

## Project Report

# Irevolution: A Data – Driven Exploration Of Apple's iPhone Impact in India

## Introduction :

- Apple's iPhone was a great success because it made communication more convenient than ever before.
- We have more than tripled the amount of renewable electricity in our supply chain in world is one of the positively impact the world.

## Overview

- Without the iPhone, it would have been impossible for the internet to make such a big impact on our lives.
- The world has changed as a consequence of the increasing use of smartphones, which have improved connected people, and revolutionized many different business.

## Purpose:

- Today , Apple supports more than 2.7 million jobs across the country through direct employment , spending with us suppliers and manufacturers and jobs in the thriving iOS app economy.
- Apple has a sequence chance to increase its market share and develop a significant presence in India thanks to the country's large population and rising smartphone adoption.

## Uses:

- In order to shed light on important factors like market penetration, customers preferences, economic ramifications and societal changes , this research report will of perform a data driven investigation of the impact of the iPhoneProblem Definition Thinking:

# Problem Definition Thinking:

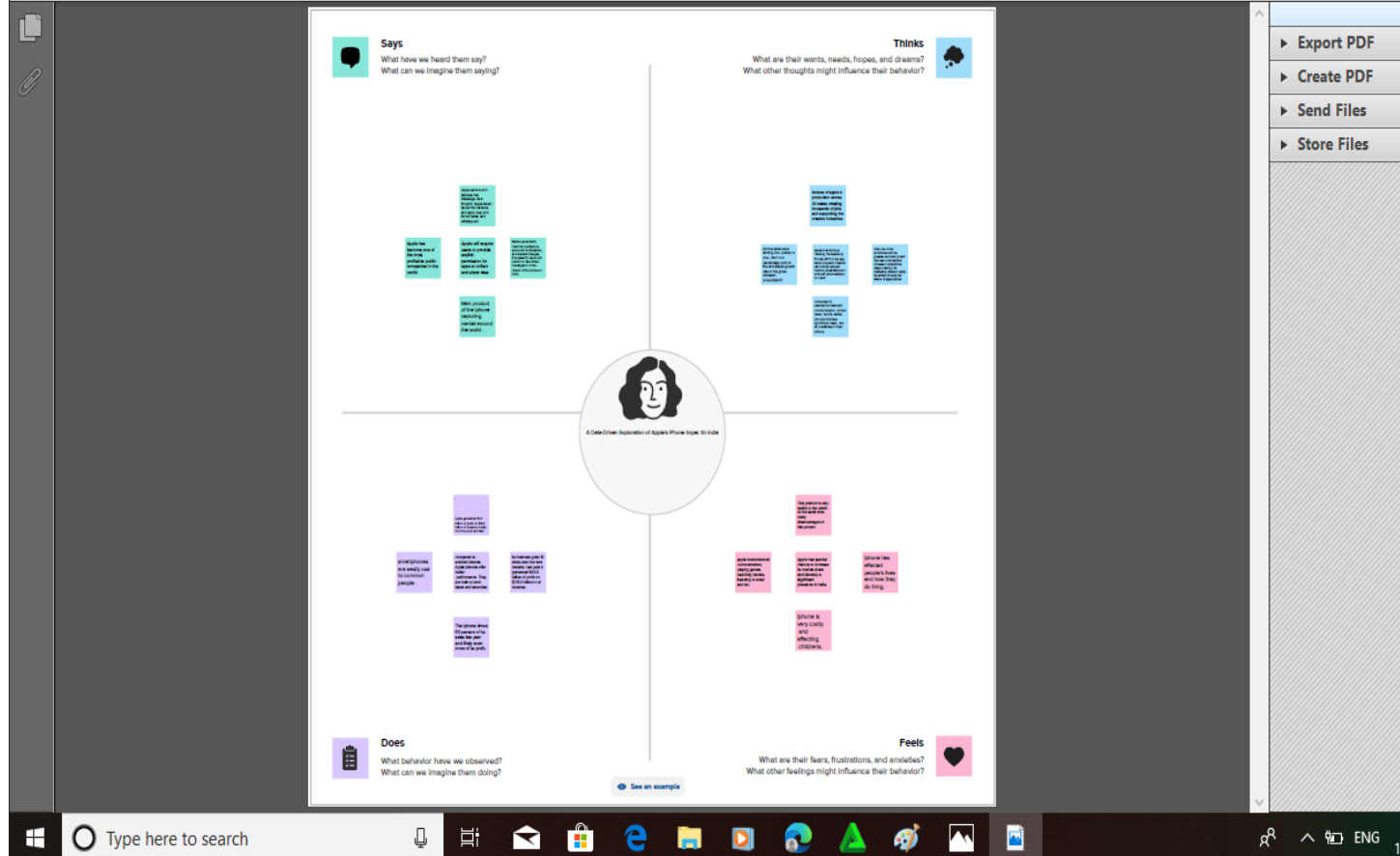
## EMPATHY MAP

Empathy map.pdf - Adobe Reader

File Edit View Window Help



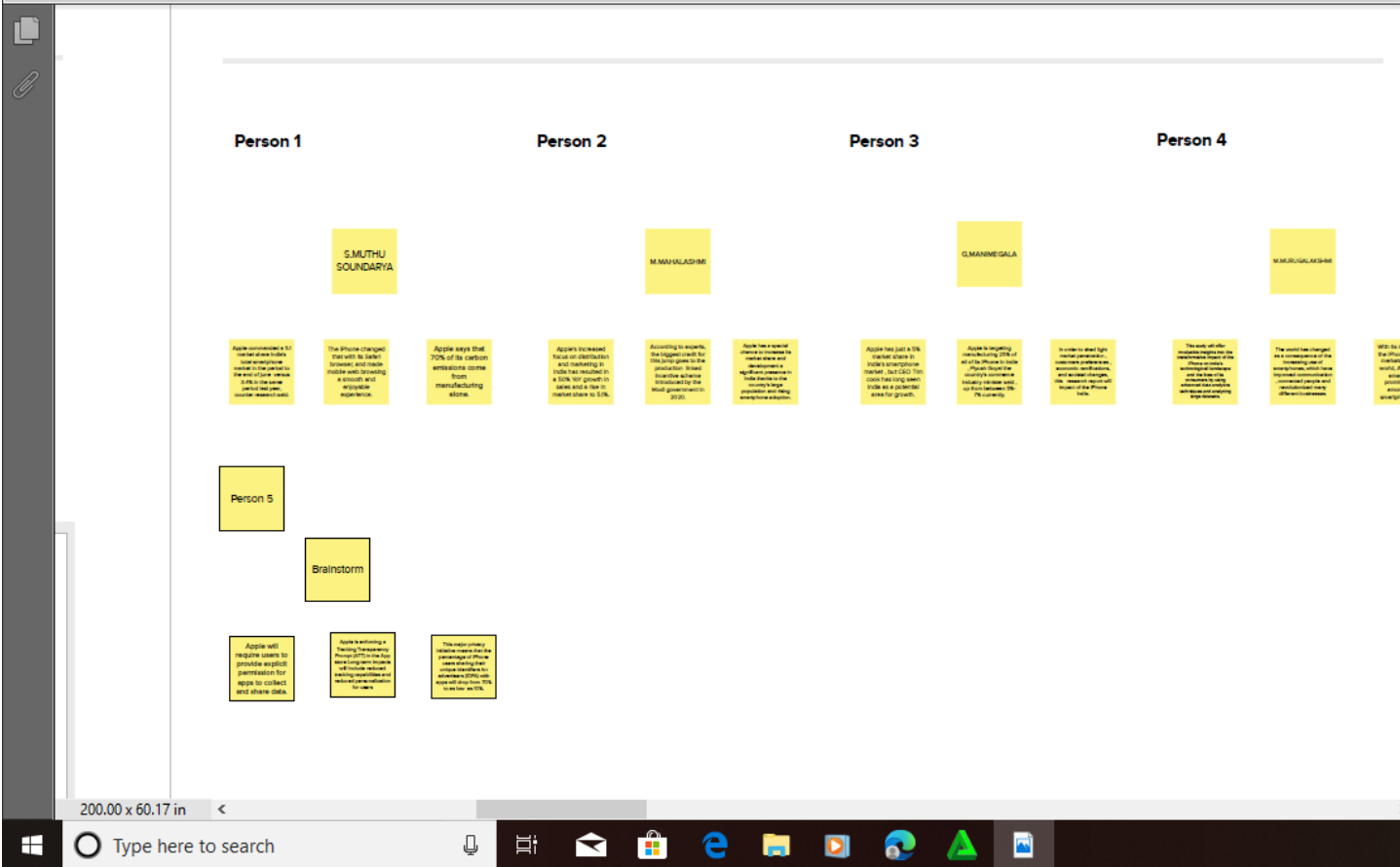
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# BRAINSTORMING MAP

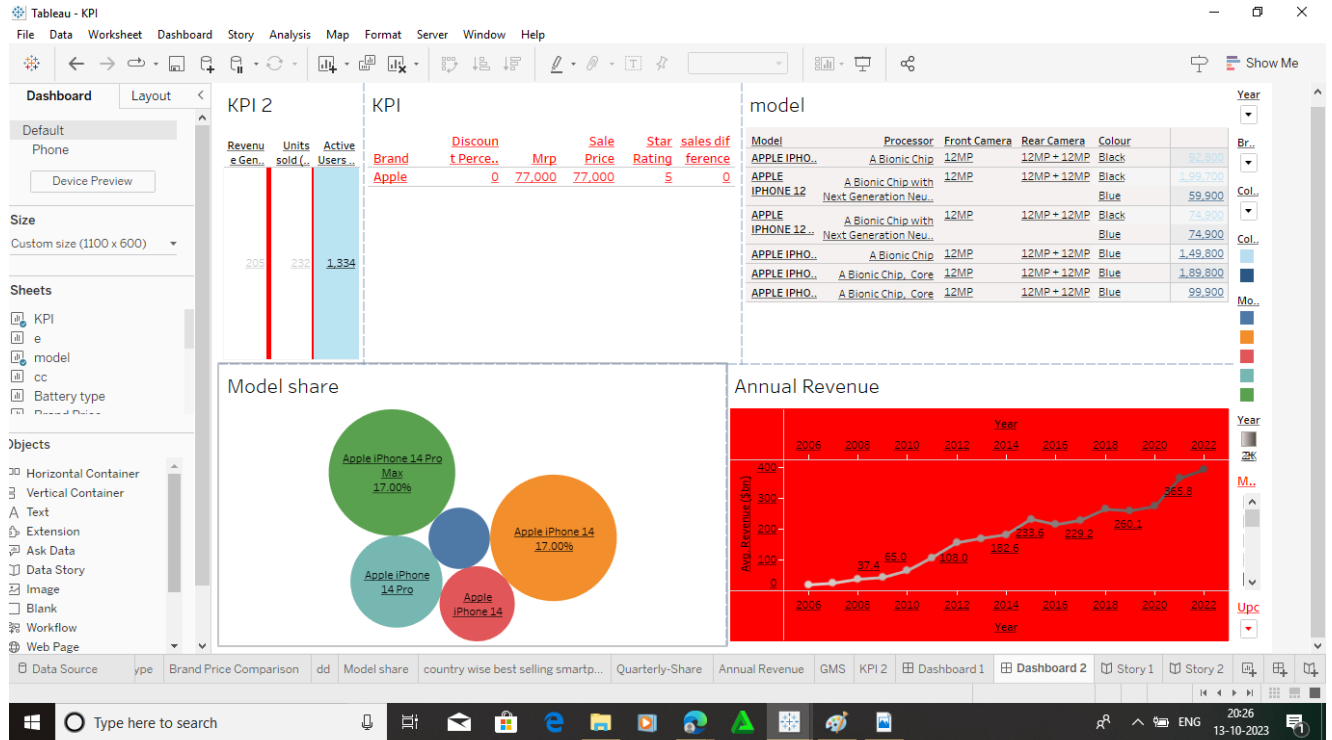
Brainstorming.pdf - Adobe Reader

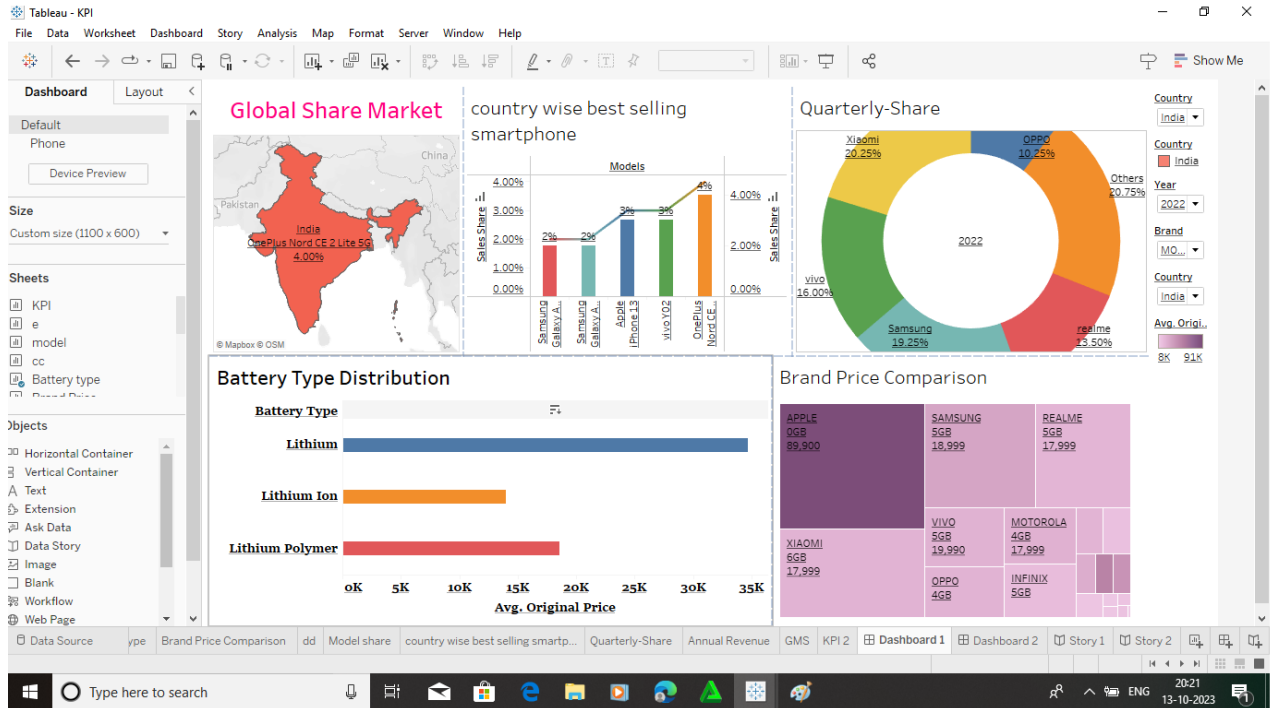
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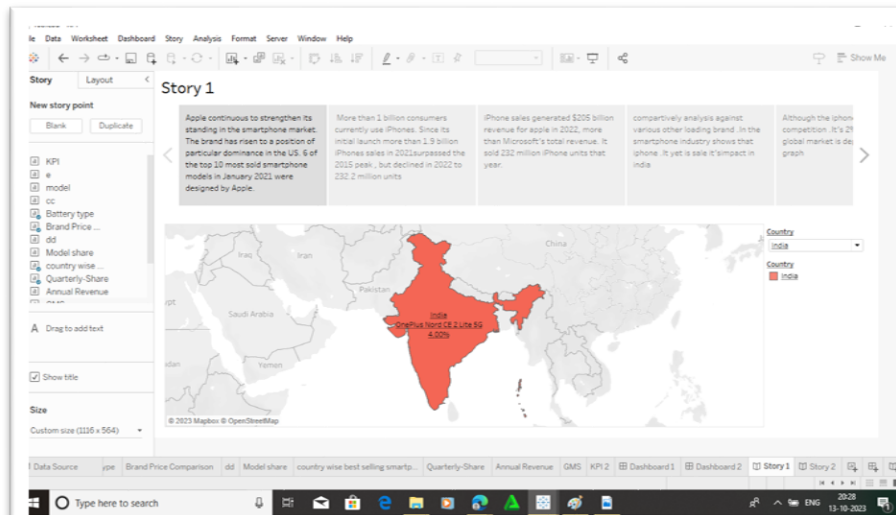
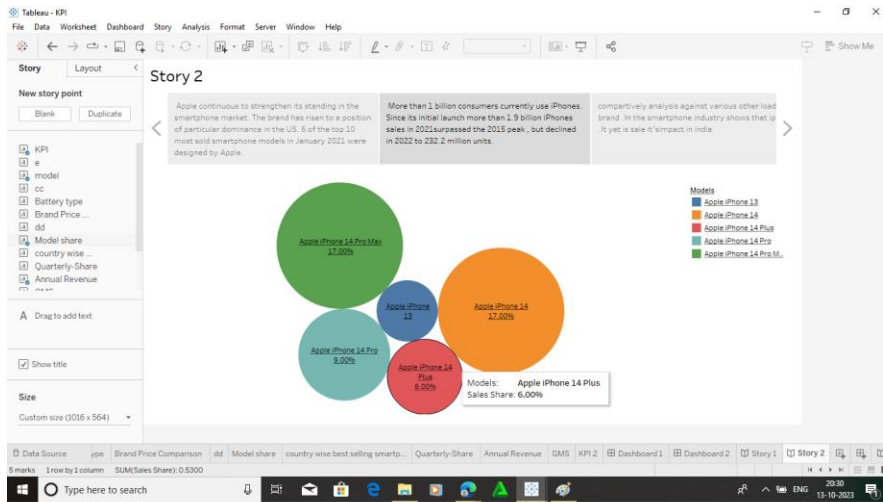


# Results:

## Dashboard and Story







## Advantages:

- People used to face to face, write letters, send emails, make phone calls, text , tweet, post pictures, and share videos online. All of these methods allow us to connect with other quickly and communicate.
- At Apple , we work everyday to put people first by empowering them with accessible technology being a force for equity and opportunity,creating an inclusive and diverse work environment , and respecting the human rights of everyone whose lives we touch.

## Disadvantage:

- These smartphones are not only fun and interesting to have in your hand they can also bring serious harm to your mental health apart from cancer risk, mobile devices influence your nervous syestem.
- The iPhone Effect: The Quality of in person social interactions in the Presence of Mobile Devices, published in the journal , Environmental and Behaviour.



## Conclusion:

- Being too conservative during the slowdown.
- Apple silicon innovation slowdown.
- iPad's Continuing search for meaning.
- Over reliance on older industrial designs.

## Future Scope:

- Apple has plans to increase production in India to over \$40 billion in the next 4-5 years.
- Ahead of Earth Day, Apple is announcing progress toward its ambitious goal to make every product carbon neutral by 2030.

## PUBLISHING DASHBOARD AND STORY LINK:

Dashboard link

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[https://public.tableau.com/app/profile/muthu.soundarya/viz/Dashboard2\\_16972016786670/Dashboard2?publish=yes](https://public.tableau.com/app/profile/muthu.soundarya/viz/Dashboard2_16972016786670/Dashboard2?publish=yes)

## Story link

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