apple has recorded an increase in profit, making up for slowing unit sales, but in India; a price-sensitive country, this strategy is backfiring.

75% of all smartphones sold in the region cost less than $250 and 95% cost less than 500, (according to intoindia blog dot com), thus putting Apple's flagship phones in the ultra-premium, which Apple normally operates in. The premium smartphone market in the region is less than 5% of the total smartphone market, which just isn't enough for Apple, as Oneplus was the best selling premium smartphone in India, in 2019.

Most smartphones that are sold in India are sold for about $200. Other popular smartphone brands have adapted, with Samsung launching its budget series Samsung Galaxy A and M series, and Xiaomi its Redmii series, both starting at as low as $150.

Because of this, Samsung, Vivo, and Xiaomi accounted for the majority of Indian smartphone sales garnering 16%, 17%, and 30% respectively, with Apple only owning about 2%.

Combining the high price of the iPhone with a GDP per capita of $2,171, its easy to see why Indians aren't willing to pay so much for a phone that costs above a thousand dollars.

High import tariffs

Apple has a specific disadvantage in the Indian market because of the local regulations. There is a very high import duty on phones that are not manufactured locally in India. Because of tariffs and duty, most smartphone producers tend to produce their smartphones locally so they don't have to pay that high import duty.

The Indian government puts a 20% tariff on smartphones manufactured in other parts of the world, this is to incentivize more foreign companies to manufacture domestically, help employ their large population, and boost their economy. Due to Indian tariffs, the $1000 iPhone X started at about $1400 and the $700 iPhone 11 at $852 in India.

DISADVANTAGE

Apart from hardware, there are other things Apple needs to consider. The Apple software is mostly lacking in India so Apple will need to improve other services in the region, such as its Maps services, Virtual Assistant; Siri, launch, and Apple Pay. The Indian market is well versed in the software aspect, so Apple may want to include software designed specifically for the Indian market.

5.APPLICATION

The sharp jump in iPhone manufacturing in India suggests that Cupertino, California-based Apple is exploring ways to reduce its reliance on China. This is in view of rising tensions between Washington and Beijing.

Apple's manufacturing partners have also started expanding beyond China, particularly in India, after last year's chaos at Foxconn's main 'iPhone City' complex in Zhengzhou. This led to huge issues in Apple's supply chain and forced it to cut output estimates.

At the same time, India has rolled out a spate of incentives to boost local manufacturing, which has caught the eye of both Apple and its contract manufacturers.

Apple exported iPhones worth $1 billion in the year ended March 2023 out of the total production – this is nearly four times as much as the previous period, said the Bloomberg report quoting sources.

6.CONCLUSION

In order for Apple to expand into the Indian market, it needs to change its strategy and tailor it for the Indian market. Apple will want to produce locally manufactured devices sold at an affordable price tag — with improved features.

Until they do so, their competitors will continue to make more useful and appealing devices, with features and a cheaper price point.

7.FUTURE SCOPE

Apple's manufacturing push will play a significant role in India's mission to become a major manufacturing hub of electronics goods for the world, and an efficient alternative to China.

The increasing share of India's iPhone manufacturing output will also boost the country's economic growth as it will attract other major brands to manufacture in the country. India has already established itself as a leading marketplace for electronic goods and all things online.

8.APPENDIX

- ✓ [Apple Makes Progress in India as IPhone Sales Rise to Record - Bloomberg](#)

- ✓ [Apple iPhones log 48% growth in India in 2021 with 4.4% market share (business-standard.com)](#)