

**DATA ANALYTICS POWERED BY TABLEAU**

**PROJECT TITLE**

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

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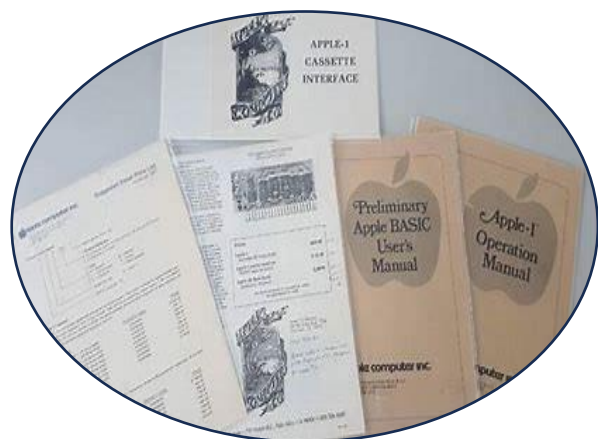
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# **IREVOLUTION: A DATA-DRIVEN EXPLORATION OF APPLE'S IPHONE IMPACT IN INDIA**



## **1.INTRODUCTION**

Apple iPhone is a line of smartphones produced by Apple Inc. that use Apple's own iOS mobile operating system. The first-generation iPhone was announced by then- Apple CEO Steve Jobs on January 9,2007. Since then, Apple has annually released new iPhone models and iOS updates.

The Apple iPhone was the first mobile phone to use multi touch technology. Since the iPhone's launch, it has gained larger screen sizes, video-recording, waterproofing, and many accessibility features.

## **1.1 PROJECT DESCRIPTION**

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. India one of the economies with the great economic growth, has seen a tremendous increase in smartphone usage.

In order to shed light on important factors like market penetration, customer preferences, economic ramifications, and societal changes, this research report will perform a data-driven investigation of the impact of the iPhone in India.

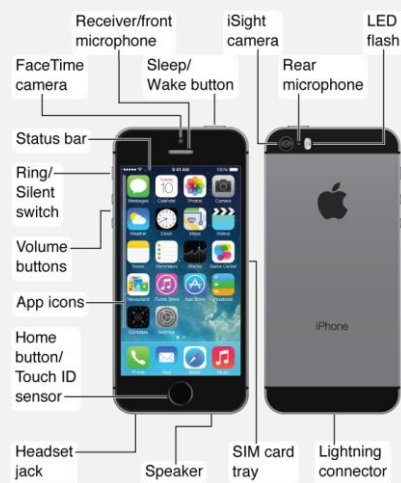
Apple has a special chance to increase its market share and develop a significant presence in India thanks to the country's large population and rising smartphone adoption. Each new iPhone model unveiling generates excitement and anticipation among Indian buyers.

By utilizing the plethora of information already accessible, this research aims to go beyond conjecture and anecdotal evidence in order to develop through a knowledge of the effects of the iPhone.

Apple Inc. has emerged as a prominent player among the top smartphone markets. iPhones are tech enthusiasts, but more as consumers than producers: a big over-weight for digital device addiction, but none for technical jobs.

iPhone are a notch up the socio-economic scale: higher education, higher income, higher representation in professional and managerial jobs.

## **1.2 OVERVIEW**



iPhone apps and features may vary based on your location, language, carrier, and model of iPhone. Apps that send or receive data over a cellular network may incur additional fees. Contact your carrier for information about your iPhone service plan and fees.

## **1.3 PURPOSE**

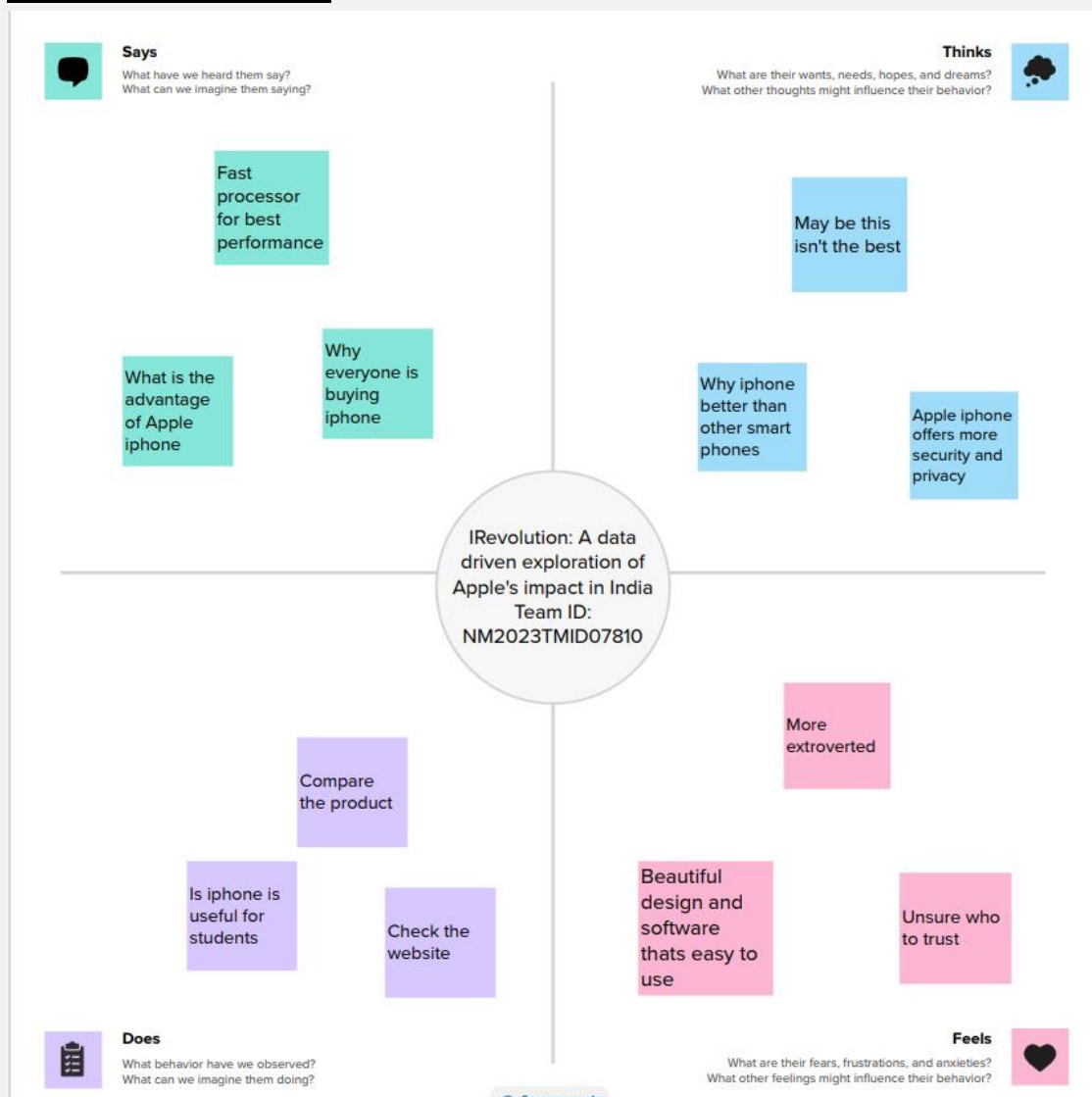
The iPhone is a smartphone made by Apple that combines a computer, iPod, phone into one device with a touchscreen interface. The main purpose of iPhone is to earn more money for apple and to just be a phone. A phone comes that's decent, can actually run fast, and has a great interface. And it has the best compatibility with Wi-Fi of all mobile devices.

It has an accelerometer sensor; a great memory and it has a Bluetooth. The phone's lack of buttons means it has a decent screen. The iPhone is a full-fledged hand-held computer that can also make calls and browse the internet.

## 2. PROJECT DEFINITION & DESIGN THINKING

Most common problems faced by the users included rapid battery discharge, display screen damage and battery heating. Poor working conditions such as health and safety risks, child labor, poor environmental reporting, contribution to e-waste and tax avoidance. Another problem is high cost of device service and repair.

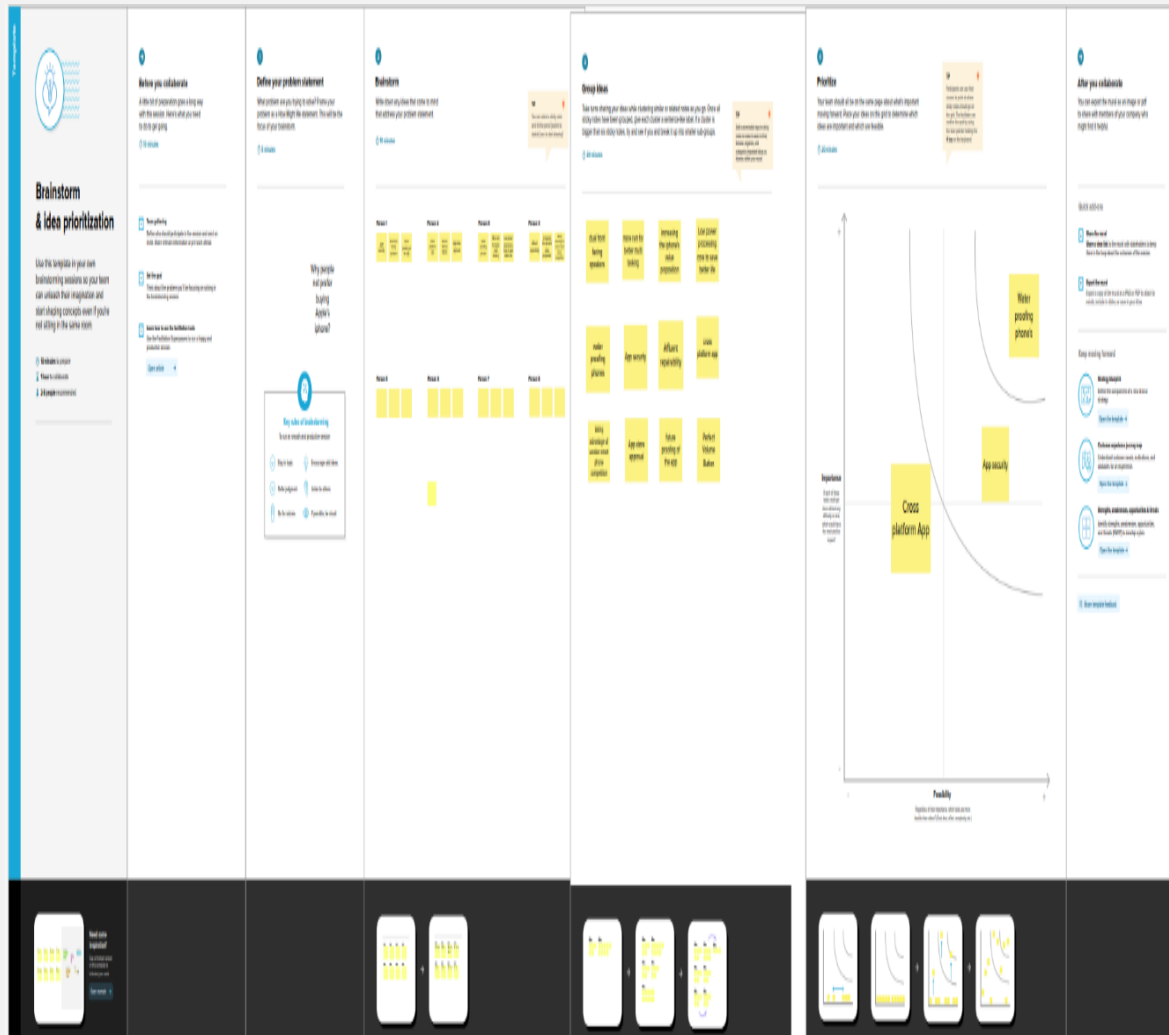
### 2.1 EMPATHY MAP



## 2.2 IDEATION AND BRAINSTORMING MAP

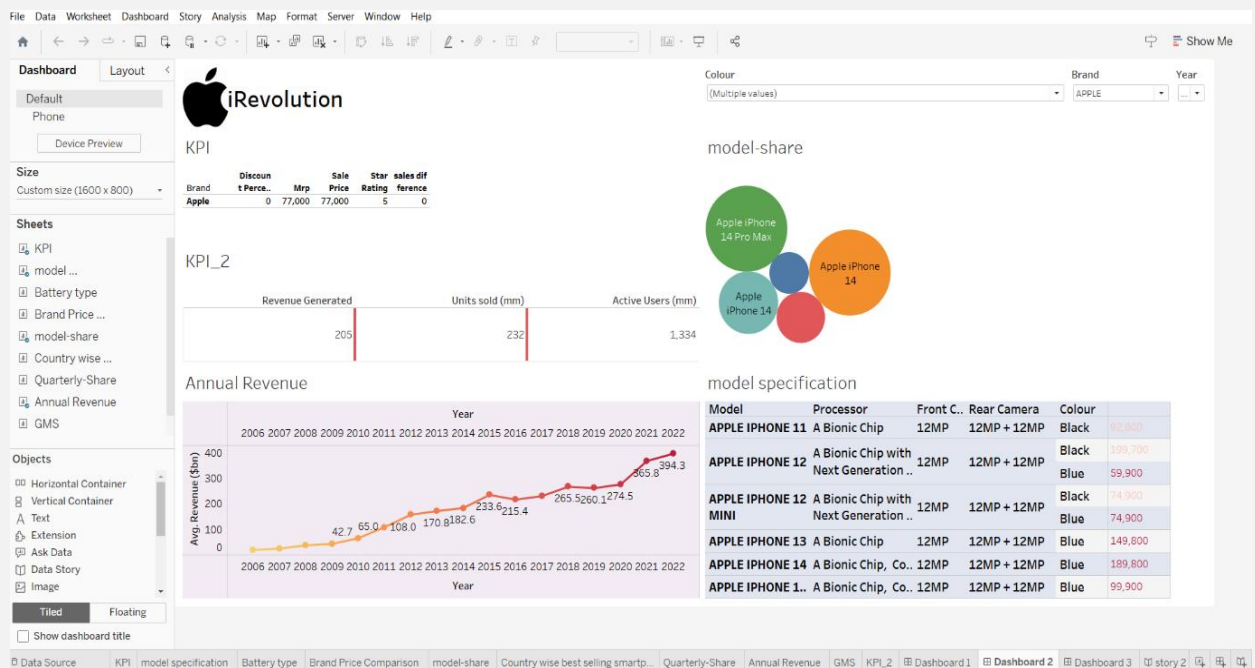
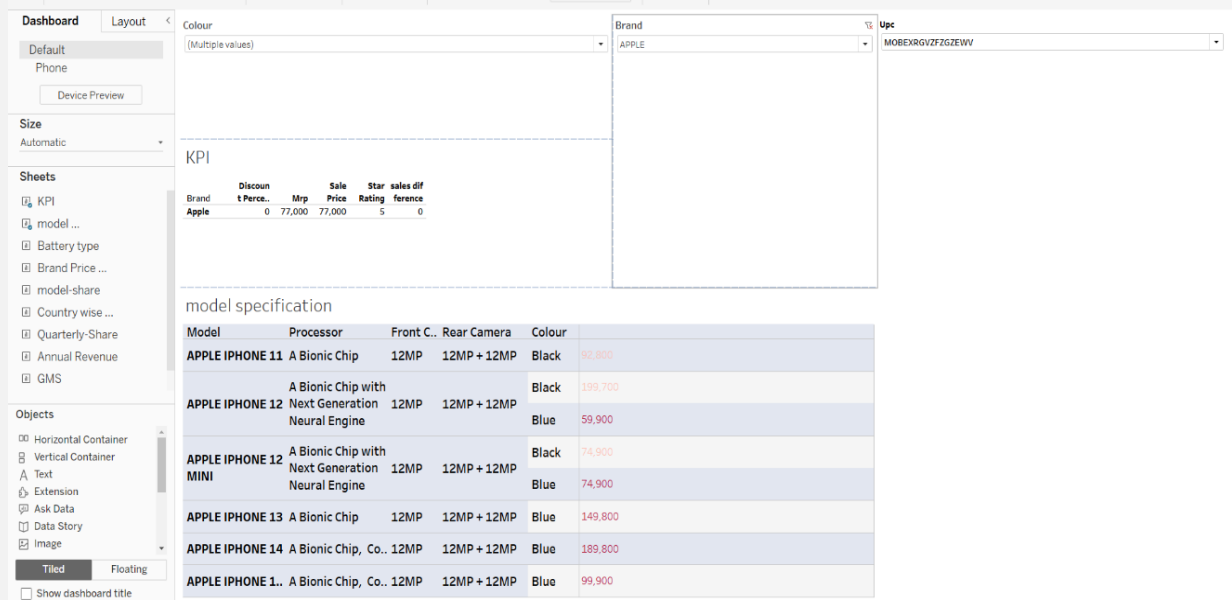


BRAINSTORMING  
MAP.pdf

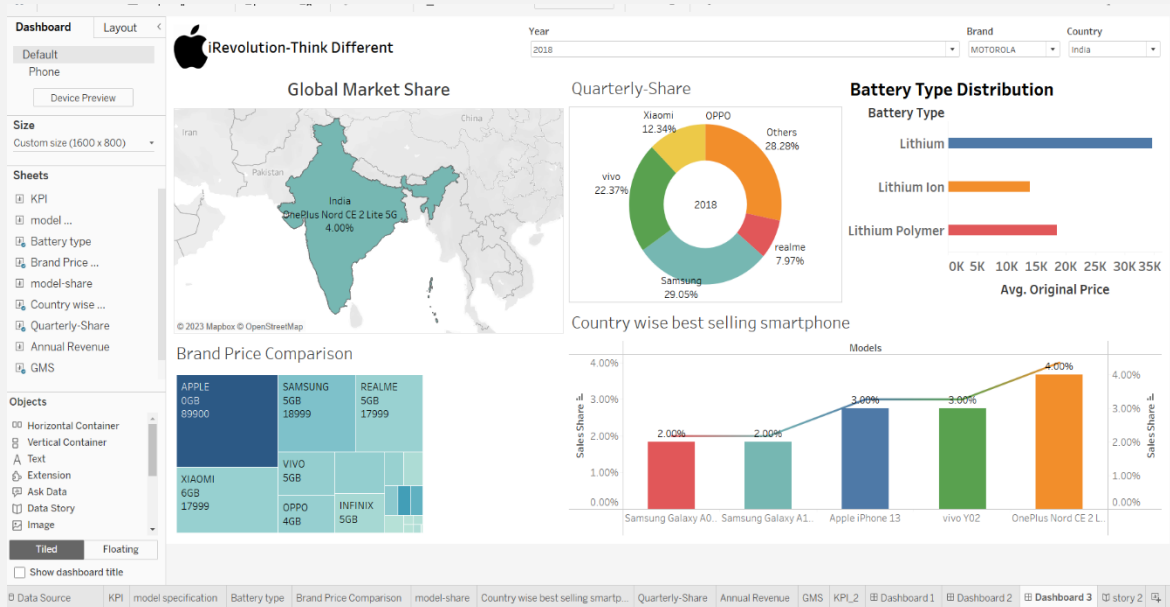


### 3.RESULT

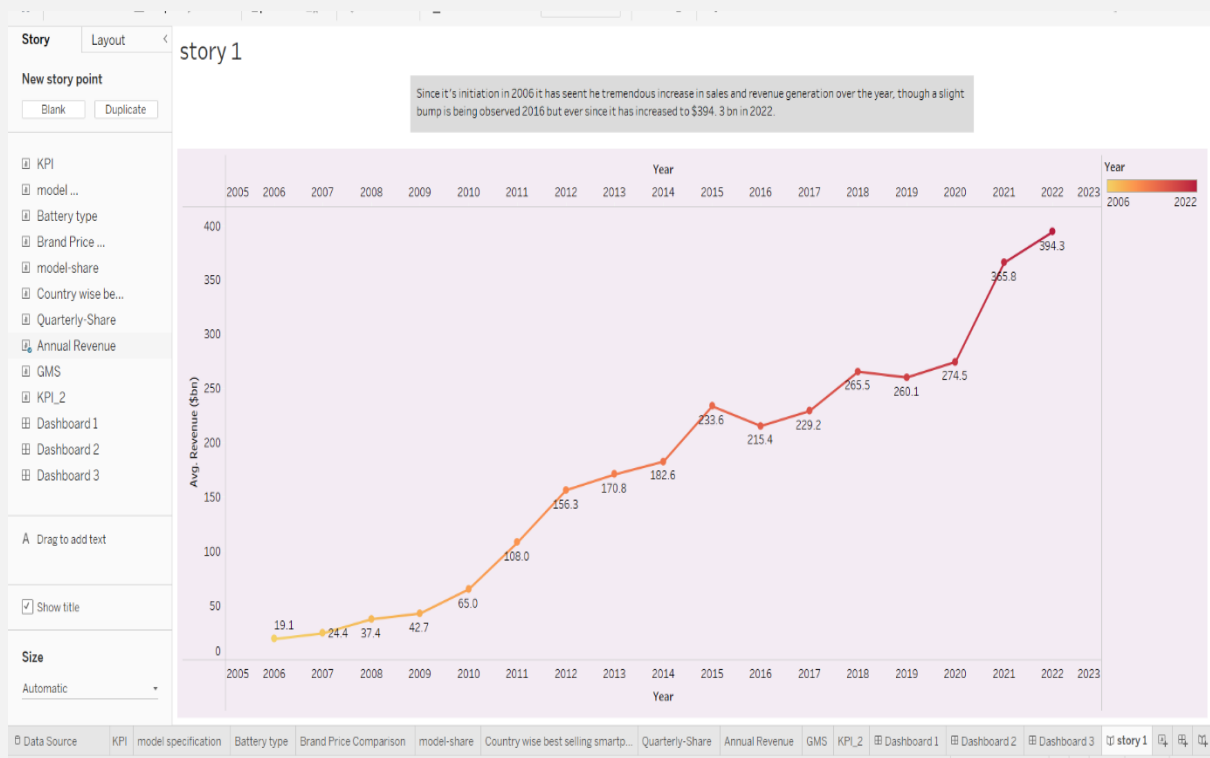
## DASHBOARD







## STORY



Apple continues to strengthen its standing in the smartphone market. The brand has risen to a position of particular dominance in the US. 6 of the top 10 most sold smartphone models in January 2021 were designed by Apple. Mo...



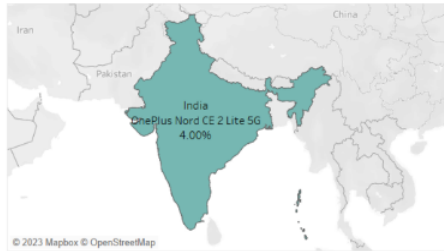
iRevolution-Think Different

Year  
2018

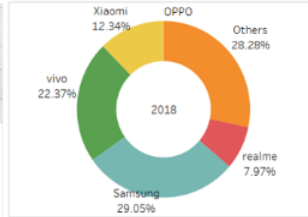
Brand  
MOTOROLA

Country  
India

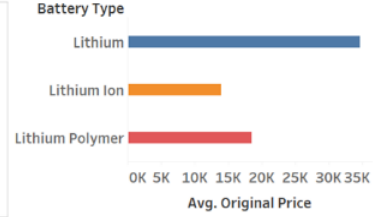
### Global Market Share



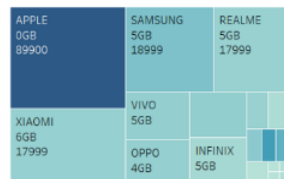
### Quarterly-Share



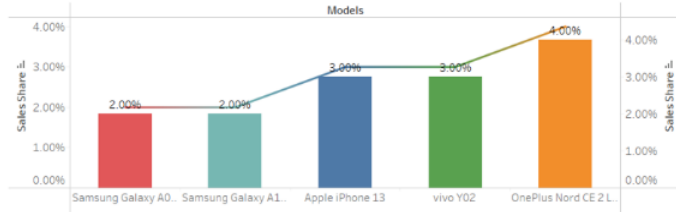
### Battery Type Distribution



### Brand Price Comparison



### Country wise best selling smartphone



More than 1 billion consumers currently use iPhones. Since its initial launch, more than 1.9 billion iPhones have been sold. iPhone sales in 2022 surpassed the 2015 peak, but declined in 2022 to 232.2 million units.



iRevolution

Colour  
Multiple values

Brand  
APPLE

Year  
2022

### KPI

KPI\_2

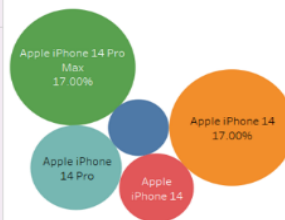
Revenue Generated: 205, Units sold (mm): 232, Active Users (mm): 1,334

Brand	Discount t Perce...	Mrp	Sale Price	Star Rating	sales dif ference
Apple	0	77,000	77,000	5	0

### Annual Revenue



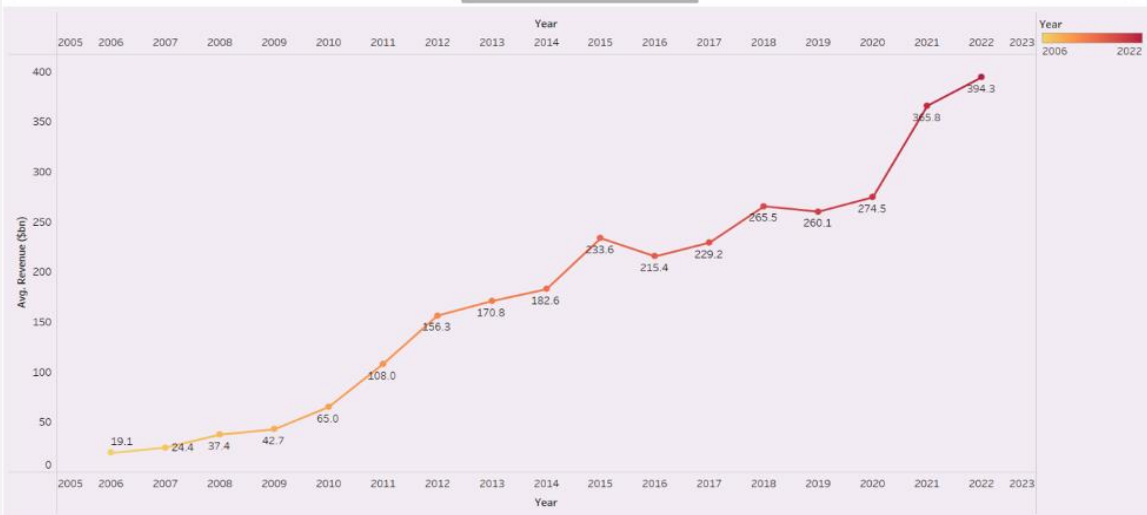
### model-share



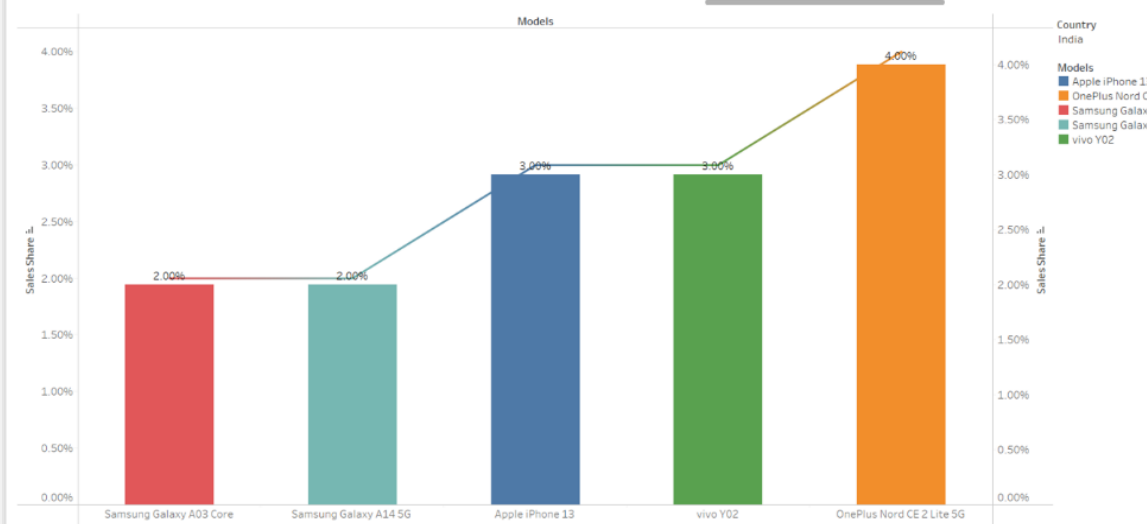
### model specification

Model	Proces..	Front C..	Rear C..	Colour
APPLE IPHON..	A Bionic Chip	12MP	12MP + 12MP	Black
APPLE IPHON..	A Bionic Chip with Next Genera..	12MP	12MP + 12MP	Black
APPLE IPHON..	A Bionic Chip with Next Genera..	12MP	12MP + 12MP	Blue
APPLE IPHON..	A Bionic Chip	12MP	12MP + 12MP	Black
APPLE IPHON..	A Bionic Chip, C..	12MP	12MP + 12MP	Blue
APPLE IPHON..	A Bionic Chip, C..	12MP	12MP + 12MP	Blue
APPLE IPHON..	A Bionic Chip, C..	12MP	12MP + 12MP	Blue

iPhone sales generated \$205 billion revenue for Apple in 2022, more than Microsoft's total revenue. It sold 232 million iPhone units that year.



Comparative analysis amongst various other leading brands in the smartphone industry shows that iPhone is yet to make it's impact in India.



Co... Although the iPhone isn't far behind in the competition, it is yet to scale-up it's marketing strategies and policy formulations for Indian audience.



## 4.ADVANTAGES & DISADVANTAGES

### ADVANTAGES

- Apple Ecosystem:



iPhones work seamlessly with other Apple devices such as MacBooks, Apple watches, and iPads. This allows for easy file transfer and synchronization between devices.

- Performance:



iPhones are equipped with powerful processors and GPUs that provide excellent performance while consuming less battery power.

- Security:



Apple's iOS is known for its robust security features, protecting user data

- Quality Apps:

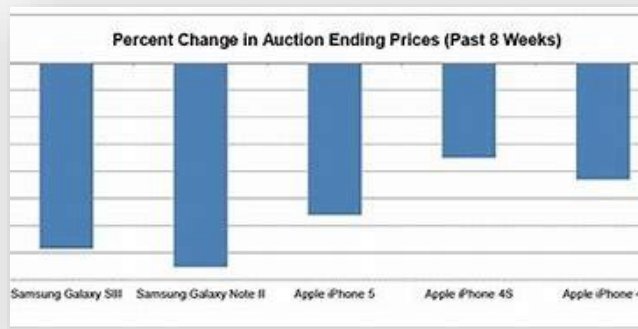


The Apple App Store offers a wide range of high quality Apps that are optimized for iPhones.

- Regular Software Updates:

Apple provides regular software updates for iPhones, ensuring that users have access to the latest features and security patches.

- Resale:



iPhones tend to retain the value better than other smartphones, making them a good investment.

## DISADVANTAGES

- Price:



iPhones tend to be more expensive compared to other smartphones in the market.

- Limited Customization:

iPhones have limited customization options compared to other Android devices.

- Limited Storage:

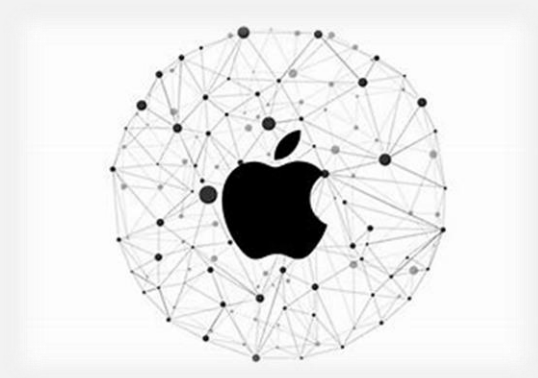


Some iPhone models have limited storage space, which may require users to purchase additional iCloud storage or external memory options.

- Dependency on Apple Ecosystem:

While the Apple ecosystem offers seamless integration It also means that users may need to invest in other Apple device to fully utilize its benefits.

- Closed System:



iPhones have a closed system, which means users have limited control over the device's setting and customization options.

## **APPLICATIONS**

A software application that runs under iOS, which is the operating system that powers Apple's mobile devices.

In most cases, any application that runs on an iPhone also Runs on an iPad touch. However, apps designed strictly for iPads, which have larger screens, do not work on iPhones and iPods.



An iPhone app is 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.CONCLUSIONS**

- Apple iPhone is a great example of corporation making what the consumer wants in global market.
- With limited companies competing, competition for the best phone on the market is at all-time high.
- With the Apple iPhone we get better quality and better security when dealing with our personal information.
- The iPhone provided a new way of mobile phone communication and usability.
- Its revolutionary technology has led to the variety of smartphones that are will used today.

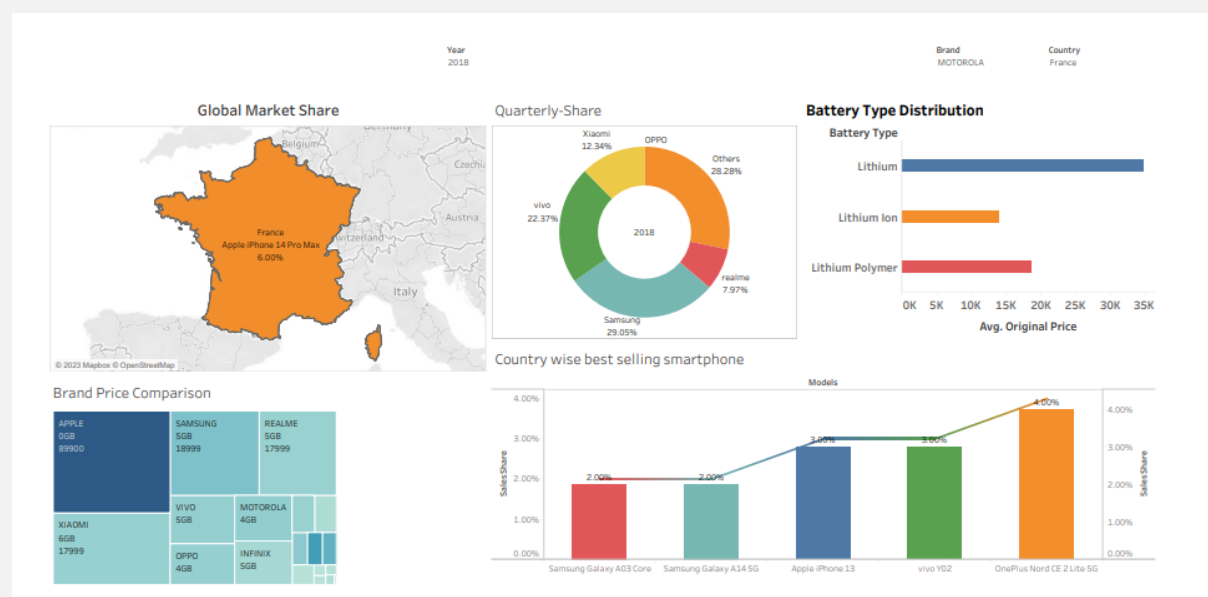
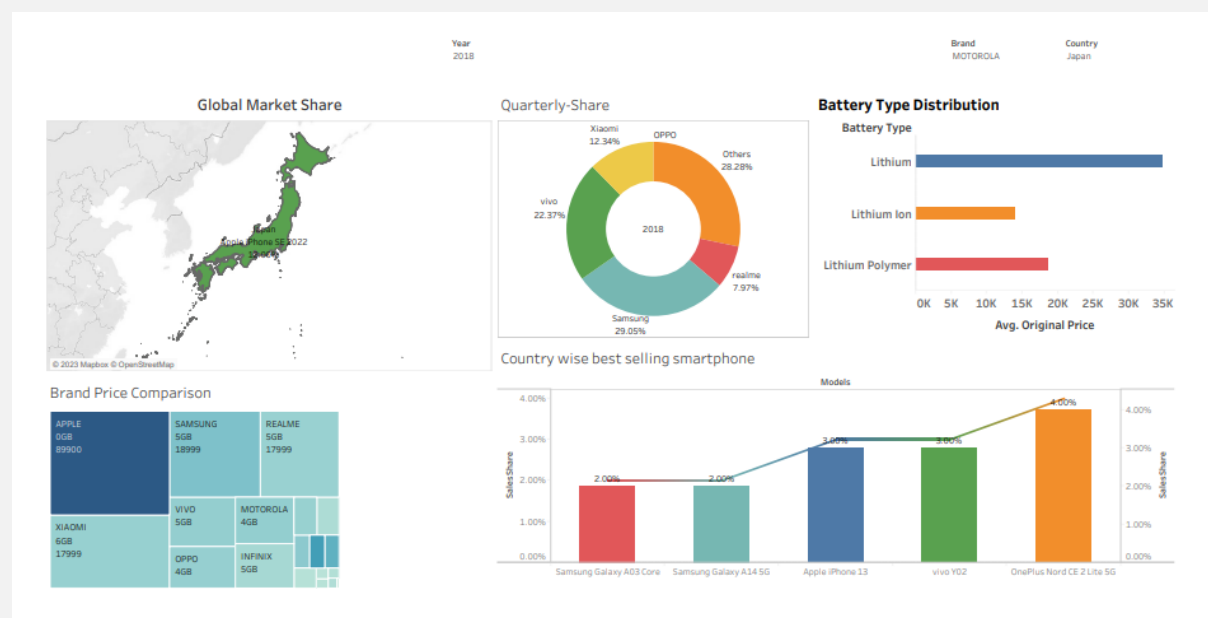
## **7.FUTURE SCOPE**

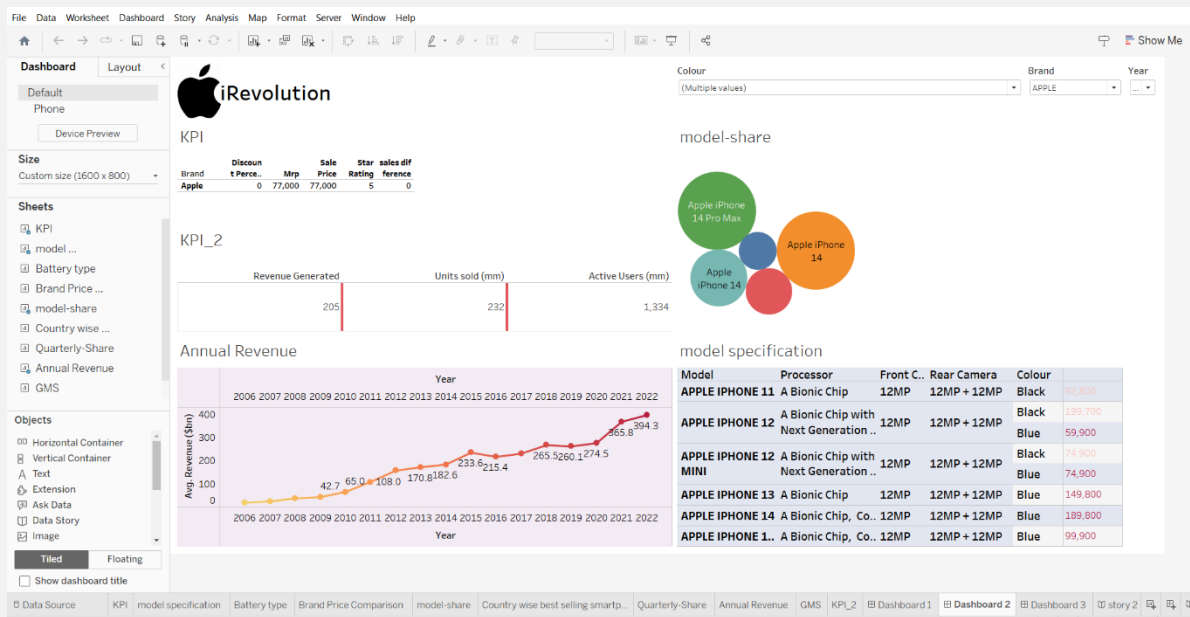
Apple is one of the biggest companies in the smartphone world and has a very strong user base which is ever growing and will keep doing so. The future of the iOS developers are going to be very bright and

this market is going to boom in coming years. The more technological awareness is expected for the development of the iOS applications. This will keep development only on the safe side, also different from the mob, giving an edge in the competition.

## 8.PERFORMANCE TESTING

### UTILIZATION OF FILTERS:





NO OF CALCULATION FIELDS:

Search

**Tables**

Abc Brand

Abc Product Name

Abc Product URL

Abc Ram

Abc Upc

Abc *Measure Names*

# Discount Percentage

# Mrp

# Number Of Ratings

# Number Of Reviews

# Sale Price

# sales difference

Search	
<b>Tables</b>	
Abc	Battery Type
Abc	Brand
Abc	Colour
Abc	Front Camera
Abc	Model
Abc	Processor
Abc	Rear Camera
Abc	<i>Measure Names</i>
#	Battery Capacity
#	Discounted Price
#	Display Size
#	Memory
#	Original Price
#	Rating Count
#	Ratings
#	Reviews
#	Storage
#	<i>Flipkart_Smartphone (Cou...</i>
#	<i>Measure Values</i>

NO OF VISUALIZATIONS/GRAPHS:

- KPI

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Analytics Pages Columns Measure Names Rows Brand

Filters Upc: MOBEXRGVZFZ... Measure Names

Marks Automatic Color Size Text Detail Tooltip Measure Val...

Measure Values SUM(Discount Perce... SUM(Mrp) SUM(Sale Price) SUM(Star Rating) SUM(sales difference)

Search

Tables Abc Brand Abc Product Name Abc Product URL Abc Ram Abc Upc Abc Measure Names # Discount Percentage # Mrp # Number Of Ratings # Number Of Reviews # Sale Price # sales difference

Measure Names (All) Count of apple\_product.. Discount Percentage Mrp Number Of Ratings Number Of Reviews Sale Price Star Rating sales difference

Upc MOBEXRGVZFZGZEWV

Brand Discount Percentage Mrp Sale Price Star Rating sales difference Apple 0 77,000 77,000 5 0

Data Source KPI model specification Battery type Brand Price Comparison model-share Country wise best selling smartp... Quarterly-Share Annual Revenue GMS KF

## ● MODEL SPECIFICATION

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Entire View

Pages

Columns: Model Processor Front Camera Rear Camera Colour

Rows

model specification

Model	Processor	Front C..	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	199,700
				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

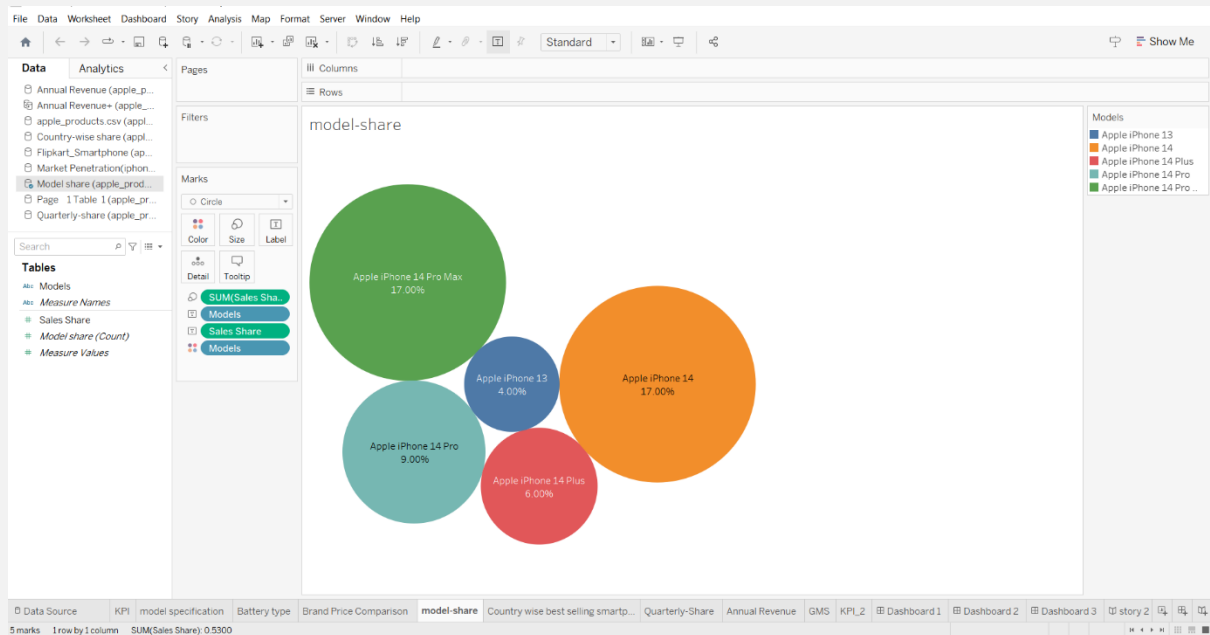
Black Blue

Tables: Battery Type, Brand, Colour, Front Camera, Model, Processor, Rear Camera, Measure Names, Battery Capacity, Discounted Price, Display Size, Memory, Original Price, Rating Count, Reviews, Storage, Flipkart\_Smartphone (Cou...), Measure Values

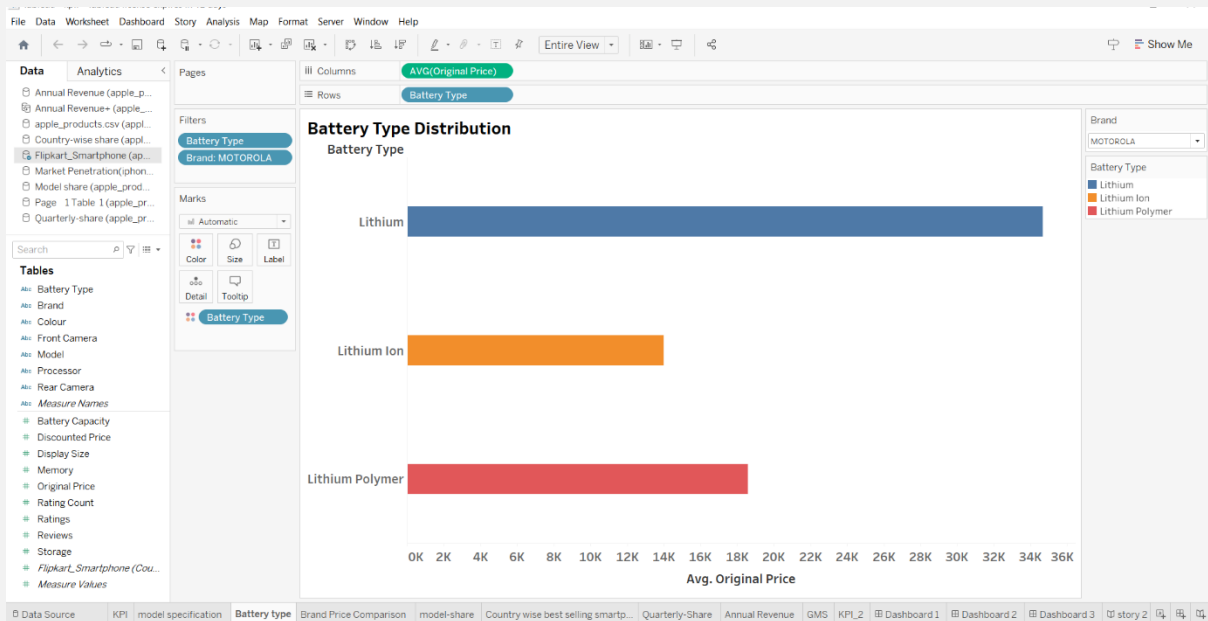
Search

5 marks 1 row by 1 column SUM(Sales Share) 0.5300

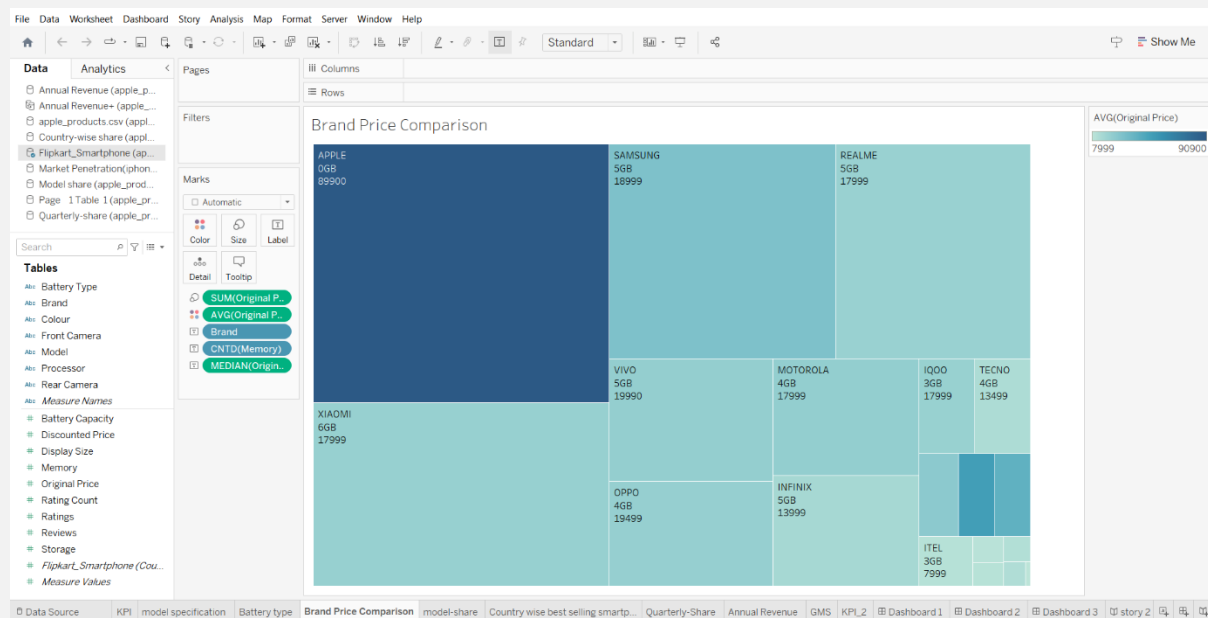
## ● MODEL-WISE SHARE



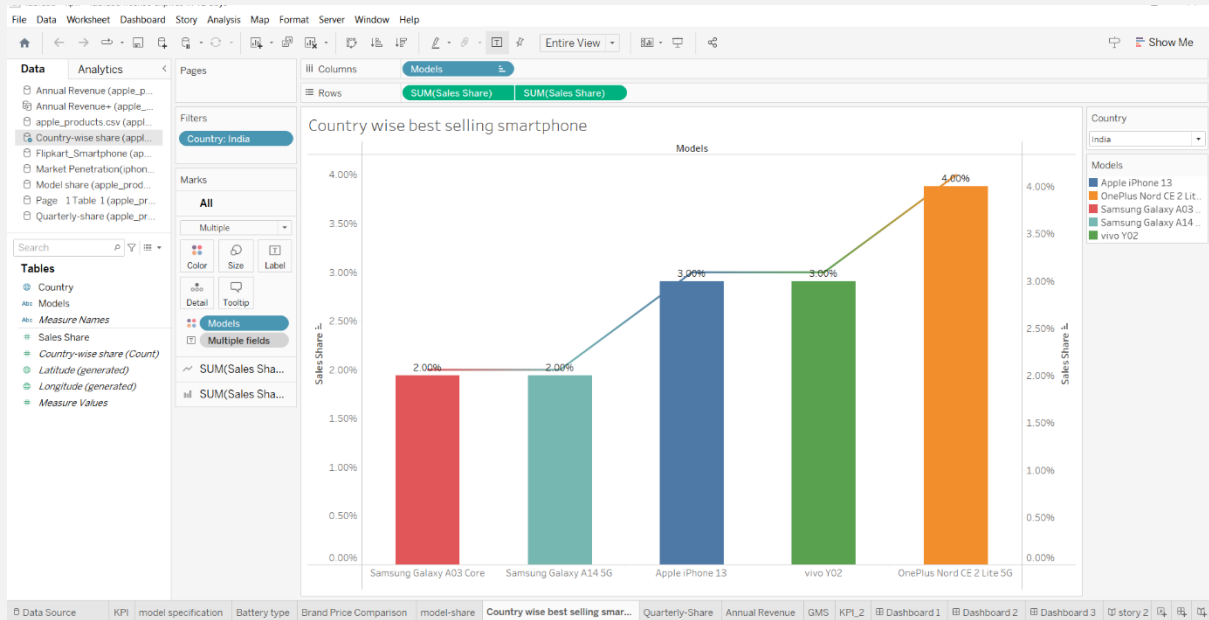
- BATTERY-TYPE DISTRIBUTION



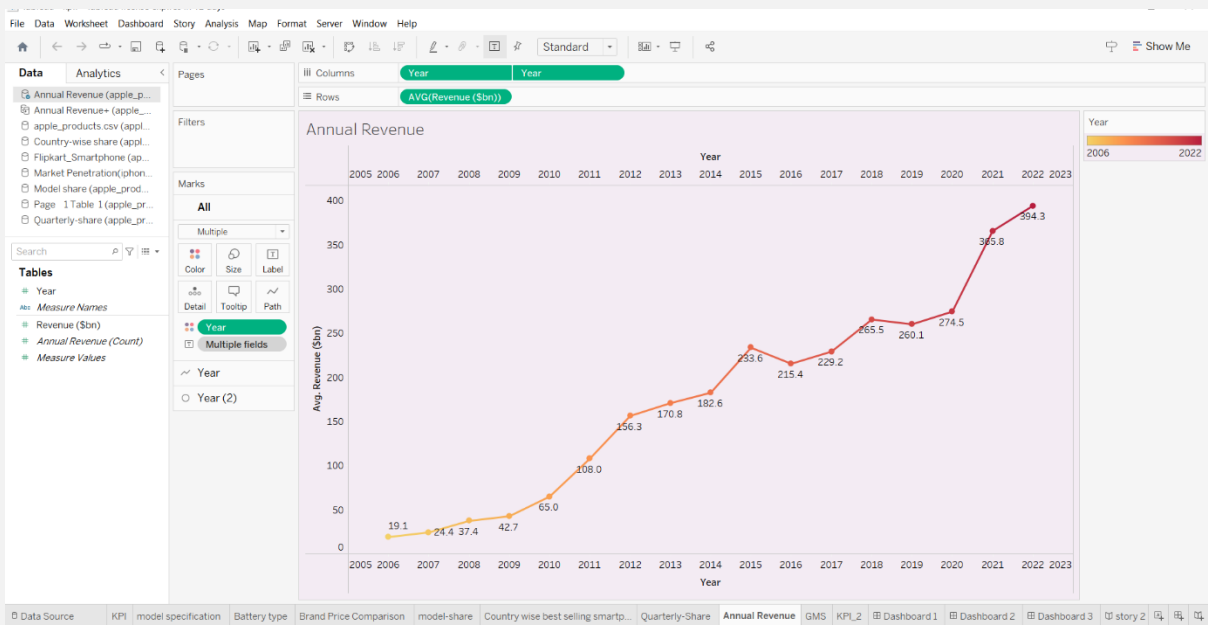
- BRAND-PRICE COMPARISON



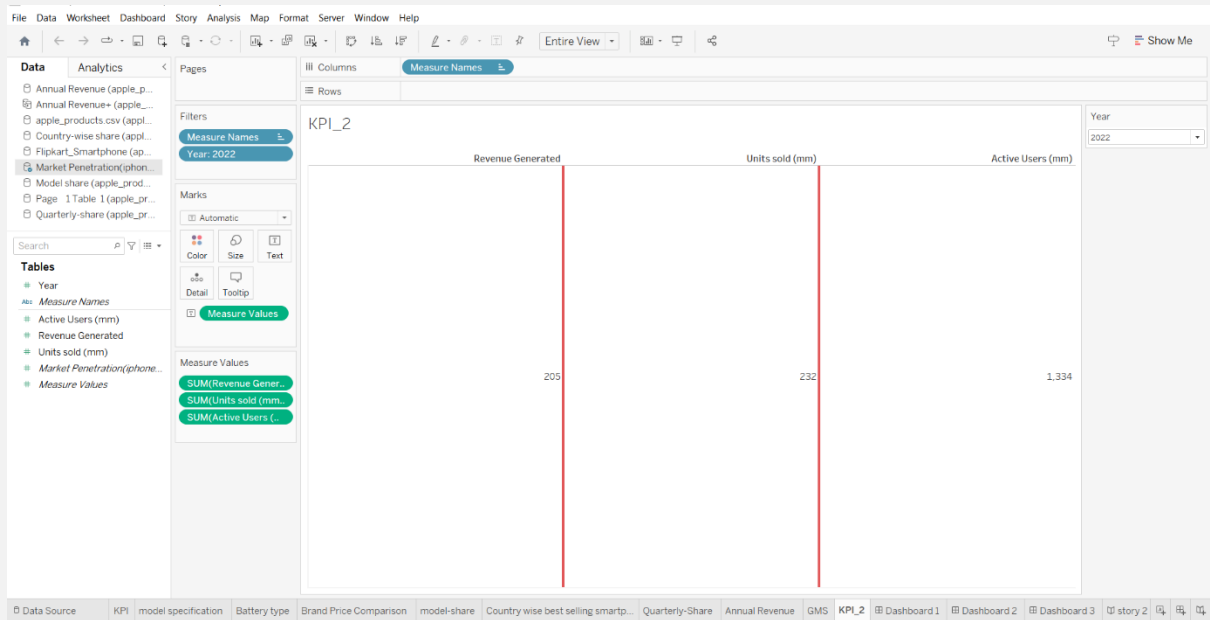
- COUNTRY -WISE BEST-SELLING SMARTPHONE



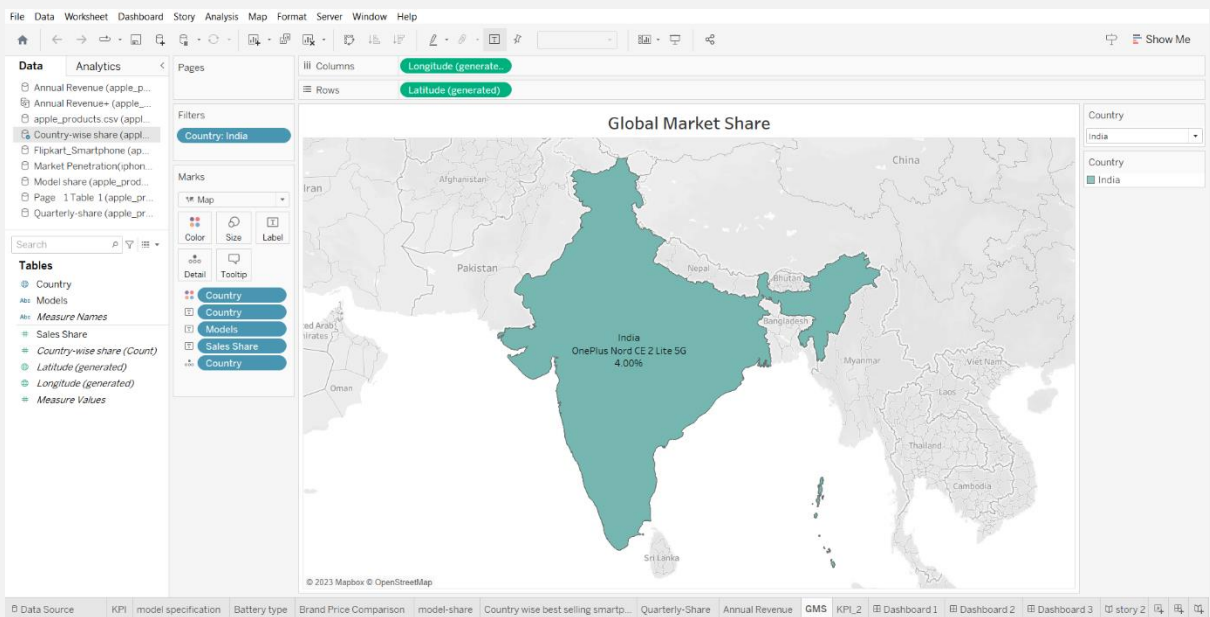
- ANNUAL REVENUE YEAR-WISE



- KPI -2



- GLOBAL MARKET SHARE





## **PUBLISHED LINKS**

### **DASHBOARD 1**

[https://public.tableau.com/app/profile/saranya.j7810/viz/Dashboard1\\_16956240108850/Dashboard1?publish=yes](https://public.tableau.com/app/profile/saranya.j7810/viz/Dashboard1_16956240108850/Dashboard1?publish=yes)

### **DASHBOARD 2**

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### **DASHBOARD 3**

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### **STORY 1**

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### **STORY 2**

<https://public.tableau.com/app/profile/saranya.j7810/viz/STORY--2/Story2?publish=yes>