

PROJECT REPORT

1.INTRODUCTION

1.1 Overview

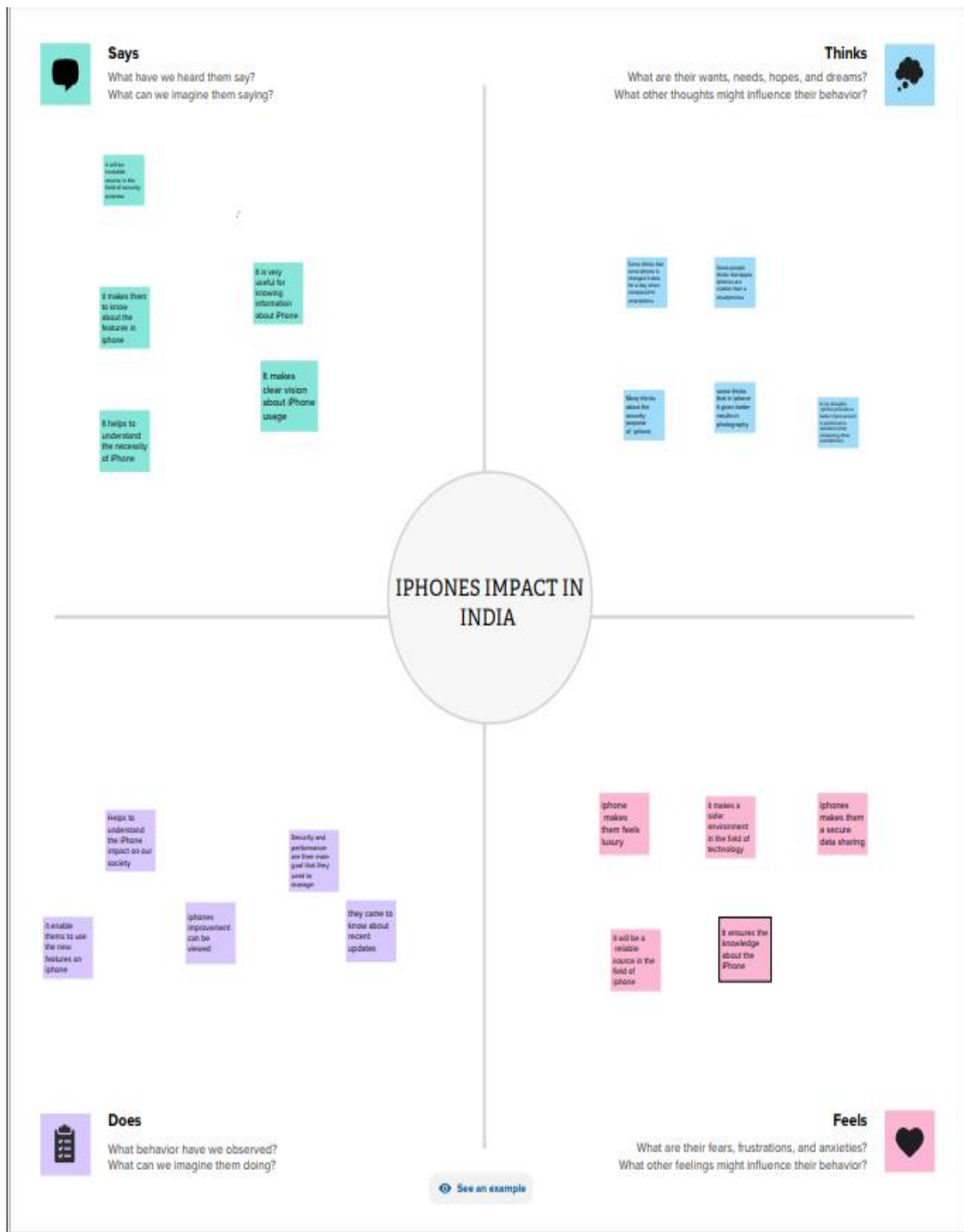
- The project titled "Apple iPhone Impact in India" aims to comprehensively analyse the influence and implications of Apple's iPhone on the Indian market, economy, technology landscape, and consumer behaviour. Analyse the degree of market penetration of Apple iPhones in India and its impact on market dynamics. Assess the economic implications of iPhone sales and production in India, including employment generation and contributions to GDP.
- To Investigate how the iPhone has influenced the technological landscape in India, including mobile app development, consumer behaviour, and digital innovation. Conduct surveys and collect market data to understand consumer preferences, buying behaviour, and brand perception
- It Utilize economic models and statistical tools to quantify the economic impact of iPhone sales and production in India. A detailed understanding of the iPhone's market position, competition, and consumer preferences in India. Quantification of the economic benefits and contributions of iPhone sales and manufacturing activities in India
- The iPhone brought a paradigm shift in mobile technology, setting new standards in design, user interface, and functionality. Its introduction spurred competitors to enhance their products, thus accelerating technological advancements in the Indian smartphone market. Apple's presence in India, primarily through its manufacturing operations, has contributed to job creation and economic growth.

1.2 Purpose

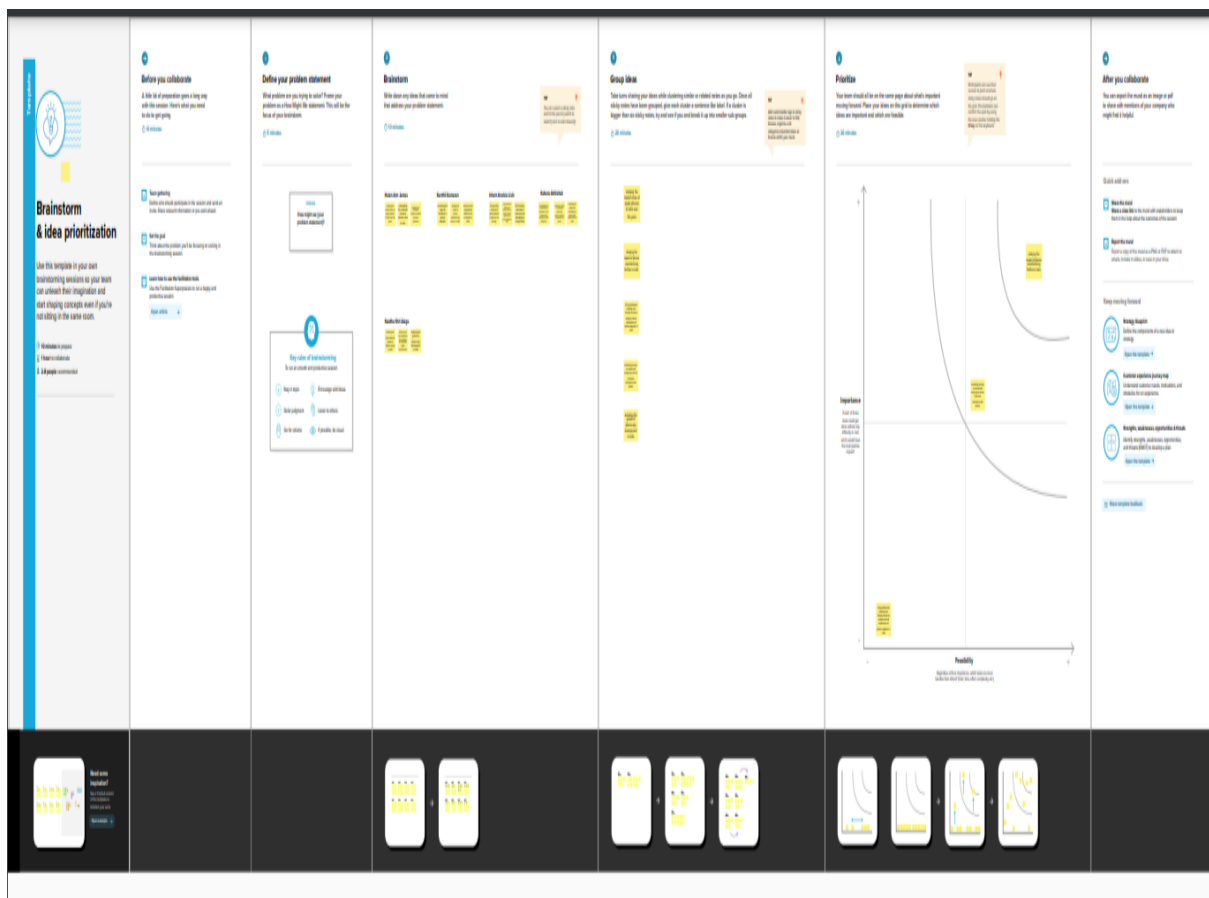
- The economic impact of the iPhone in India is significant. Analysing this impact helps in assessing the contribution of iPhone sales, manufacturing, and related industries to India's economy. This includes evaluating employment generation, investment inflow, government revenue, and trade balance, providing a comprehensive picture of its economic influence. The iPhone has not only changed how people communicate but also how they perceive and engage with technology. Studying its impact on consumer behaviour and market dynamics helps understand the preferences, purchasing patterns, and brand loyalty that have evolved as a result of iPhone adoption. This knowledge is vital for businesses and marketers aiming to tap into the Indian consumer market effectively.
- The iPhone has influenced lifestyle choices, societal behaviours, and cultural norms in India. By studying these changes, we gain a deeper understanding of how technology can reshape cultures, social interactions, and even societal aspirations. This insight can guide societal adaptation to new technologies and inform future product development. By delving into the "iPhone Impact on India," this study aims to generate a comprehensive, data-driven narrative that not only portrays the transformative influence of the iPhone but also provides a valuable platform for informed decision-making by stakeholders in business, government, technology, and society. Ultimately, the research endeavours to drive growth, innovation, and harmonious integration of advanced technology within the Indian socio-economic fabric.
- The iPhone's popularity played a role in increasing digital connectivity and internet penetration in India. The need for faster and more reliable internet to support advanced features of the iPhone encouraged infrastructure development and improved internet services across the country.
- The iPhone's presence bolstered the development of the iOS app ecosystem in India. App developers and entrepreneurs were incentivized to create innovative applications, leading to a surge in the availability of diverse and localized apps that cater to specific needs of the Indian populace. The iPhone's integration of educational and productivity applications revolutionized the way people access and utilize information.

2.PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy Map



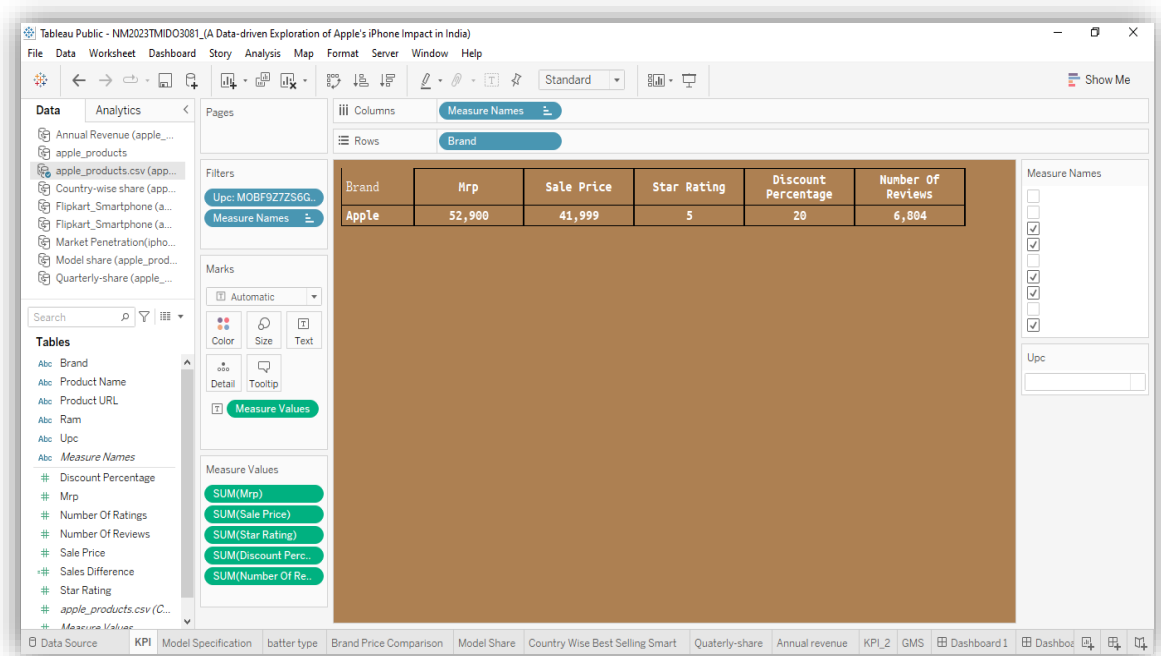
2.2 Ideation & Brainstorming Map



3.RESULT

Key Performance Indicator(KPI)

- The data is retrieved from the source file and the key performance is visualized in the sheet 1 as follows



Model Specification

- Using the source file the insights of the data is extracted and visualized in the sheet 2 as follows

Tableau Public - NM2023TMID03081_(A Data-driven Exploration of Apple's iPhone Impact in India)

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Columns: Model Processor Front Camera Colour Rear Camera

Rows: Model Specification

Filters: Brand: APPLE Colour

Marks: SUM(Original Price)

Model	Processor	Front Camera	Colour	Rear Camera	Price
APPLE IPHONE 11	A Bionic Chip	12MP	White	12MP + 12MP	92,800
			Black	12MP + 12MP	92,800
			Red	12MP + 12MP	92,800
			Yellow	12MP + 12MP	43,900
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	Black	12MP + 12MP	1,99,700
			Green	12MP + 12MP	74,900
			Red	12MP + 12MP	1,34,800
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	Black	12MP + 12MP	74,900
			Red	12MP + 12MP	74,900

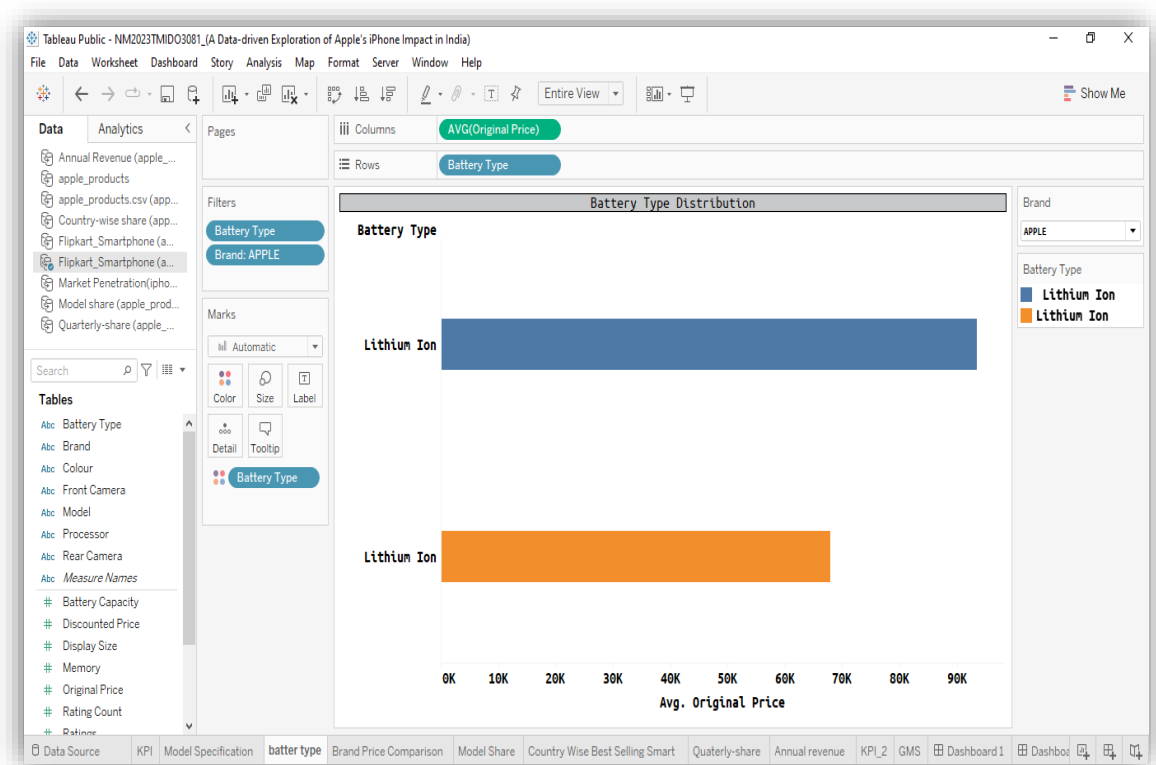
Colour: (Multiple values) Brand: APPLE Colour: White, Black, Green, Red, Yellow

Tables: Battery Type, Brand, Colour, Front Camera, Model, Processor, Rear Camera, Measure Names, Battery Capacity, Discounted Price, Display Size, Memory, Original Price, Rating Count, Rating

Dashboard: Data Source, KPI, Model Specification, batter type, Brand Price Comparison, Model Share, Country Wise Best Selling Smart, Quaterly-share, Annual revenue, KPI_2, GMS, Dashboard 1, Dashbo

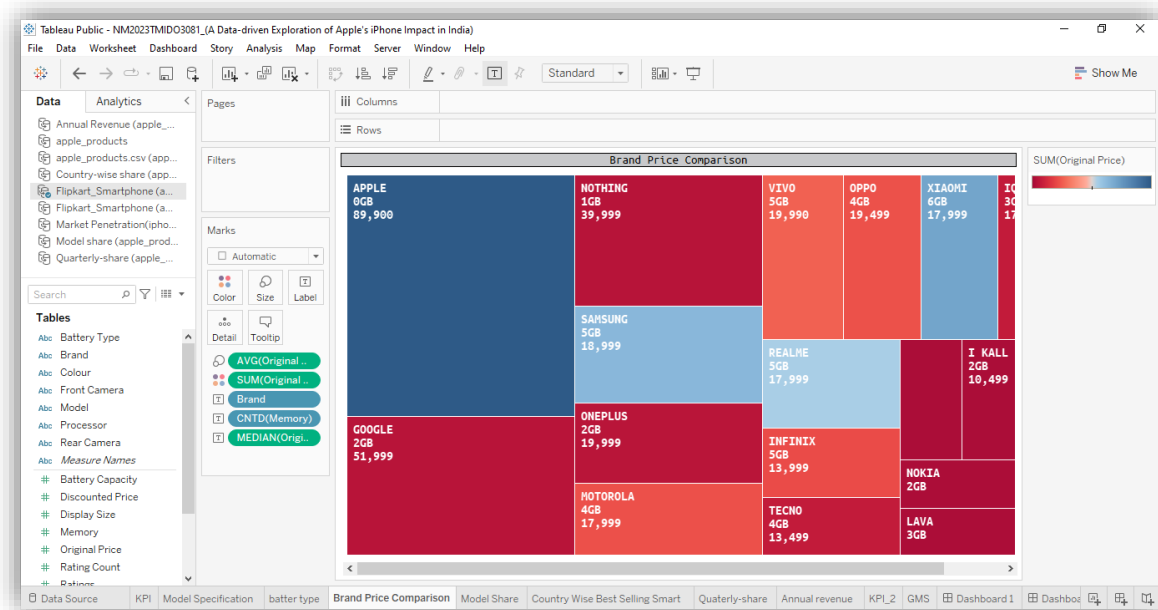
Battery Type

- The distribution of battery types are visualized in the sheet 3 as follows



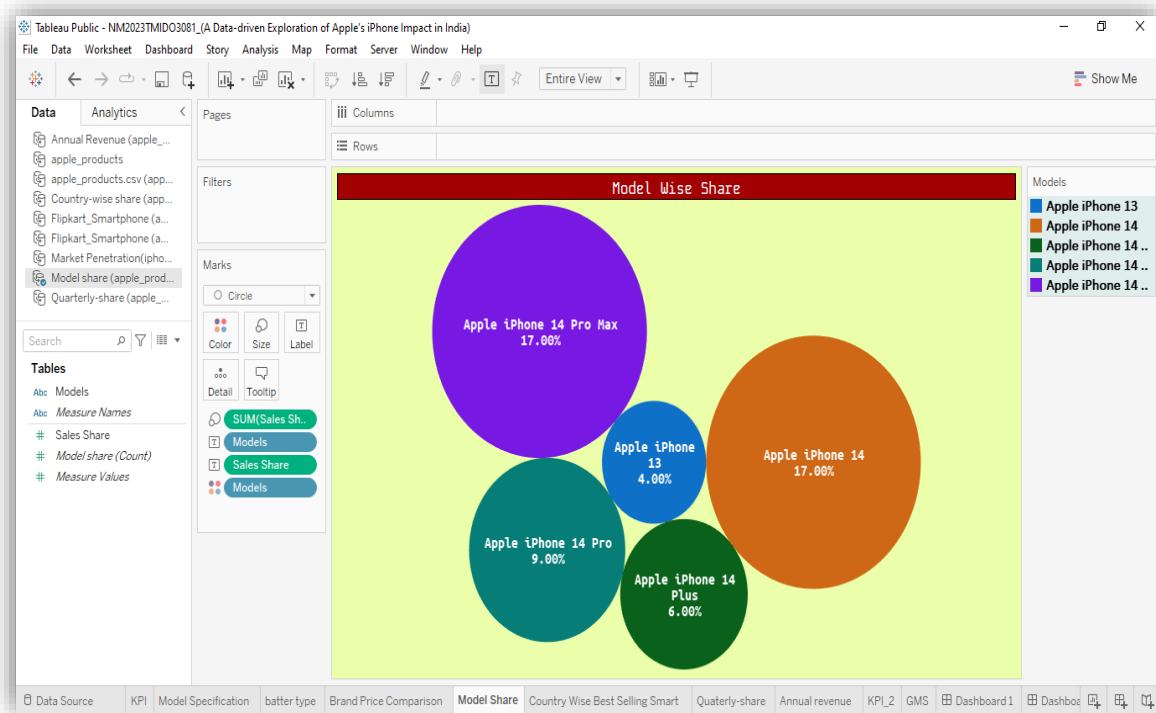
Brand Price Comparison

- From the sheet -4 costs and pricing of the each brand can be viewed better and it provides a better understanding through this visualization



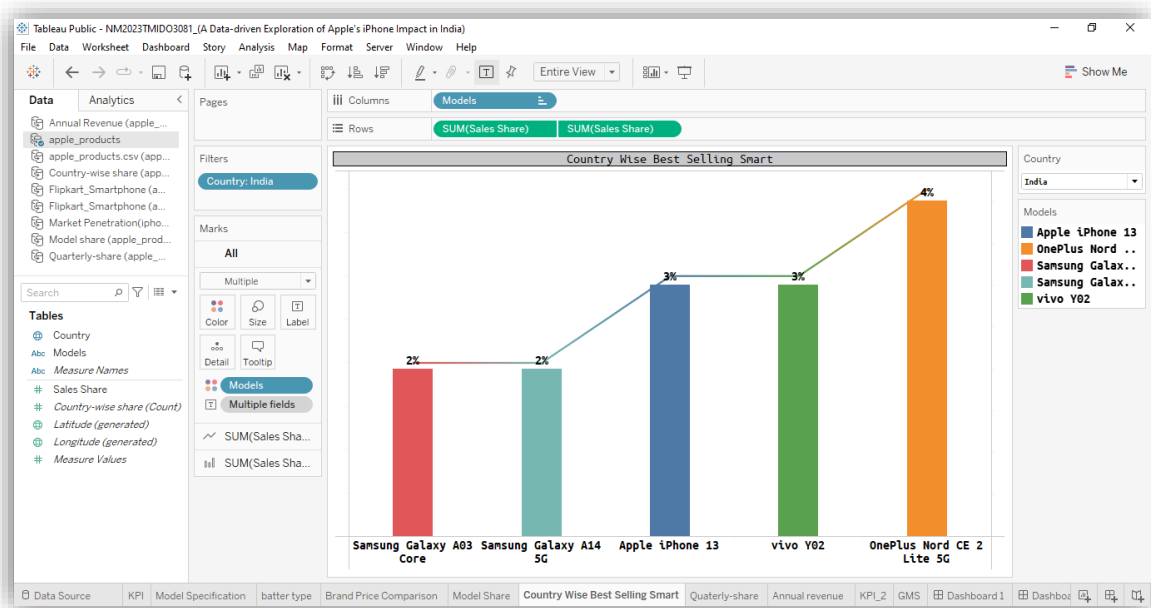
Model Share

- The sheet -5 gives a view about its share-hold by percentage. It gives the clear view that apple has a good percentage health in its share value



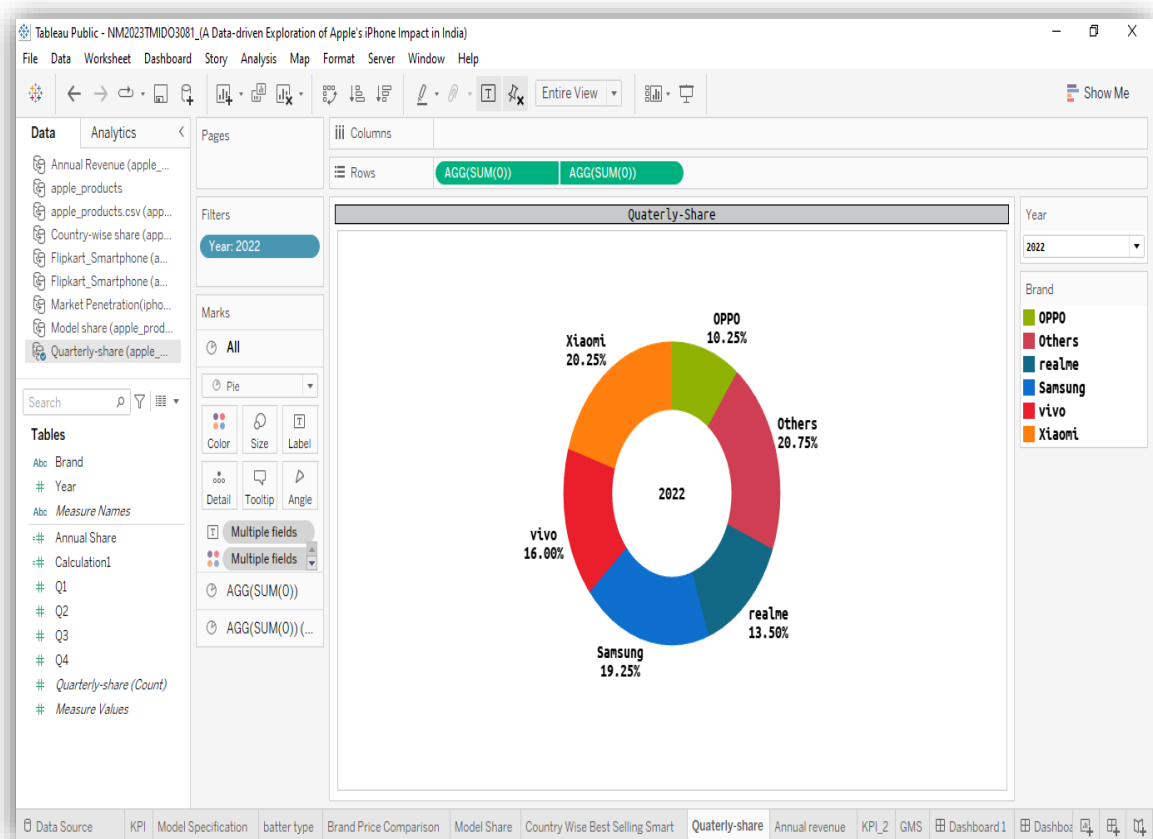
Country Wise Best selling Smartphones

- Sheet 6 gives country wise sale. it insists that, In India iPhone is still being competitive among other smartphones



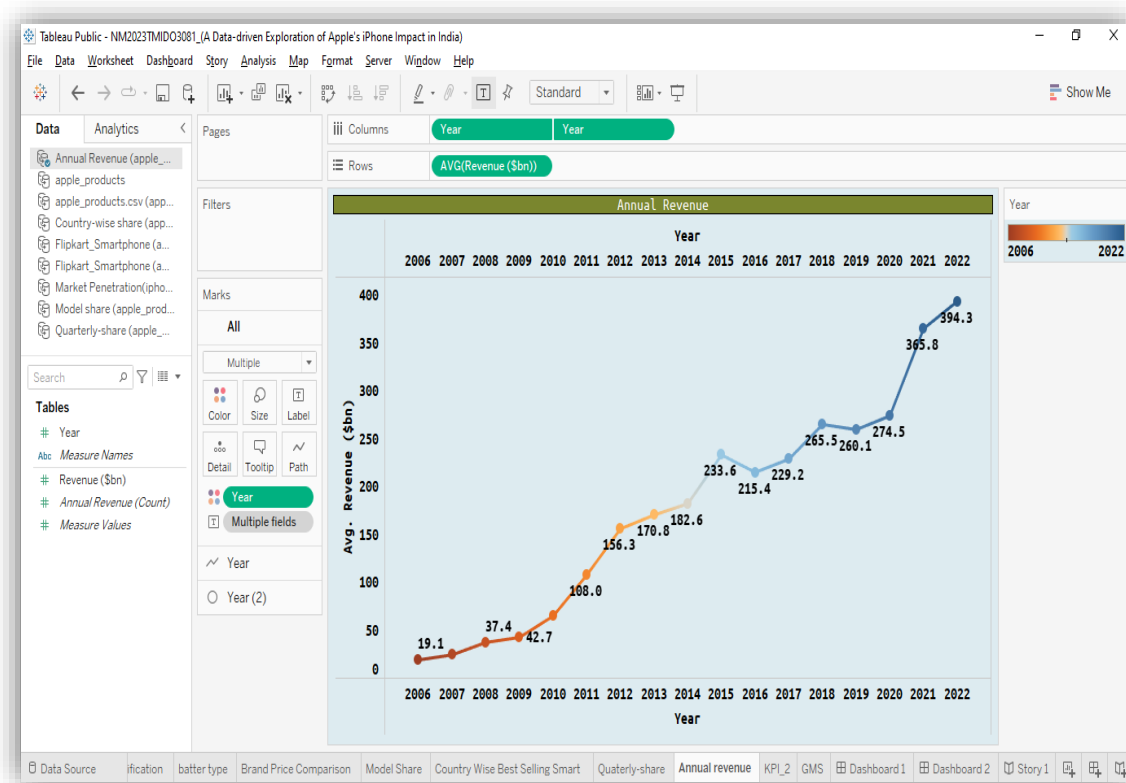
Quarterly Share

- Sheet 7 gives a quarterly share of the smartphones and its is visualized using pie chart



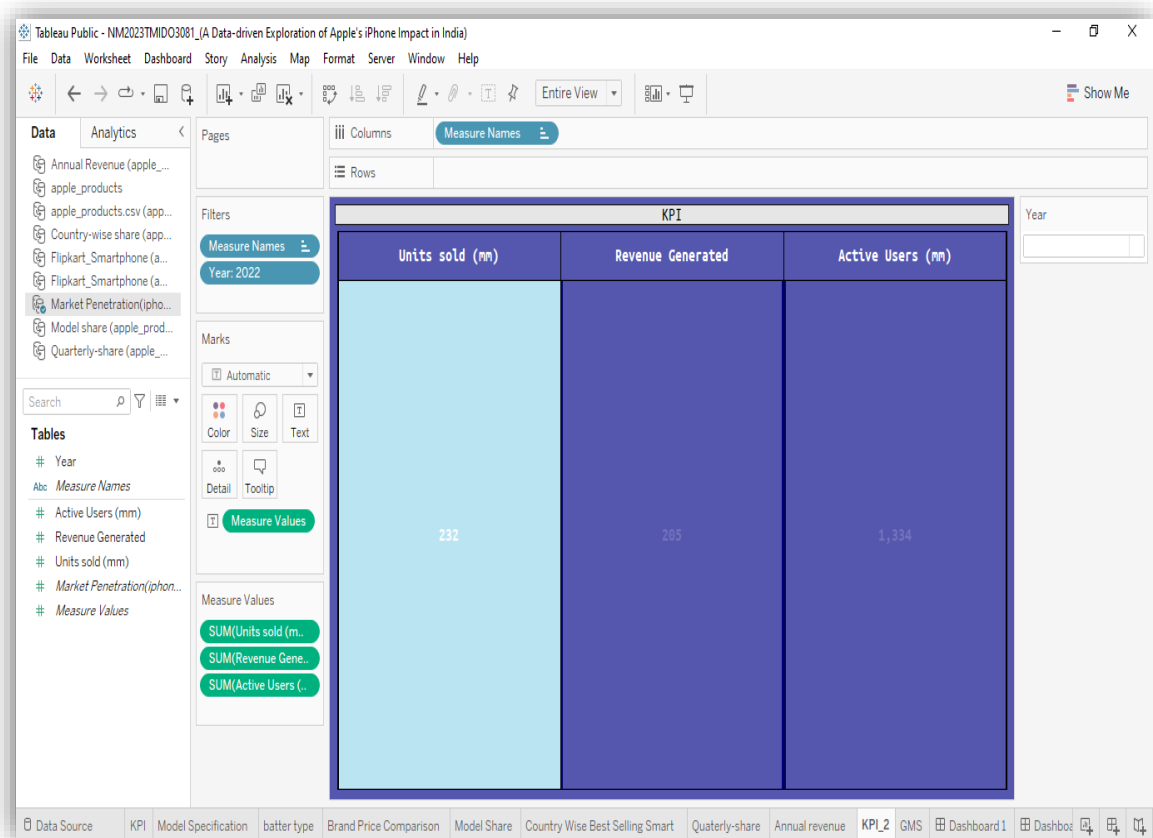
Annual Revenue

- Annual revenue from sheet 8 gives the revenue gained in each year and it shows there are drop and rises in the graph and it is ended with high revenue graph rise



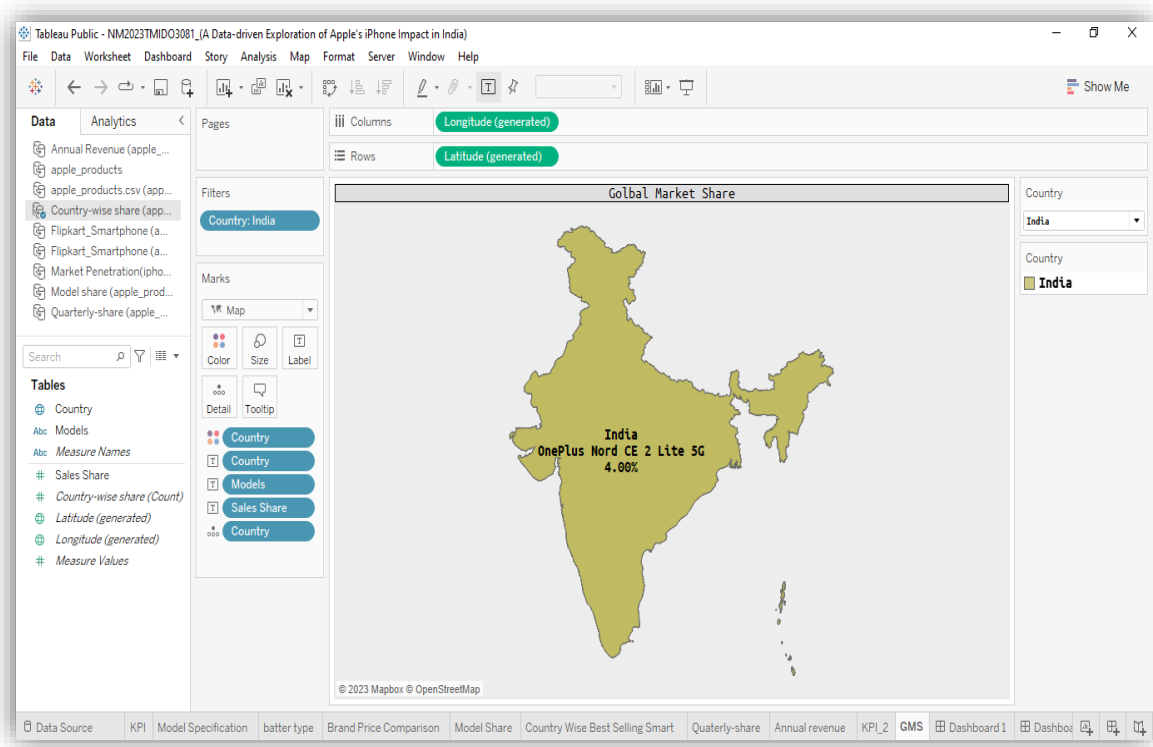
Key Performance Indicator 2 (KPI_2)

- The units sold and the revenue generated can be viewed through the sheet 9



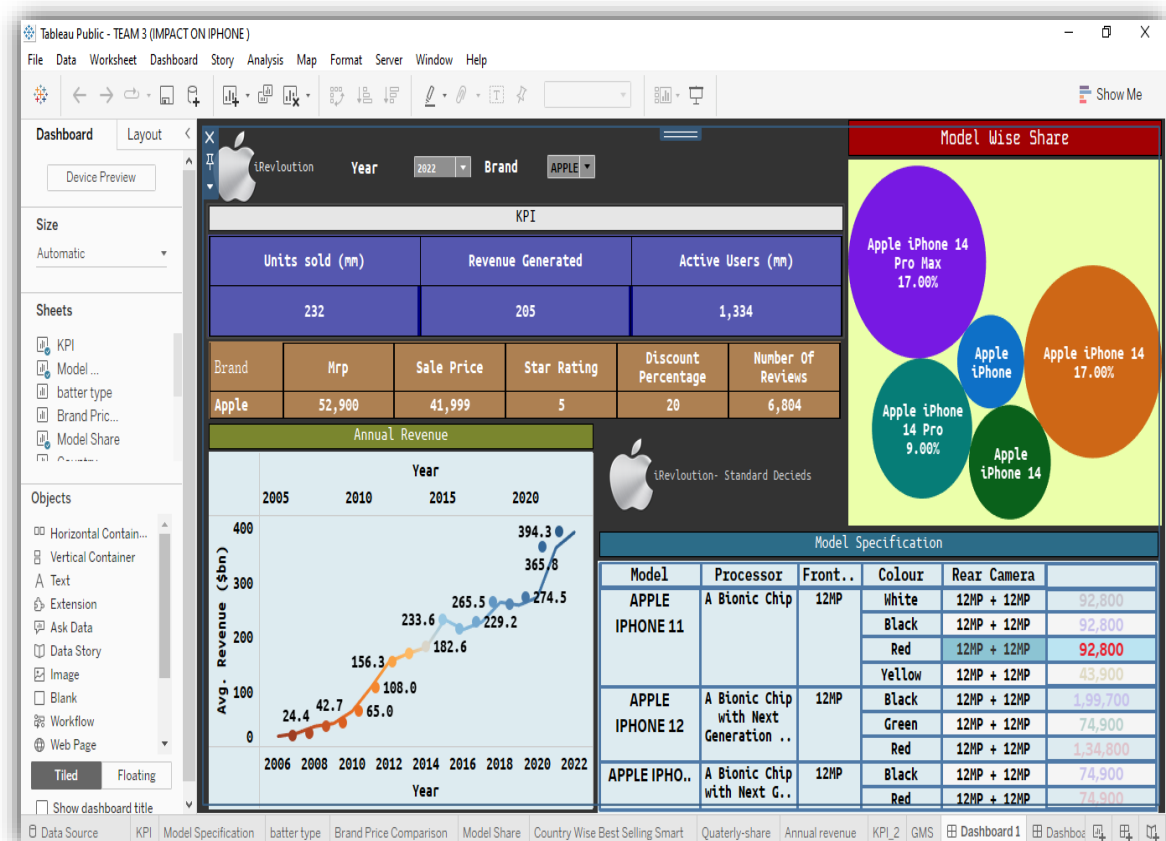
Global Market Share

- The global share insists that OnePlus holds its place in the India of having 4.00% among its competitors can be viewed through the sheet 10



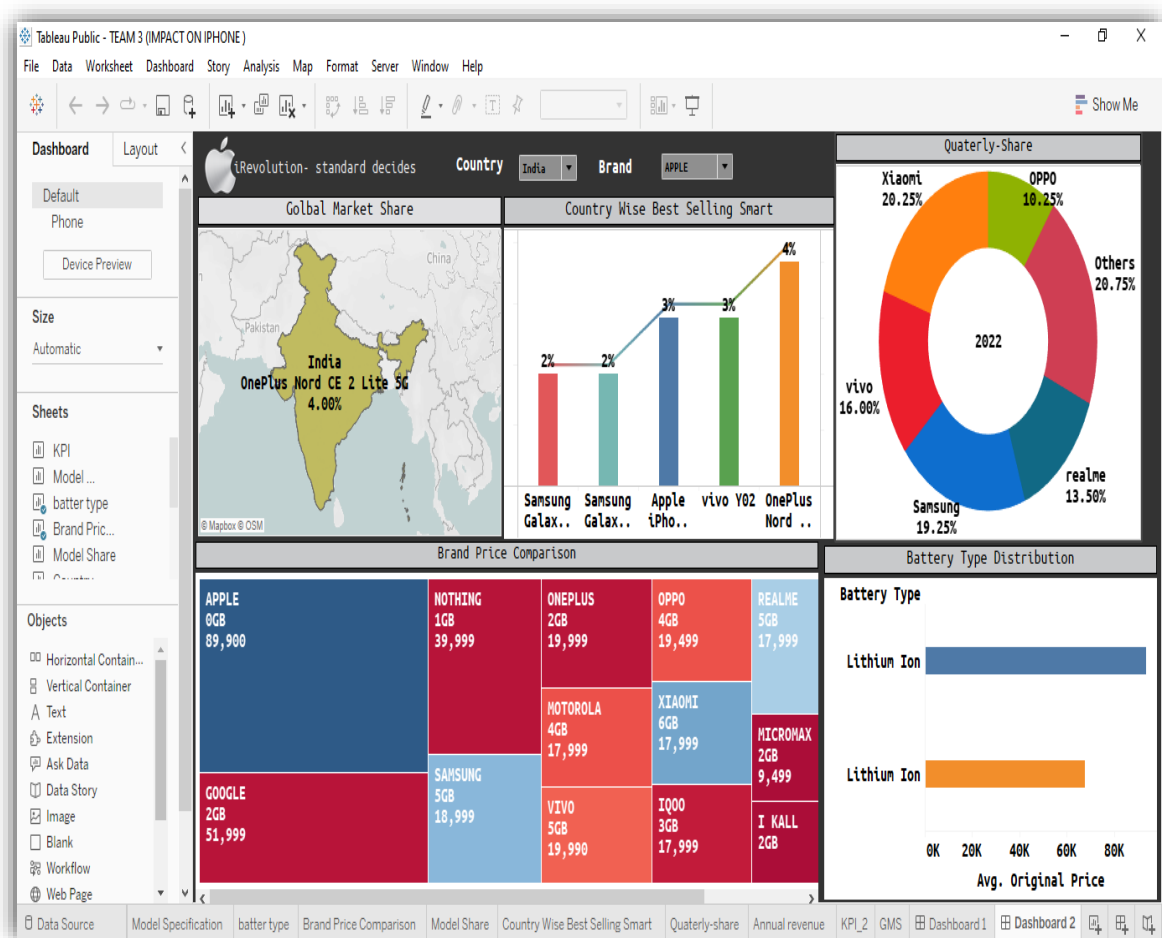
Dashboard 1

- From dashboard 1 Annual revenue ,KPI ,Model wise share, and model specification comparison can be viewed with the better understanding



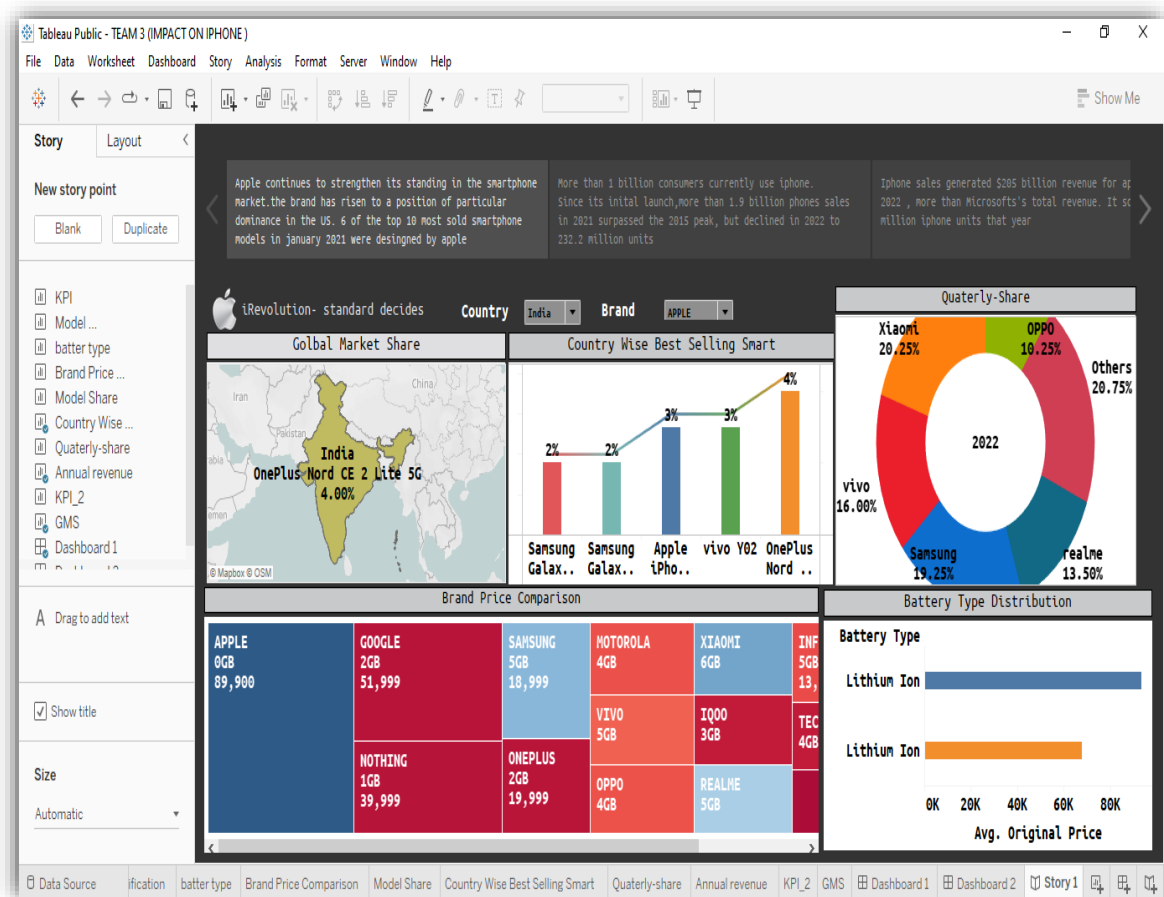
Dashboard 2

- Dashboard 2 gives the comparison between the graphical visualization of iPhone impact in India



Story

The story narrated can be viewed through the story sheet as follows



4 . ADVANTAGES

- Through this analysis each specifications of each models can specified particularly iPhone standings and its dominance can be viewed detailed through this visuals ad it provides the each data comparison
- It gives the battery specification and the main source by providing the visuals through tableau
- It shows graphical representation of iPhone users over the world by means we may able to filter out the required countries through tableau visuals representations it improves the iPhone authorities to improve their productivity
- Comparison with other leading brand can be viewed through this data analysation and it provides a better understandable view through this data visualization. Tableau provides a better view of the data and flow
- Through global market share the view provided by the tableau gives the visual of the regions of the each countries around the world. It provides the leading brand that are on the top in their region through this user can be retrieve information about their own regions.

DISADVANTAGES

- These data are inconsistent due to the day to day changes that happens around the world in the field of technology especially iPhone had overcome their issues by analysing their data which are still issues in this database used in this visualization
- For the current year iPhone made many changes including their manufacturing units are started around India which has initiated growth in economical level in India which cannot be viewed through this analytics
- Many technological improvements are developed in the field of technology which is not provided in this data-source

5. APPLICATION

- Brand wise comparison can be viewed through this data visualisation it provides a comparison between each brand and it will be more useful while user begin to purchase a product
- Performance indication gives the information about the iPhone active users and unit sold which can be used to help the user to be attentive towards the iPhone users in India
- Additionally it provides the sales price, discount percentage and MRP which will be very useful to increase the product sales
- In detail Model specification provides each and every model of their iPhone which gives the clear view of each model by its specification it improves the vision about the iPhone users
- Annual revenue provides the revenue generated over the years and it provides a clear view of ups and downs in their revenue management and their rectifications also their improved their results

6. CONCLUSION

- In conclusion, "A Data-driven Exploration of Apple's iPhone Impact in India" provides a comprehensive and insightful analysis of the profound influence that Apple's iPhone has had on various aspects of Indian society, economy, and technology landscape. The examination of this impact through a data-driven lens has revealed the multifaceted nature of the iPhone's role in shaping India's digital ecosystem.

7. FUTURE SCOPE

- The project, "A Data-driven Exploration of Apple's iPhone Impact in India," lays a solid foundation for future research and explorations. The insights gained from this project open up several promising avenues for further investigation and analysis in understanding the evolving influence of Apple's iPhone in India. Here's a detailed future scope for this project:
- Conducting a longitudinal study to track the changes and trends over time in the impact of Apple's iPhone in India. Analysing data from different time periods will provide a comprehensive view of how the impact has evolved and adapted to the changing technological, economic, and societal landscapes.
- Compare the impact of iPhones with Android devices in India, considering factors such as market share, user preferences, app usage, and brand loyalty. Analysing both platforms will provide insights into the unique aspects of iPhone's impact and user engagement. Develop models to quantify the economic impact of Apple's operations in India, including its manufacturing plants, retail presence, and related businesses. Assess the direct and indirect employment generation, GDP contribution, and other economic implications.
- Conduct a study to evaluate the socioeconomic inclusion and the digital divide caused by the iPhone's impact. Analyse how affordability and exclusivity affect different socioeconomic groups, and propose strategies to bridge the digital gap while ensuring inclusivity. Conduct a comprehensive analysis of Apple's environmental sustainability initiatives in India.