



Says

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



Thinks

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



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iRevolution: A Data-
driven Exploration of
Apple's iPhone
Impact in India

It has improved communication, connected people and revolutionized various businesses.

Its flagship product, the iPhone, has captured markets around the world and Apple Inc. It has emerged as a major player among the top smartphone makers.

Apple has a unique opportunity to increase its market share and develop a significant presence in India, thanks to the country's large population and rising smartphone usage.

We aim to offer insights that can direct strategic decisions for Apple and other stakeholders active in the Indian smartphone industry by leveraging data analytics and visualizations using Tableau.

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.

Policymakers and organizations can better manage the benefits and difficulties brought on by the expanding smartphone adoption by understanding the social impact.

The goal is to create a dashboard that is user-friendly, interactive, and data-driven, providing actionable insights.

A Data-driven Exploration of Apple's iPhone Impact in India is crucial to ensure that the information is easily understandable and actionable.

the research highlights several ethical issues with Apple, including climate change, environmental reporting, habitats & resources, pollution and toxics, arms & military supply, human rights, workers' rights, supply chain management, irresponsible marketing, anti-social finance, and political activities.

Some common types of visualizations that can be used to analyze the performance and efficiency of a project include bar charts, line charts, heat maps, scatter plots, pie charts, Maps, etc.

These visualizations used to compare performance, track changes over time, and show distribution, and relationships between variables.

The company will build massive product teams and toil away for years in secret to develop a device it believes will revolutionize a given space before it will ever see the light of day.



Does

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



Feels

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

 [See an example](#)