

iRevolution : A Data Driven Exploration of Apple iphone's Impact In India

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1.Introduction:

1.1 Overview:

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. Apple's sales in India hit a new high of about \$6 billion in the fiscal year, up nearly 50% from a year earlier, showcasing the increasing importance of iPhones in a country that emerged to be the fastest growing major economy.

1.2 Purpose

Use:

Delhi emerges as the top city for iPhone enthusiasts in 2023 to date, boasting a 182% more iPhone purchases than the second-ranking city, Mumbai. Delhi witnessed a 47% growth in iPhone sales from 2020 to 2021 and a 106% growth from 2021 to 2022. In 2022, Android held a share of 95.26 percent of the mobile operating system market in India. This was followed by Apple's iOS, a distant second, with 3.92 percent market share.

Achieved by this :

iPhone manufacturing in India allows Apple to bypass hefty import duties, thereby reducing the cost of the product for the Indian consumer. This move makes the brand more accessible to a broader demographic within the country, where price sensitivity is a key factor in consumer decisions. Consumers lined up for days for the chance to purchase one, and over 500,000 units sold on the first weekend. Since that time, over 42 million iPhones have been sold, arguably making it one of the most successful mobile phone products ever launched.

2.Problem Definition & Design Thinking:

2.1 Empathy Map:





Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

🕒 10 minutes to prepare

🕒 1 hour to collaborate

👤 2-8 people recommended



Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

A

Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B

Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

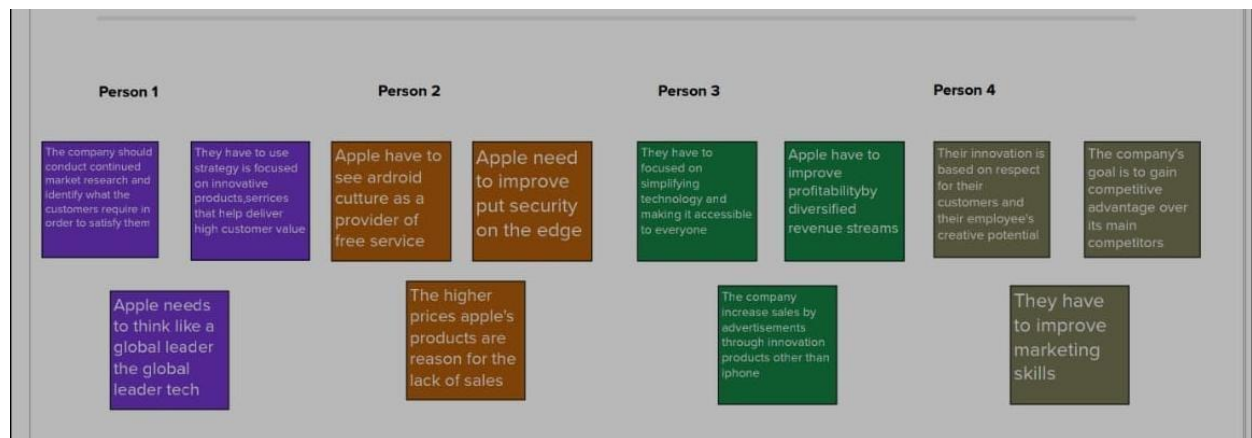
C

Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)





3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

⌚ 20 minutes

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

The company should conduct continued market research and identify what the customers require in order to satisfy them

They have to use strategy is focused on innovative products services that help deliver high customer value

Apple needs to think like a global leader the global leader tech

Apple have to see android culture as a provider of free service

Apple need to improve put security on the edge

The higher prices apple's products are reason for the lack of sales

They have to focused on simplifying technology and making it accessible to everyone

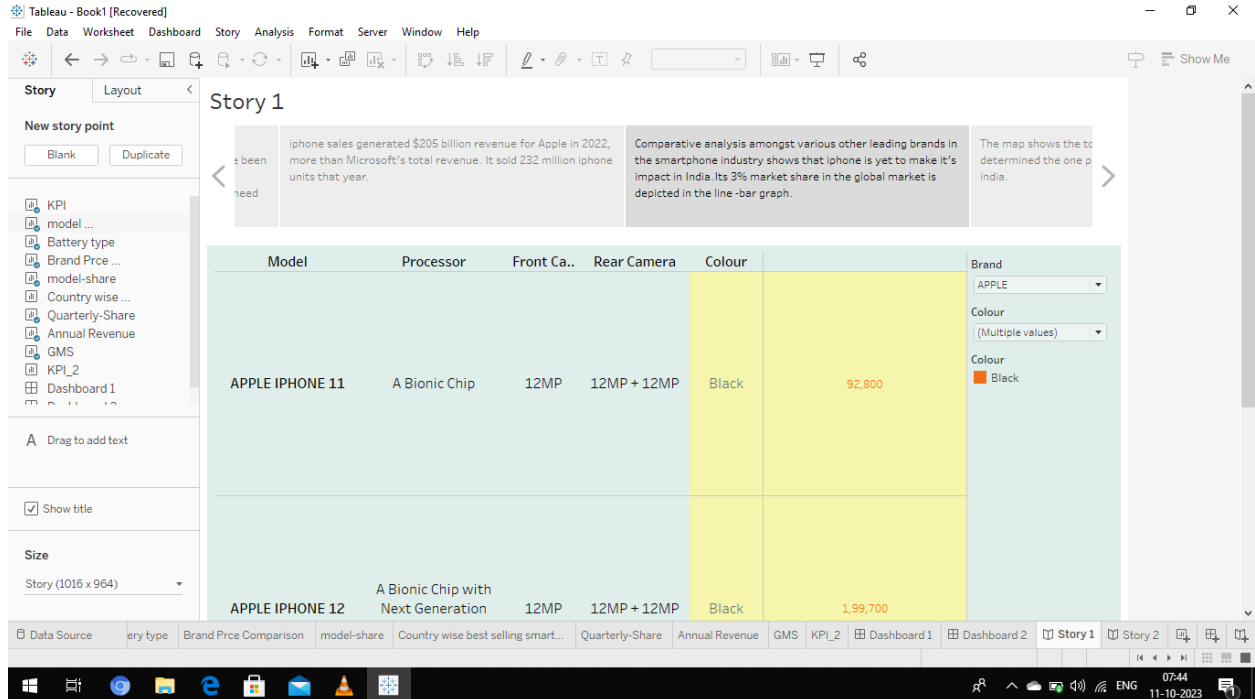
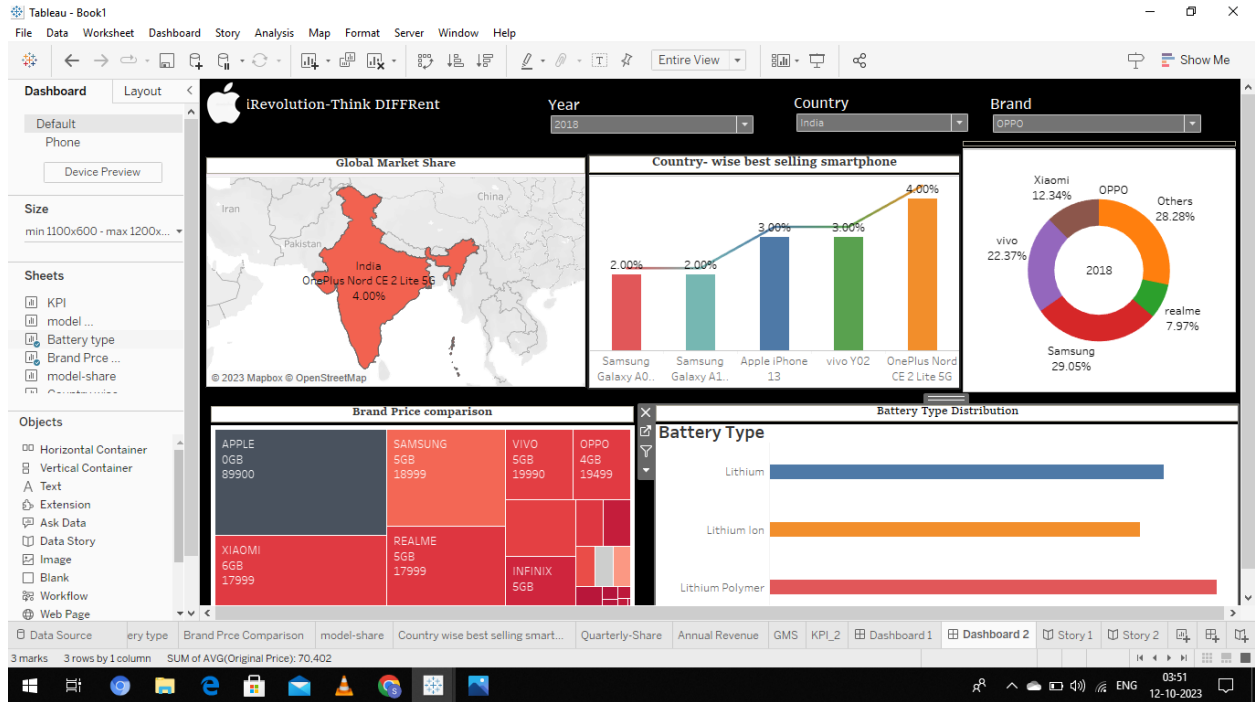
Apple have to improve profitability by diversified revenue streams

The company increase sales by advertisements through innovation products other than iphone

Their innovation is based on respect for their customers and their employee's creative potential

The company's goal is to gain competitive advantage over its main competitors

They have to improve marketing skills



4.ADVANTAGES & DISADVANTAGES:

ADVANTAGES:

1. User-Friendly Interface: The iPhone has an intuitive user interface that makes it easy to navigate. The touch screen interface is easy to use, and the iPhone's smooth operating system is simple to learn and use.

2. High-Quality Display: The iPhone's Retina display is one of the best in the market. With a density of over 300ppi, pictures and videos appear clear and crisp. This high-quality display is perfect for streaming TV shows, movies, and graphic-intensive games.

3. Advanced Camera: iPhone devices have some of the best cameras in the market. They have been known to produce stunning images and videos of the highest quality. They also come with image stabilization features that help reduce blur and take better pictures in low light.

4. 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.

5. Seamless Integration with other Apple devices: The iPhone has a seamless integration with other Apple devices such as MacBook, iPad, and Apple Watch. It allows users to access and transfer data across multiple devices.

DISADVANTAGES

1. Cost: The iPhone is one of the most expensive smartphones on the market. High-end models can cost over \$1000, which makes it a luxury item for many people.

2. Non-Removable Battery: The iPhone's batteries are non-removable, which means that users cannot replace them. This can be a disadvantage for people who rely heavily on their phones and have to replace them regularly.

3. Limited Customization: One of the disadvantages of the iPhone is that it has limited customization options. Unlike Android devices, users cannot customize their phone's interface, which can be a disadvantage for some people

4. No Expandable Storage: Another disadvantage of the iPhone is that it has no expandable storage options. Users have to purchase iPhones with larger storage capacities, which can be costly.

5. Frailty: The iPhone is known to be fragile and prone to breaking if dropped. Many users have reported cracking or shattering their screens after accidentally dropping their device

5.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 and iPod touch. However, apps designed strictly for iPads, which have larger screens, do not work on iPhones and iPods.

Total no. of apps existing: In total, including all iOS and Android app stores, there are currently 8.93 million apps available in the world. As of 2022, approximately 1.6 million apps were available in Apple's App Store and over 3 million Android apps on Google Play.

6.CONCLUSION:

In summary, 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. still Apple has relatively small marketshare in the grand scheme of things (% of total computers and total phones sold), making iCloud a clear play to convert some of the non-Apple users. It's a very smart strategy, one that can influence users to remain within the Apple product family rather than look elsewhere for their needs. It's very reminiscent of Microsoft from the 1990s, but in a far more consumer focused sense. I don't know that the iCloud strategy is enough to sell Apple products on its own, but it may make pulling people away from Apple much more difficult.

7.FUTURE SCOPE:

Nowadays, more and more businesses are adopting the mobile-first approach. Thus, there is a high demand for iOS developers who can build apps for Apple devices. The talent shortage for iOS developers further leads to many developer job opportunities with lucrative salaries. In this fast-paced world of technology, there's no doubt that mobile has taken a significant leap to prominence. Who would have thought that mobile will one day dominate the industry, overshadowing earlier technologies that were once popular? Hence, businesses were quick to discover these changes and get on board with their mobile presence. As a result, this exponential growth in mobile consumption led to strong demand for mobile developers.