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GOVERNMENT OF TAMILNADU

Naan Muthalvan - Project-Based Experiential Learning

iREVOLUTION: A DATA-DRIVEN EXPLORATION OF APPLE'S iPHONE IMPACT IN INDIA

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M.V.MUTHIAH GOVERNMENT ARTS COLLEGE FOR WOMEN

(Affiliated to Mother Teresa Women's University, Kodaikanal)

Reaccredited with 'A' Grade by NAAC

DINDIGUL-624001.

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PG & RESEARCH DEPARTMENT OF MATHEMATICS

BONAFIDE CERTIFICATE

This is to certify that this is a bonafide record of the project entitled, **'iREVOLUTION: A DATA- DRIVEN EXPLORATION OF APPLE'S iPHONE IMPACT IN INDIA'** done by Ms. S.SOWMIYA (21321ER030), Ms. B.SUBASRI (21321ER032), Ms. V.SUGA PRIYA (21321ER033) and Ms. S.VAHIDHA BANU (21321ER034). This is submitted in partial fulfillment for the award of the degree of **Bachelor of Science in Mathematics in M.V.MUTHIAH GOVERNMENT ARTS COLLEGE FOR WOMEN, DINDIGUL** during the period of June 2023 to November 2023.

B. Lateshiniprabha.

Project Mentor(s)

N. 102

Head of the Department

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iREVOLUTION: A DATA DRIVEN EXPLORATION OF APPLE'S iPHONE IMPACT IN INDIA

1. INTRODUCTION:

The world has changed as a consequence of the increasing use of smartphones which have improve communication, connected people, and revolutionized many different businesses. With its main product, the iPhone, capturing markets around the world, Apple Inc. has emerged as a prominent player among the top smartphone makers. India one of the economics with the greatest economic growth, has seen a tremendous increase in smartphone usage, making it an interesting market to study the effects of Apple's iPhone.

The study will offer invaluable insights into the transformative impact of the phone on India's technological landscape and the lives of its consumers by using advanced data analytics techniques and analysing large datasets. 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.

1.1PURPOSE OF THE IPHONE:

- ❖ The iPhone is a smartphone made by Apple that combines a computer, iPad, digital camera and cellular phone into one device with a touchscreen interface.
- ❖ In order to shed light important factors like market penetration, customer preferences, economic ramifications, societal changes, this research report will perform a data-driven investigation of the impact of the iPhone in India.

2. PROBLEM DEFINITION & DESIGN THINKING:

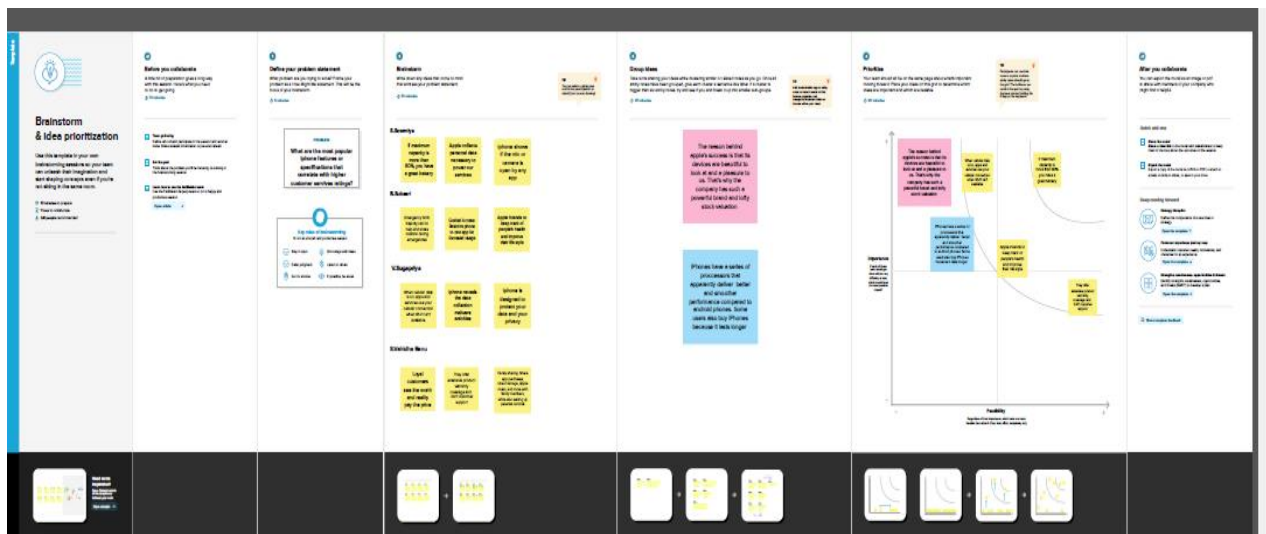
2.1 EMPATHY MAP:

An effective visualization template that helps analyse the behaviour and emotions of customers and users.



2.2 IDEATION & BRAINSTORMING EMPATHY MAP:

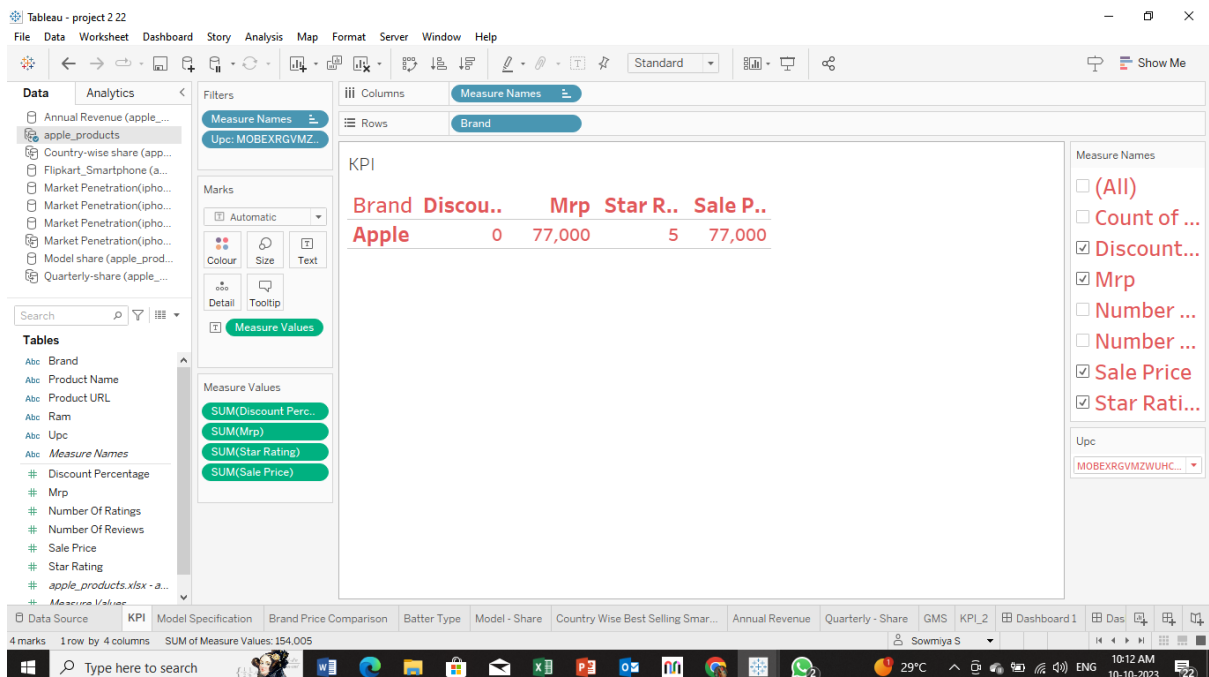
Brainstorming assets you with your creative process by allowing you to interact with your thought hierarchy in a very intuitive and engaging way.



3. RESULT:

3.1 KPI:

Key Performance Indicator include customer satisfaction, employee alignment and commitment, market share and shareholder value.



3.2 MODEL SPECIFICATION:

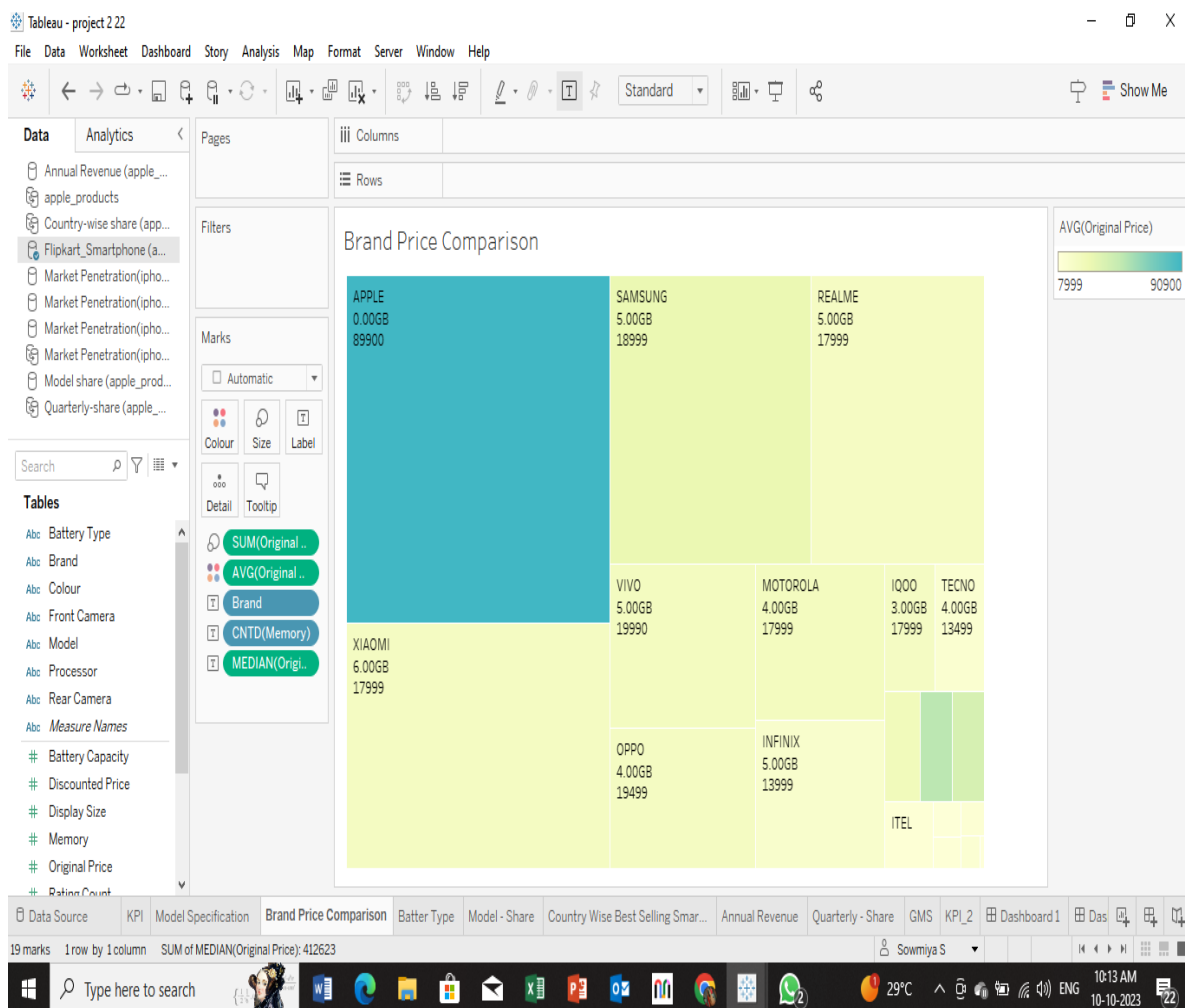
The iPhone is a smartphone made by apple that combines a computer, iPad, digital camera and cellular iPhone into one device with a touchscreen interface.

The screenshot displays the Tableau Desktop interface with a 'Model Specification' table. The table lists various iPhone models and their specifications. The columns are: Model, Processor, Front Camera, Rear Camera, Colour, and Price. The data is filtered by Brand (APPLE) and Colour. The table shows a list of iPhone models with their respective processors, camera specifications, and prices. The interface includes a sidebar with data sources and a legend for the Colour field.

| Model | Processor | Front Ca.. | Rear Camera | Colour | Price |
|---------------------|--|------------|---------------------|-------------|----------|
| APPLE IPHONE 11 | A Bionic Chip | 12MP | 12MP + 12MP | Yellow | 43,900 |
| | | | | Black | 92,800 |
| | | | | Red | 92,800 |
| | | | | White | 92,800 |
| APPLE IPHONE 12 | A Bionic Chip with Next Generation Neural Engine | 12MP | 12MP + 12MP | Blue | 59,900 |
| | | | | Purple | 59,900 |
| | | | | Green | 74,900 |
| | | | | Red | 1,34,800 |
| | | | | Black | 1,99,700 |
| APPLE IPHONE 12 M.. | A Bionic Chip with N.. | 12MP | 12MP + 12MP | Black | 74,900 |
| | | | | Blue | 74,900 |
| | | | | Red | 74,900 |
| APPLE IPHONE 13 | A Bionic Chip | 12MP | 12MP + 12MP | Midnight | 99,900 |
| | | | | Null | 99,900 |
| | | | | Blue | 1,49,800 |
| | | | | Starlight | 1,49,800 |
| | | | | Pink | 1,69,800 |
| APPLE IPHONE 13 P.. | A Bionic Chip | 12MP | 12MP + 12MP + 12MP | Silver | 1,49,900 |
| APPLE IPHONE 14 | A Bionic Chip, Core | 12MP | 12MP + 12MP | Midnight | 1,69,800 |
| | | | | Null | 1,69,800 |
| | | | | Purple | 1,69,800 |
| | | | | Starlight | 1,69,800 |
| | | | | Blue | 1,89,800 |
| APPLE IPHONE 14 | A Bionic Chip, Core | 12MP | 12MP + 12MP | Blue | 99,900 |
| PLUS | | | | Null | 1,89,800 |
| | | | | Midnight | 2,09,800 |
| | | | | Purple | 3,09,700 |
| | | | | Starlight | 3,09,700 |
| APPLE IPHONE 14 P.. | A Bionic Chip, Core | 12MP | 48MP + 12MP + 12M.. | Gold | 1,29,900 |
| | | | | Deep Purple | 2,69,800 |
| | | | | Space Black | 4,29,700 |
| APPLE IPHONE 14 | A Bionic Chip, Core | 12MP | 48MP + 12MP + 12MP | Deep Purple | 1,39,900 |
| PRO MAX | | | + 12MP | Gold | 1,39,900 |
| | | | | Silver | 1,39,900 |
| | | | | Space Black | 1,39,900 |

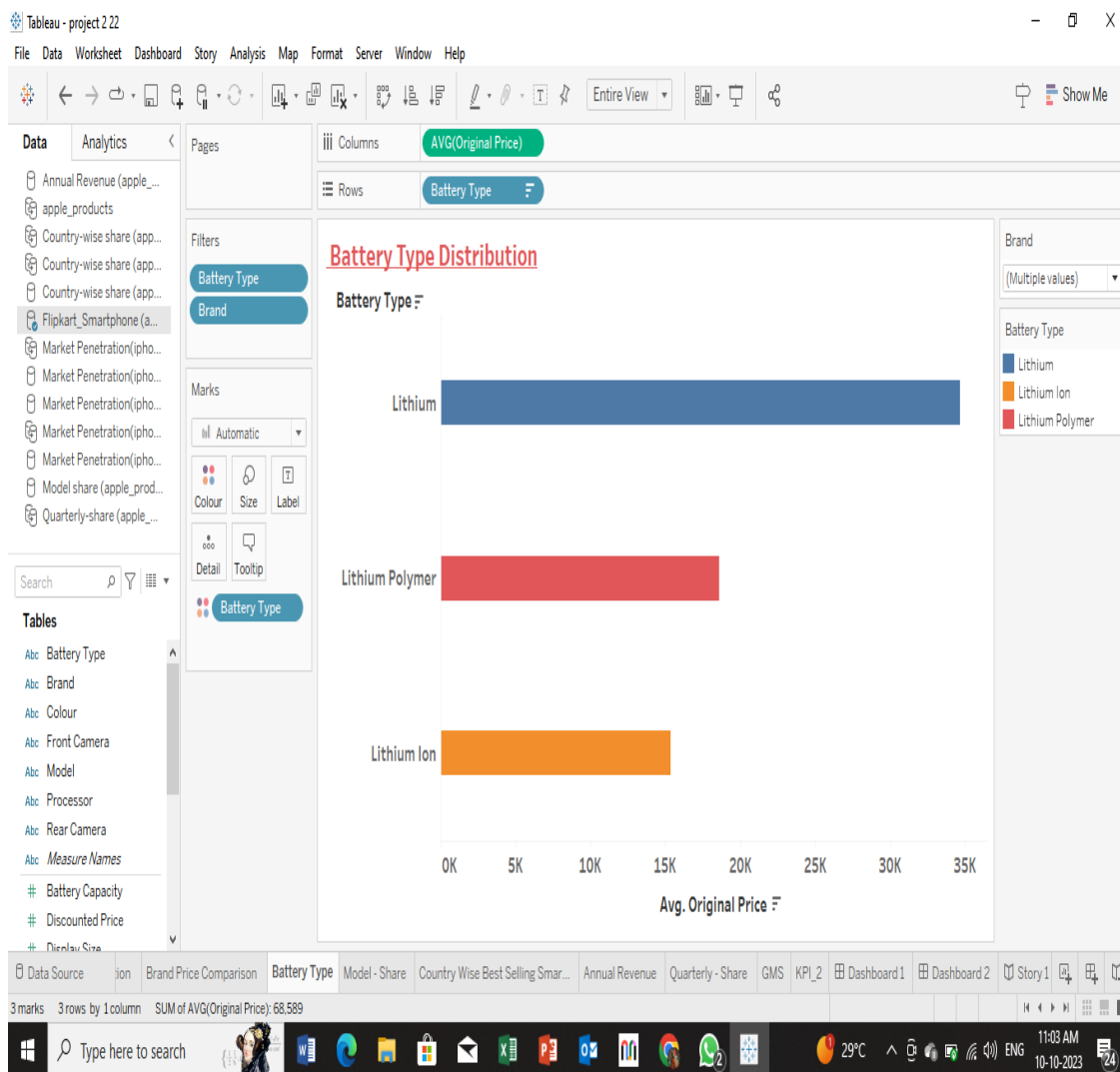
3.3 Brand Price Comparison:

There's a difference between the original seller (Apple) and the other retail stores. Apple sells the products at original mrp with huge profits whereas Amazon or other retailers sell it at a cheaper price than Apple because they can earn a little profit even while selling it in cheap.



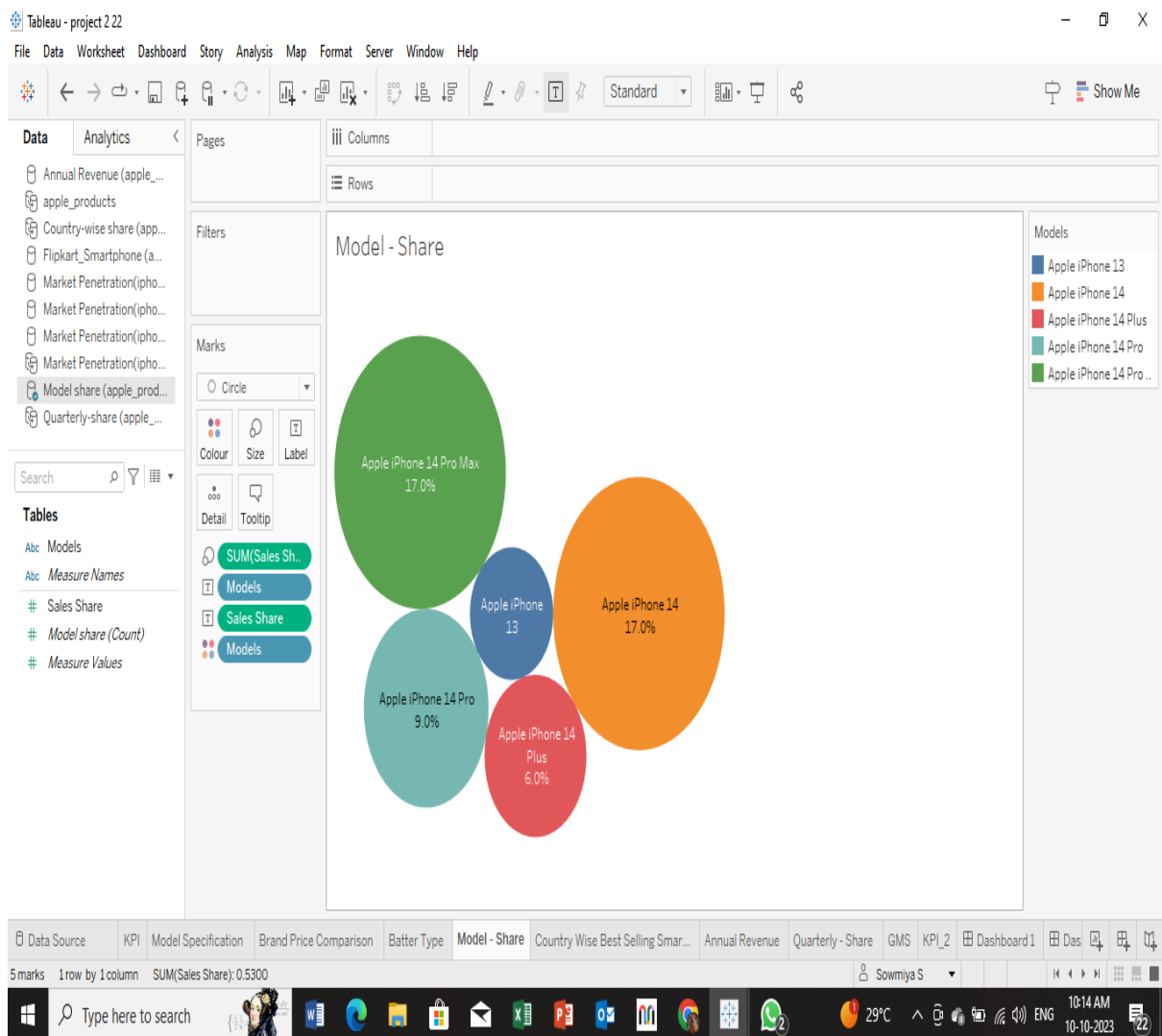
3.4 BATTERY TYPE:

iPhone has an internal, Lithium-ion rechargeable battery, which currently provides the best performance for your device. Compared with traditional battery technology, lithium-ion batteries are lighter, charge faster, last longer and have a higher power density for more battery life.



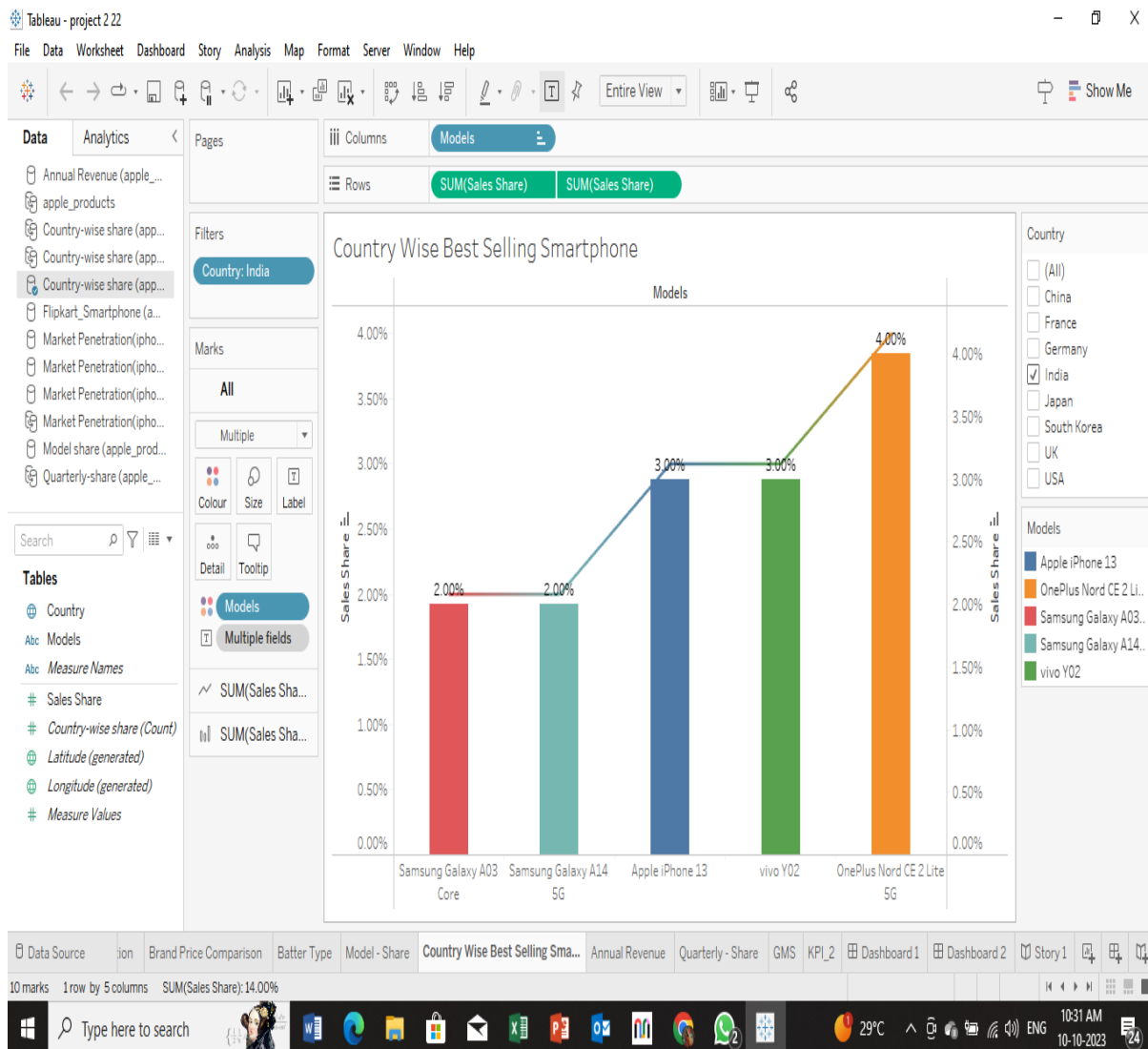
3.5 MODEL-SHARE:

You can share images, links and other content in the Messages app. When someone shares content with you, you can find it in a Shared with You section in the corresponding apps. Apps that support Shared with You include Photos, Music, News and more.



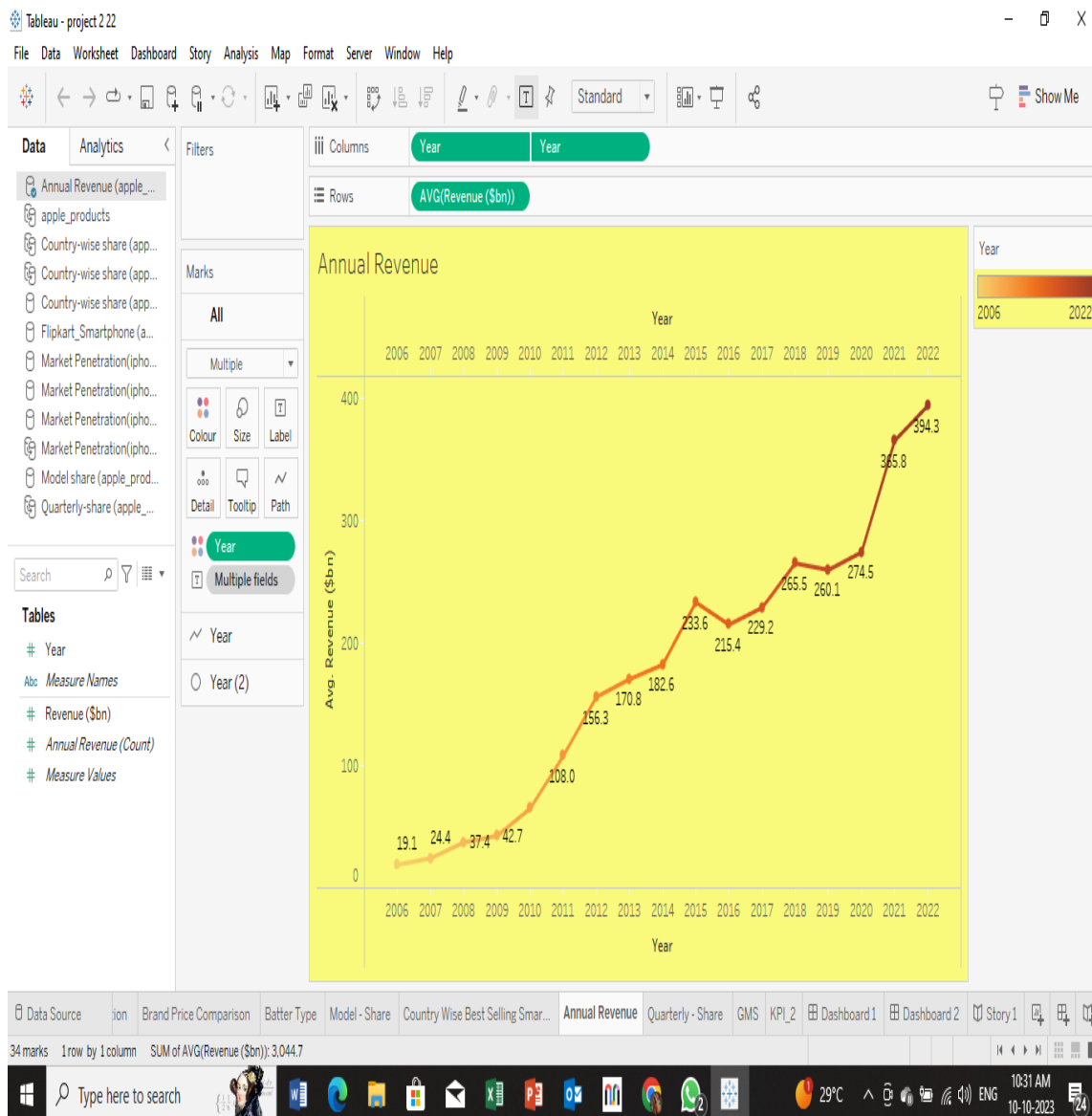
3.6 COUNTRY WISE BEST SELLING SMARTPHONE:

Apple has been selling iPhones in India since 2008, but it is only in recent years that the company has shifted strategy to make iPhones more accessible through various offers and promotions, which has contributed significantly to the increase in market share.



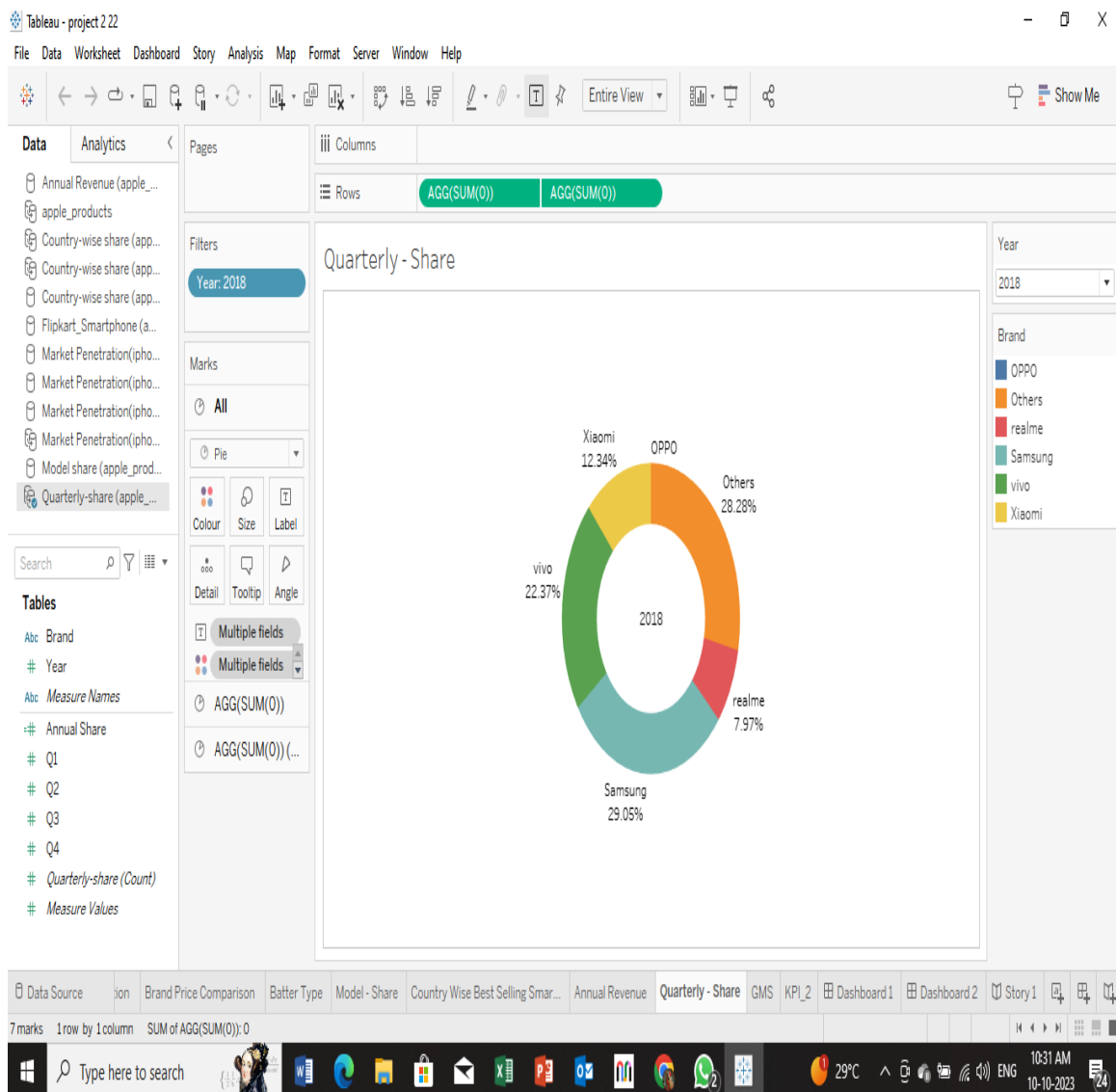
3.7 ANNUAL REVENUE:

Although Apple has diversified its product line, iPhone remains to be the money maker for Apple. In 2021, Apple generated \$192 billion in revenue from the sales of iPhones, an increase of nearly 40% as compared to the revenue of \$137 billion in 2020.



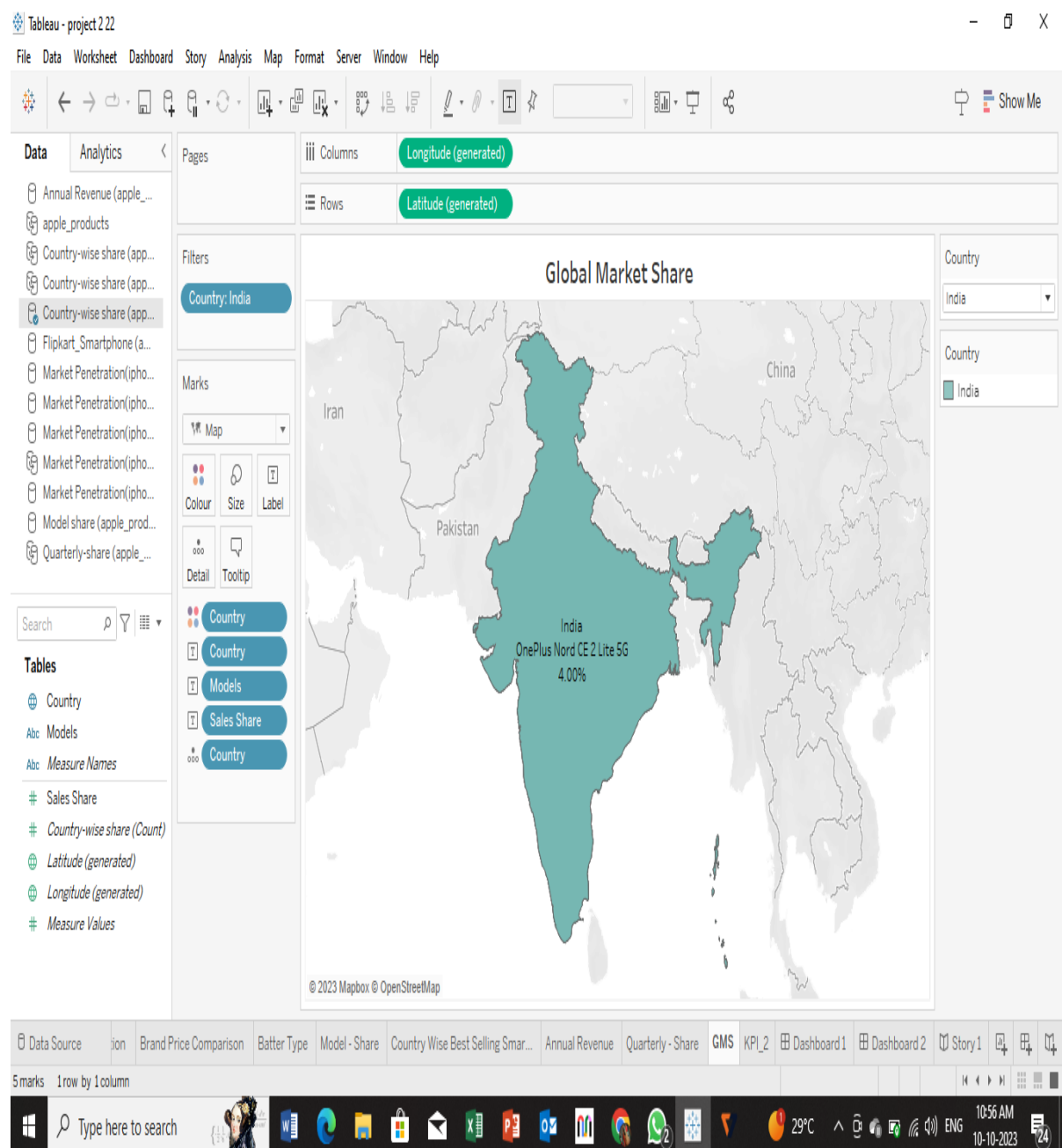
3.8 QUARTERLY-SHARE:

CUPERTINO, CALIFORNIA Apple today announced financial results for its fiscal 2023 third quarter ended July 1, 2023. The Company posted quarterly revenue of \$81.8 billion, down 1 percent year over year and quarterly earnings per diluted share of \$1.26, up 5 percent year over year.



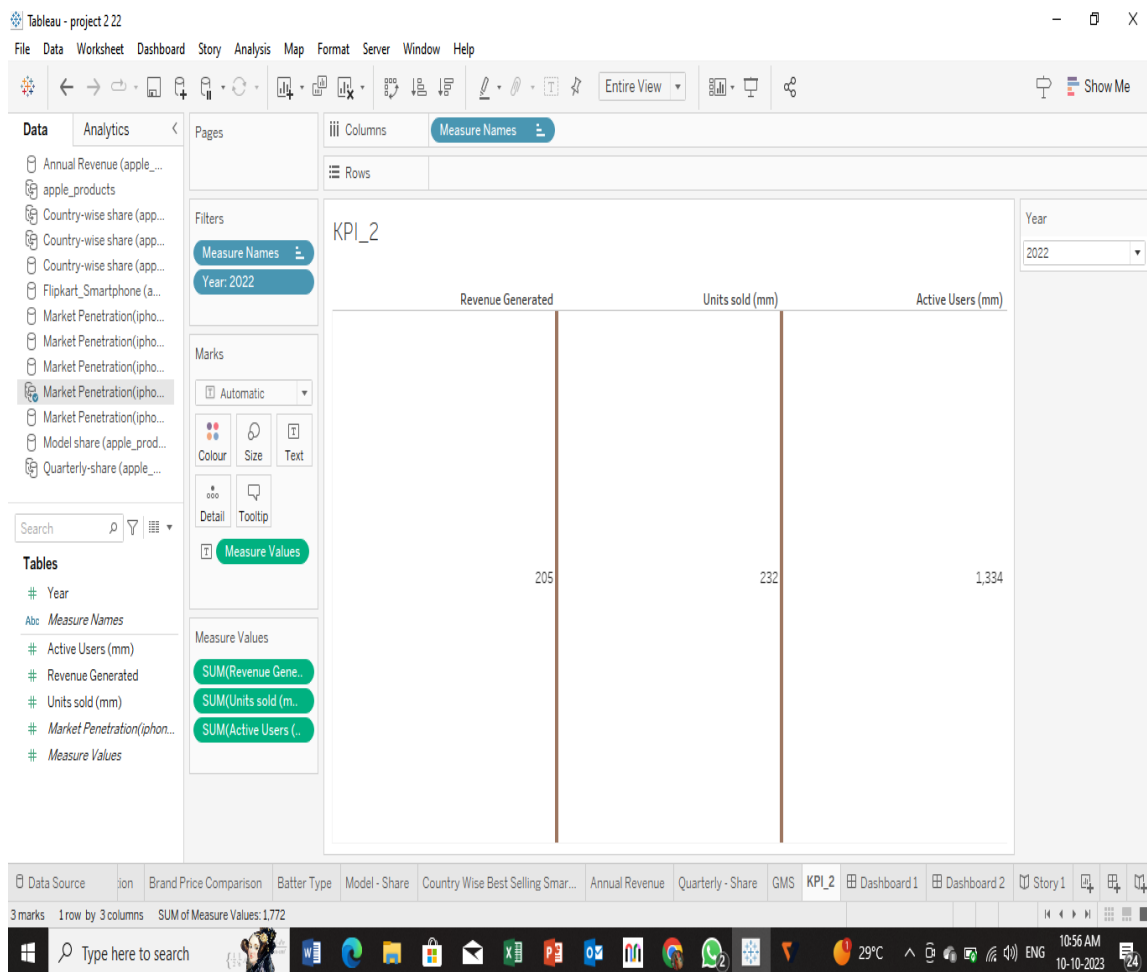
3.9 GLOBAL MARKET SHARE:

The latest statistics on the smartphone market share worldwide show that as of July 2023, US phone maker Apple leads the pack, with a market share of 28.39%. This means that under three in 10 smartphone users worldwide use an Apple phone. Second on the list of the most popular smartphone manufacturers is Samsung.



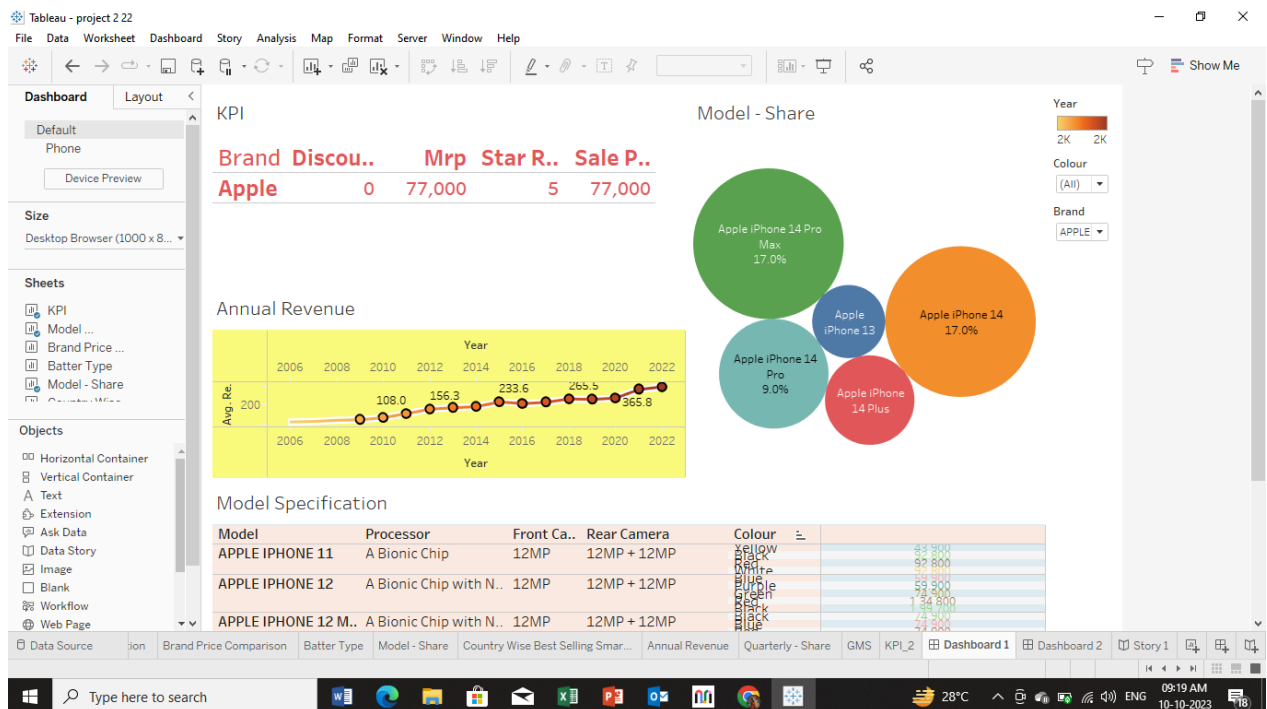
3.10 KPI_2:

The most effective KPIs are quantifiable, actionable, and align with a company's goals and growth stage. Common metrics that matter to most businesses include revenue growth, profit margin, cash flow, employee turnover and customer acquisition cost.

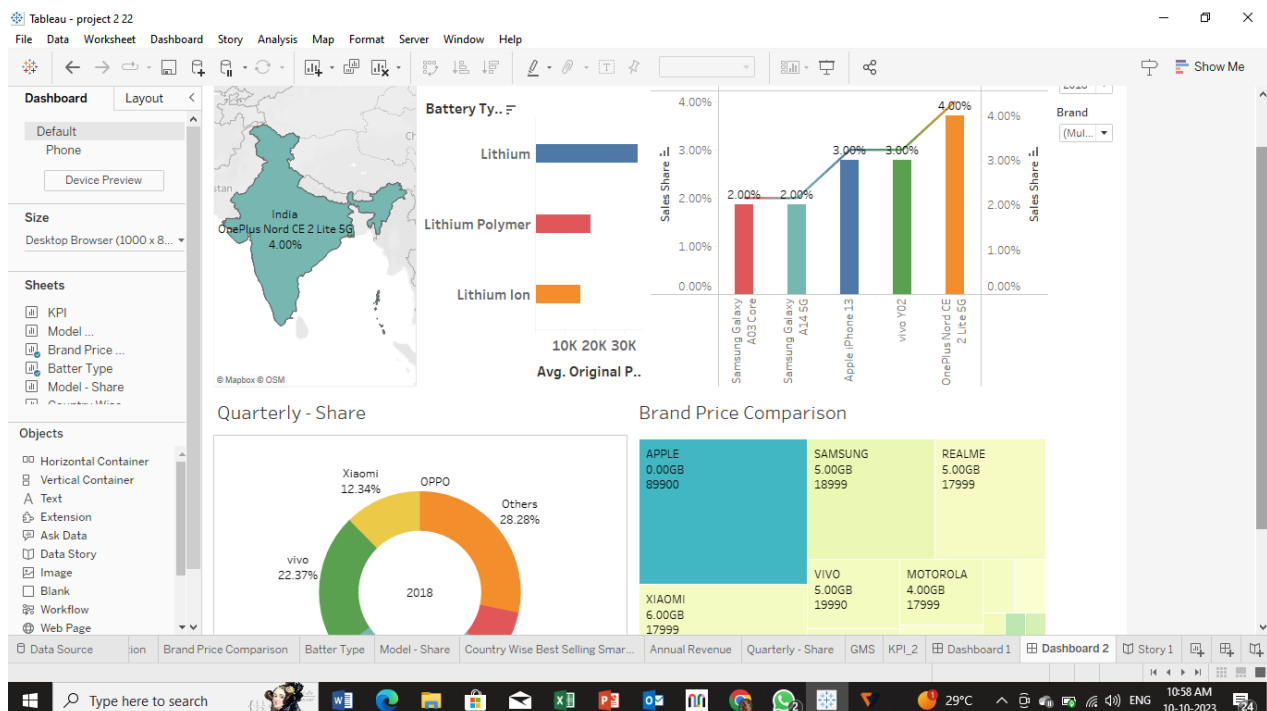


4. DASHBOARD:

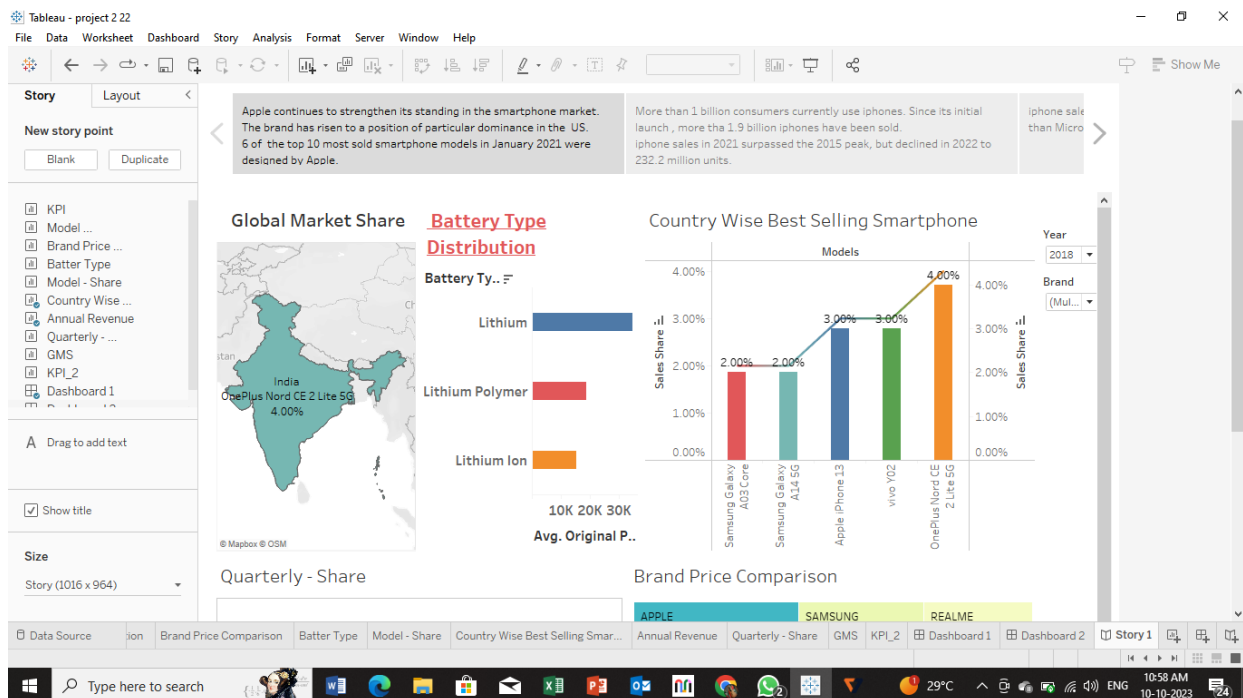
DASHBOARD 1:



DASHBOARD 2:



5. STORY:



6. ADVANTAGES:

- ❖ Better performance compared to Android devices, Apple phones offer better performance.
- ❖ High-Quality Display: The iPhone's Retina display is one of the best in the market.
- ❖ Advanced Camera: iPhone devices have some of the best cameras in the market.
- ❖ Apps Ecosystem: The App Store is unparalleled in terms of access and ease of use. With millions of apps to choose from, users have access to a plethora of tools, games and services that cater to their needs.

7. DISADVANTAGES:

- ❖ Cost: The iPhone's batteries are non-removable, which means that users cannot replace them.
- ❖ Its highly-priced products, entering areas of higher competition and incompatibility with other software.
- ❖ The biggest issue facing the new line of iPhone 15s is the durability of the device.
- ❖ iPhones are renowned for having high sticker prices.

8. APPLICATIONS:

- ❖ Apps work much like user-installed software on a computer and allow the phone to perform specific tasks that the user wants or needs.
- ❖ Users sometimes pay a small fee for the use of an app, which is downloaded directly to the phone.
- ❖ Apple Application support is a software component developed by apple Inc.
- ❖ Approximately 1.6 million apps were available in Apple's app Store and over 3 million Android apps on Google Play.

9. CONCLUSION:

In conclusion, Apple Inc. has a long development history. And with the long-term growth, it has achieved a certain successful development. The various strategies have contributed much to the rapid and successful development. It is apparent that the iPhone was, and still, a remarkable invention of technological advancement. The iPhone provided a new way of mobile phone communication and usability. Its revolutionary technology has led to the variety of smartphones that are in use today.

Apple's strategic focus on expanding its service sector, continuously evolving its iPhone, and diversifying its range of accessory products has established the company as an unparalleled force in the consumer electronics and technology markets. Overall, Apple's marketing strategies have been successful in establishing the company as a market leader in the technology industry. The company's focus on product design, pricing, promotion, and distribution has enabled it to differentiate its products, build a strong brand image, and maintain profitability.