

# EXPLORATION IREVOLUTION: A DATA DRIVEN OF APPLES IPHONE IMPACT IN INDIA

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## INTRODUCTION:

### OVERVIEW:

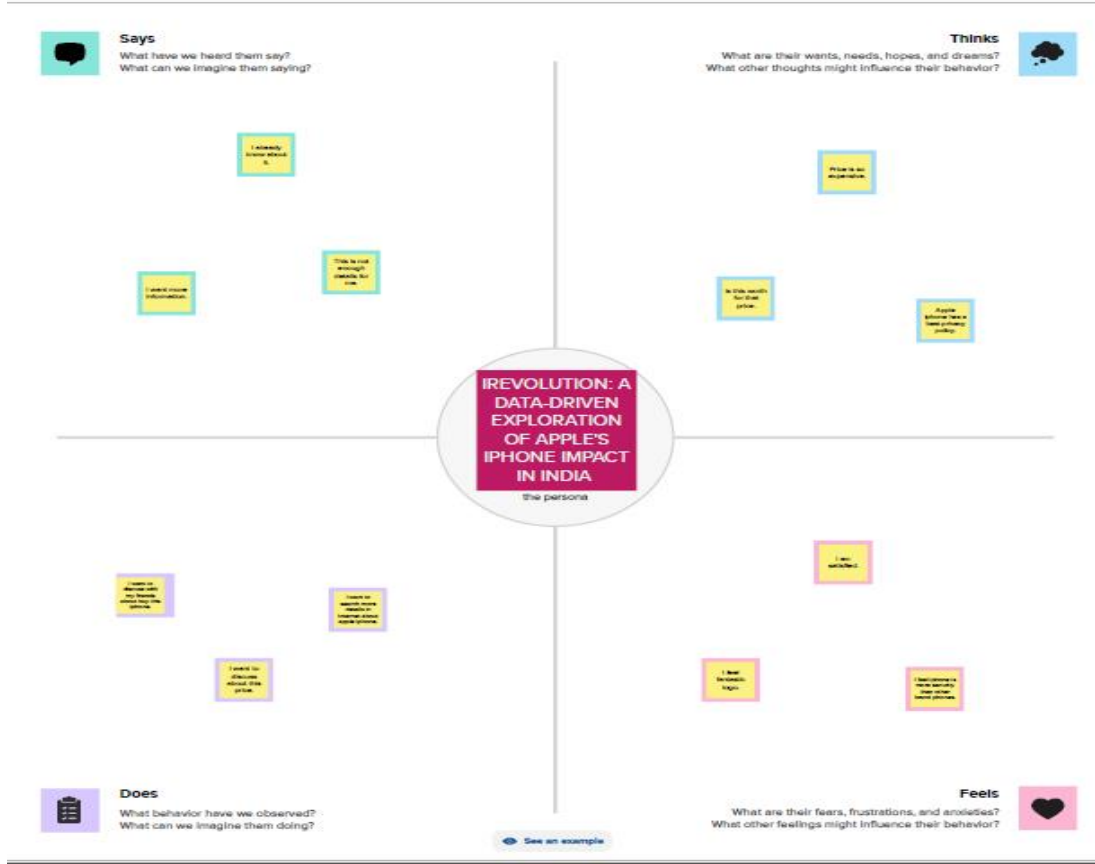
Apple's sales in India hit a new high of about \$6 billion in the fiscal year, up nearly 50% from a year earlier, showcasing the increasing importance of iPhones in a country that emerged to be the fastest growing major economy.

### PURPOSE:

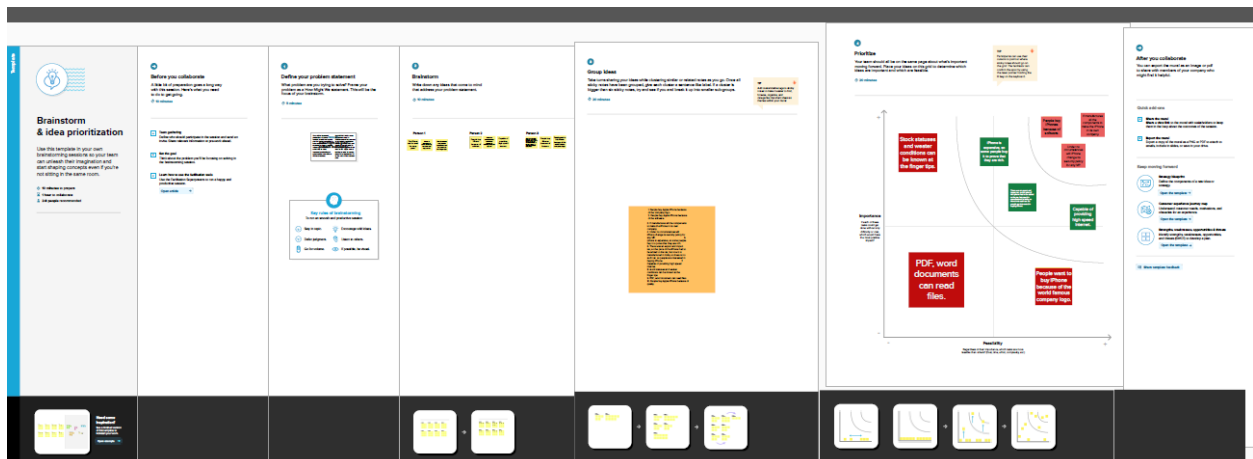
We can see the economic changes that apple iphone has brought about in India and the people's preferences.

## PROBLEM DEFINITION & DESIGN THINKING:

## EMPATHY MAP:

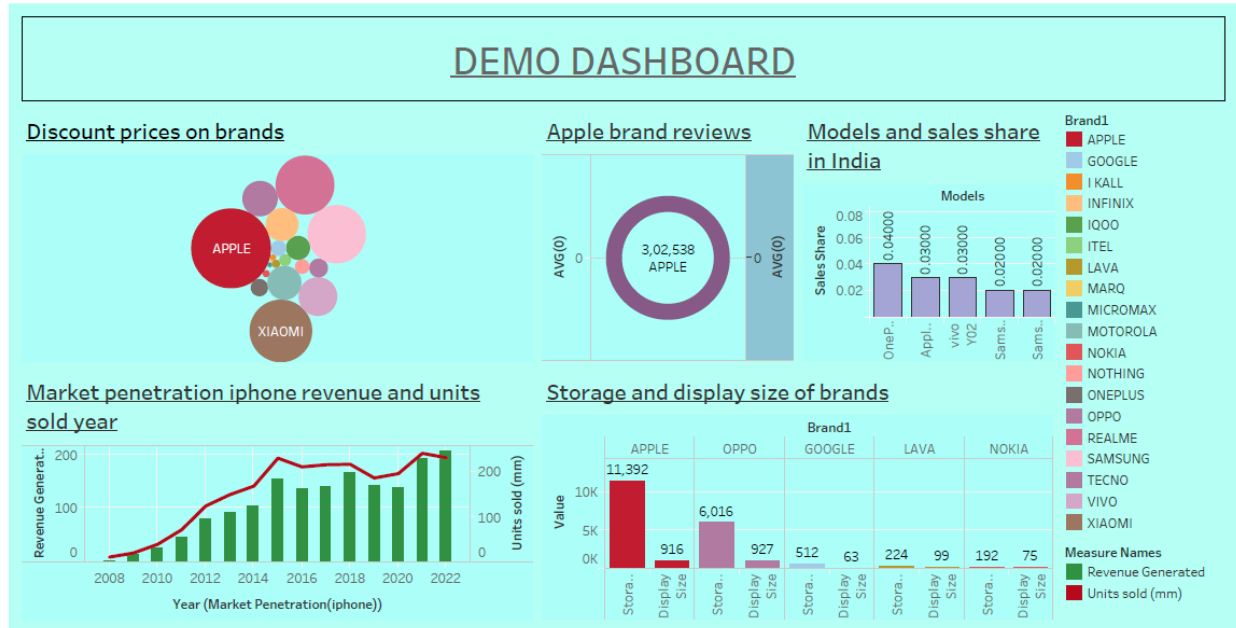


## BRAINSTORMING MAP:



## RESULT:

People buy Apple iPhone because it gives more discount price. This why stock market conditions are rising. As the Apple storage and display are more than other phones, the Apple's brand reviews will be positive by increasing its selling price and penetration in the market.



## ADVANTAGES

The iPhone's retina display is one of the best in the market.

## DISADVANTAGES

The iPhone is one of the most expensive smartphones on the market.

## APPLICATIONS

This project is applicable in stock markets.

## CONCLUSION

Through this project we can see the reasons why people buy Apple iPhone and the economic growth of India due to it.

## FUTURE SCOPE

In the short term, we're likely to see incremental improvements like higher quality cameras and giant display.