

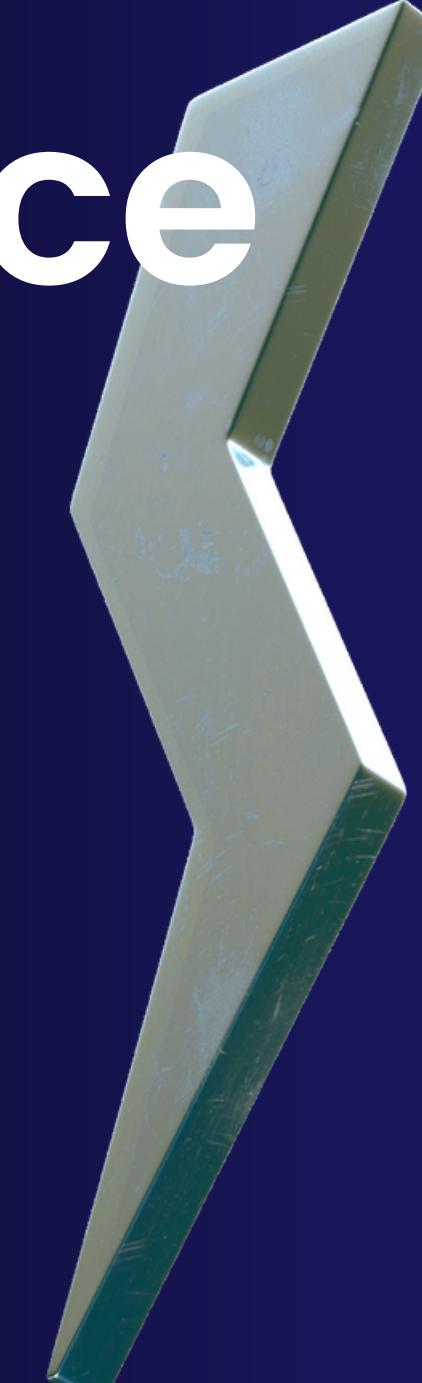
Group 2

iStar Phones

Brianne Han, Stella Rose, Kyle Novak, Site Xiang



New Voice on the Market

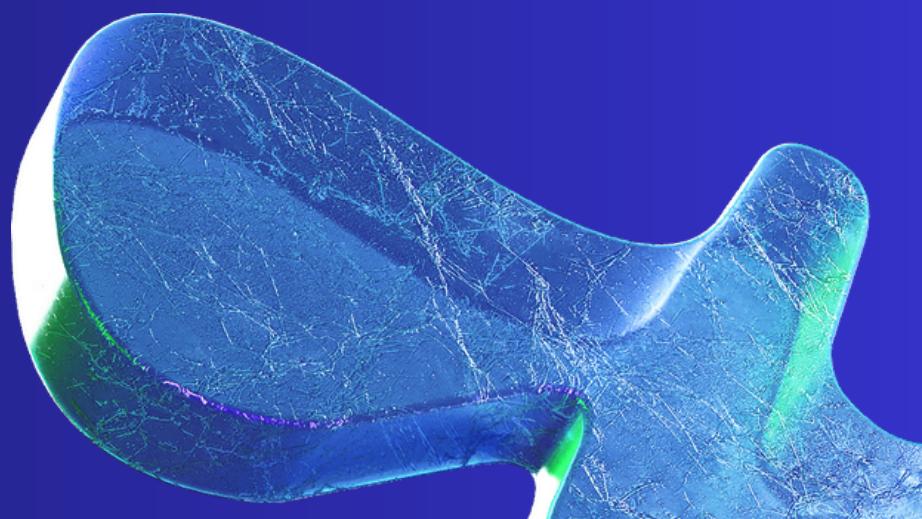


iStar Phones

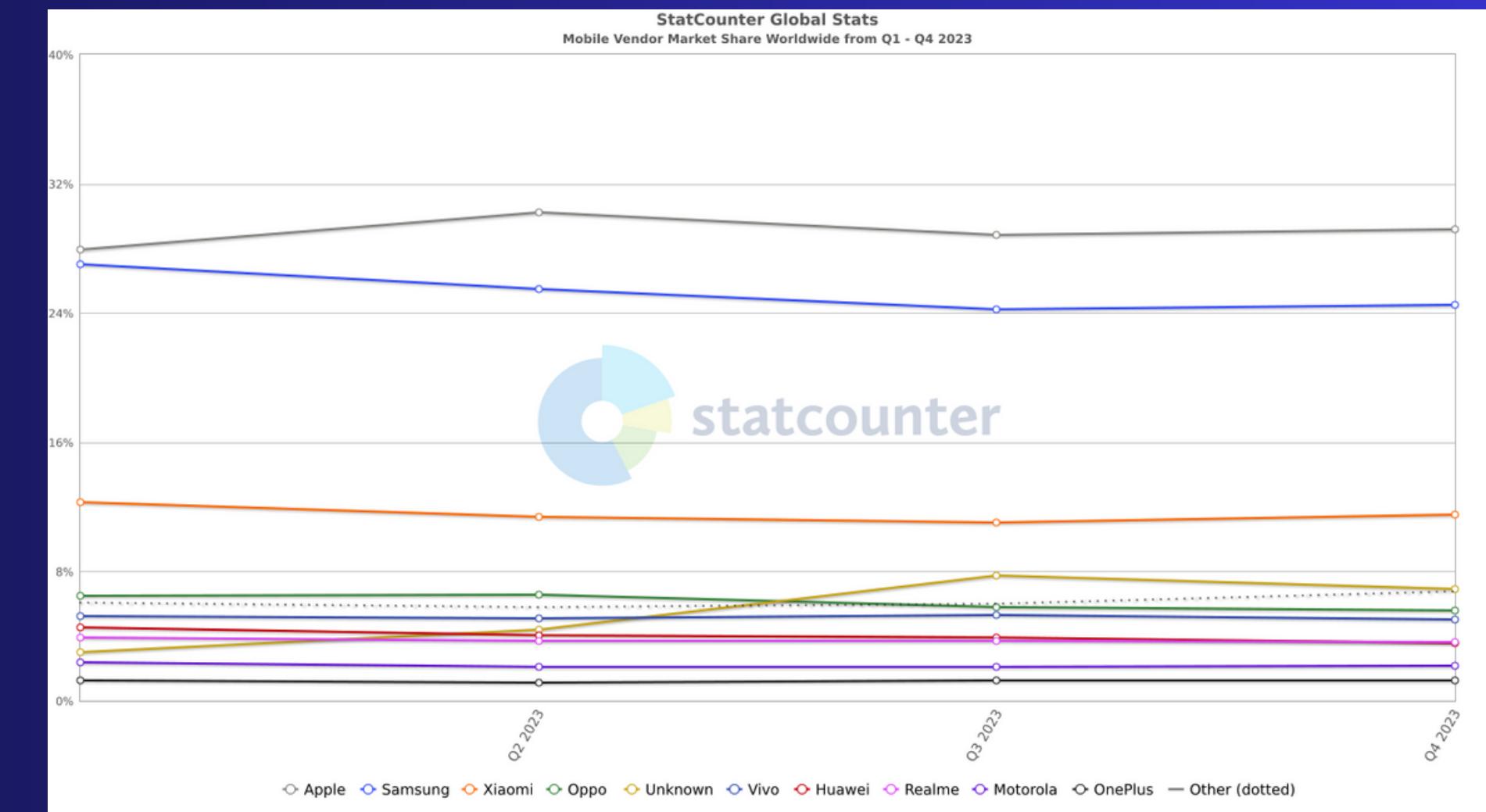
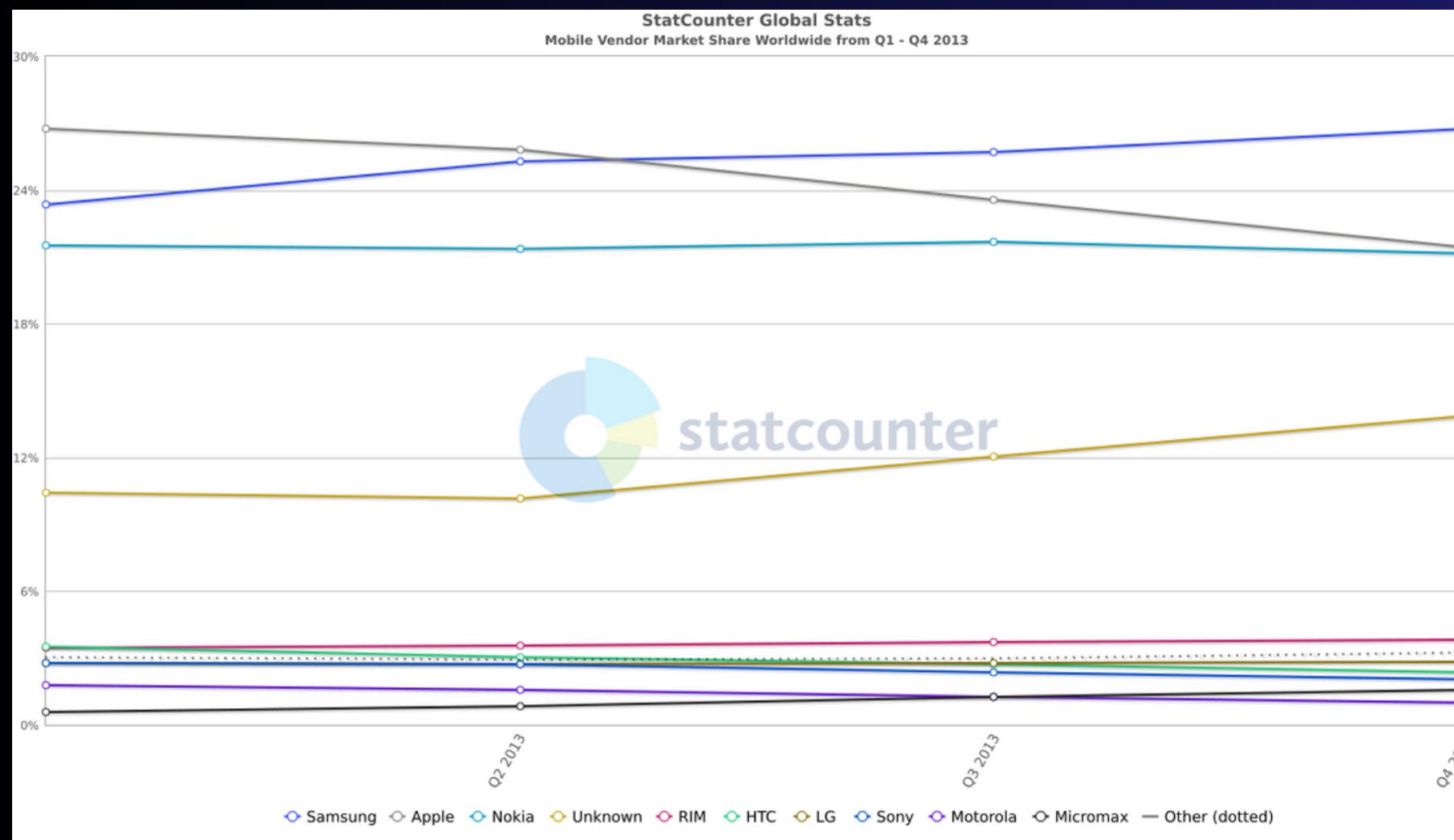
Our Passion

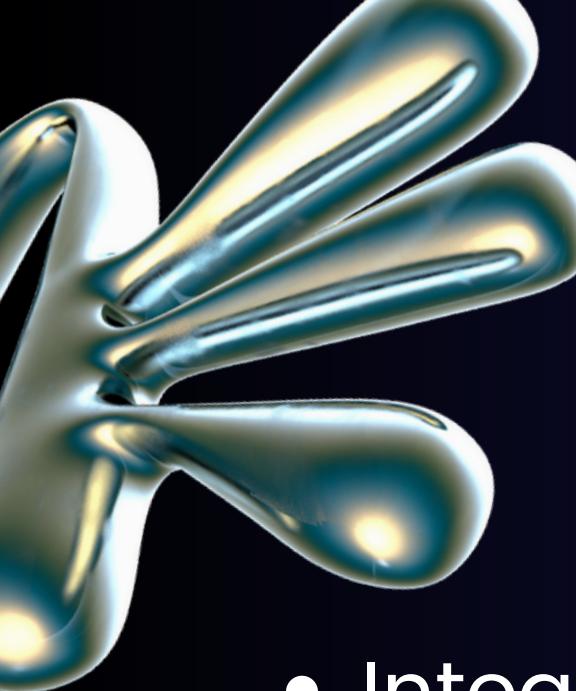
Our Methods

Our Goals

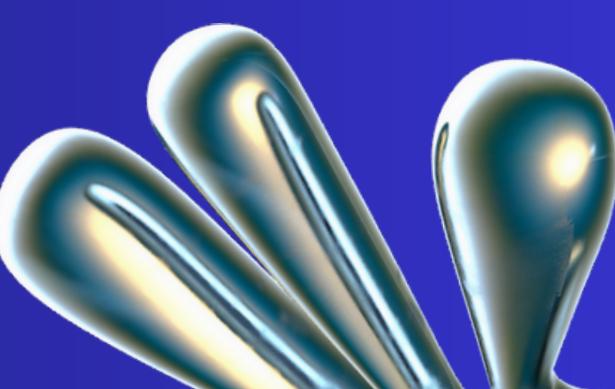


The Market Share: 2013 vs 2023





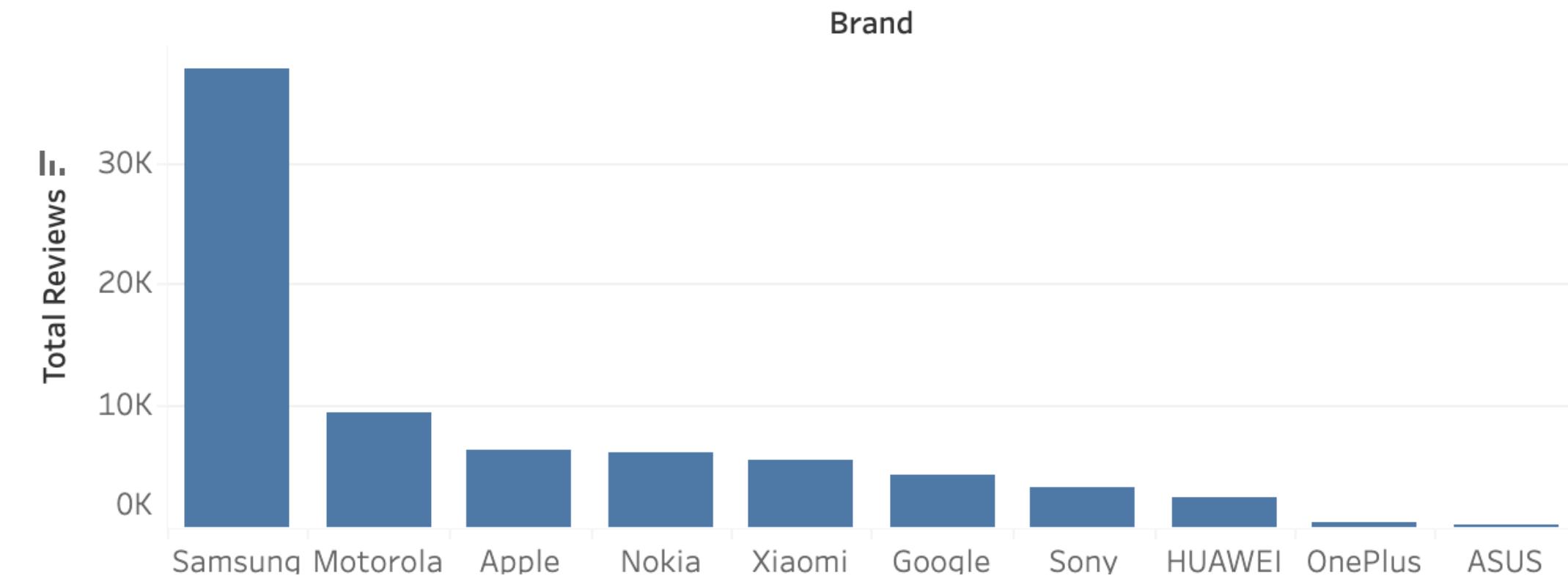
SmartPhone Evolution

- Integration of augmented reality (AR) and virtual reality (VR) capabilities
 - Development of touchscreen technology
 - Incorporation of biometric security features such as fingerprint scanners and facial recognition
 - Introduction of virtual assistants like Siri, Google Assistant, and Alexa
 - Integration of cameras into phones, evolving from basic VGA cameras to high-resolution multi-lens setups capable of professional grade photography
 - Evolution of displays from LCD to AMOLED and beyond, offering better resolution, color accuracy, and energy efficiency
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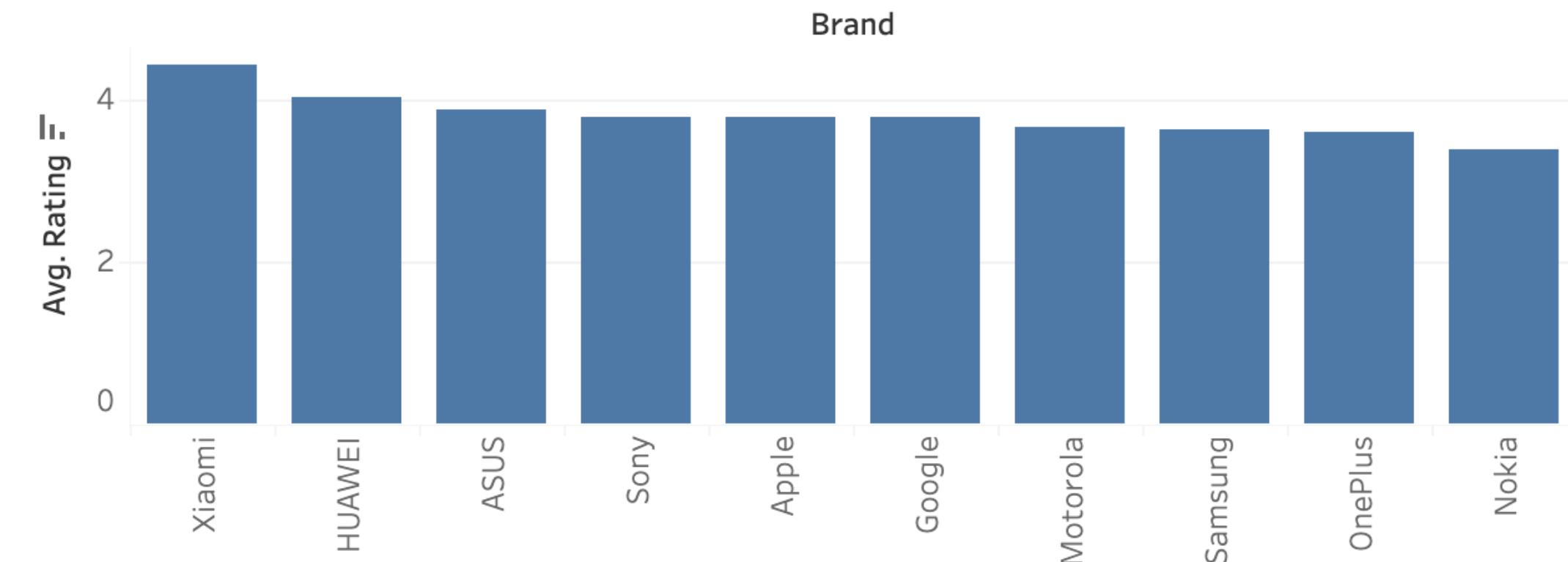
Amazon Reviews vs Ratings



Cell Phone Reviews on Amazon (2005 - 2019)



Average Rating on Amazon; Cellphone Brand (2005 - 2019)



The Competition

Apple Inc

- Founded in 1976 by Steve Jobs, Steve Wozniak, and Ronald Wayne
- 2022 was their highest earning year, \$387.53B

Samsung Electronics

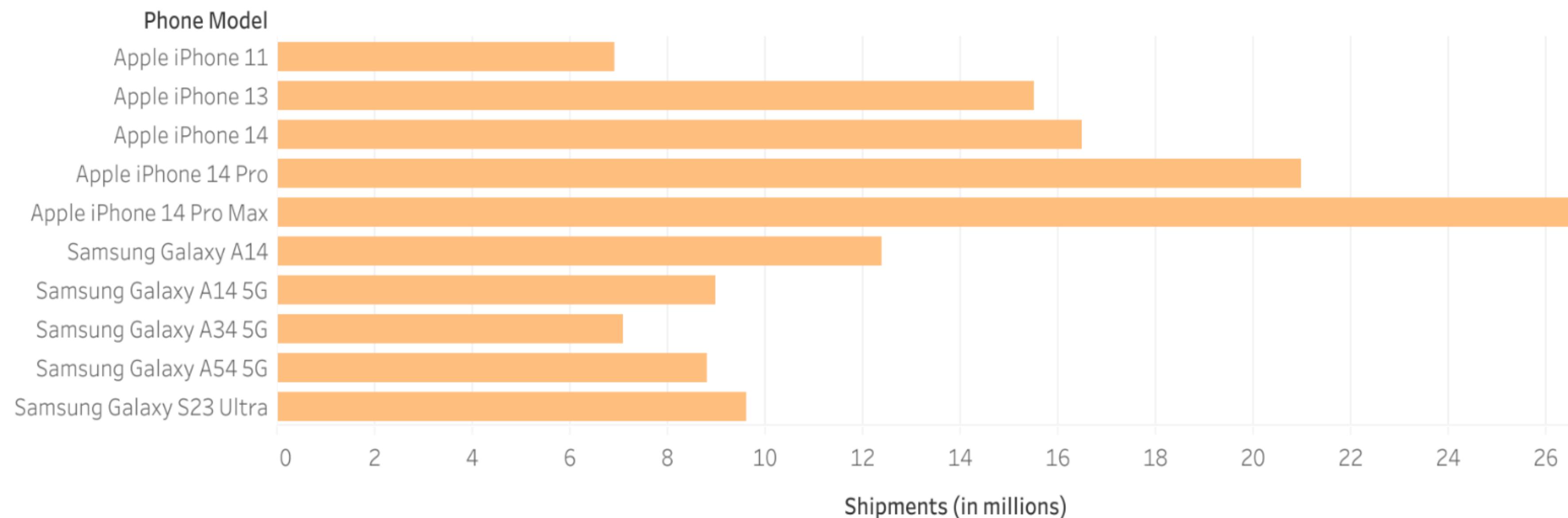
- Entered the market in the early 2000s, developed in South Korea
- 2022 was their highest earning year, \$240.72B

Xiaomi

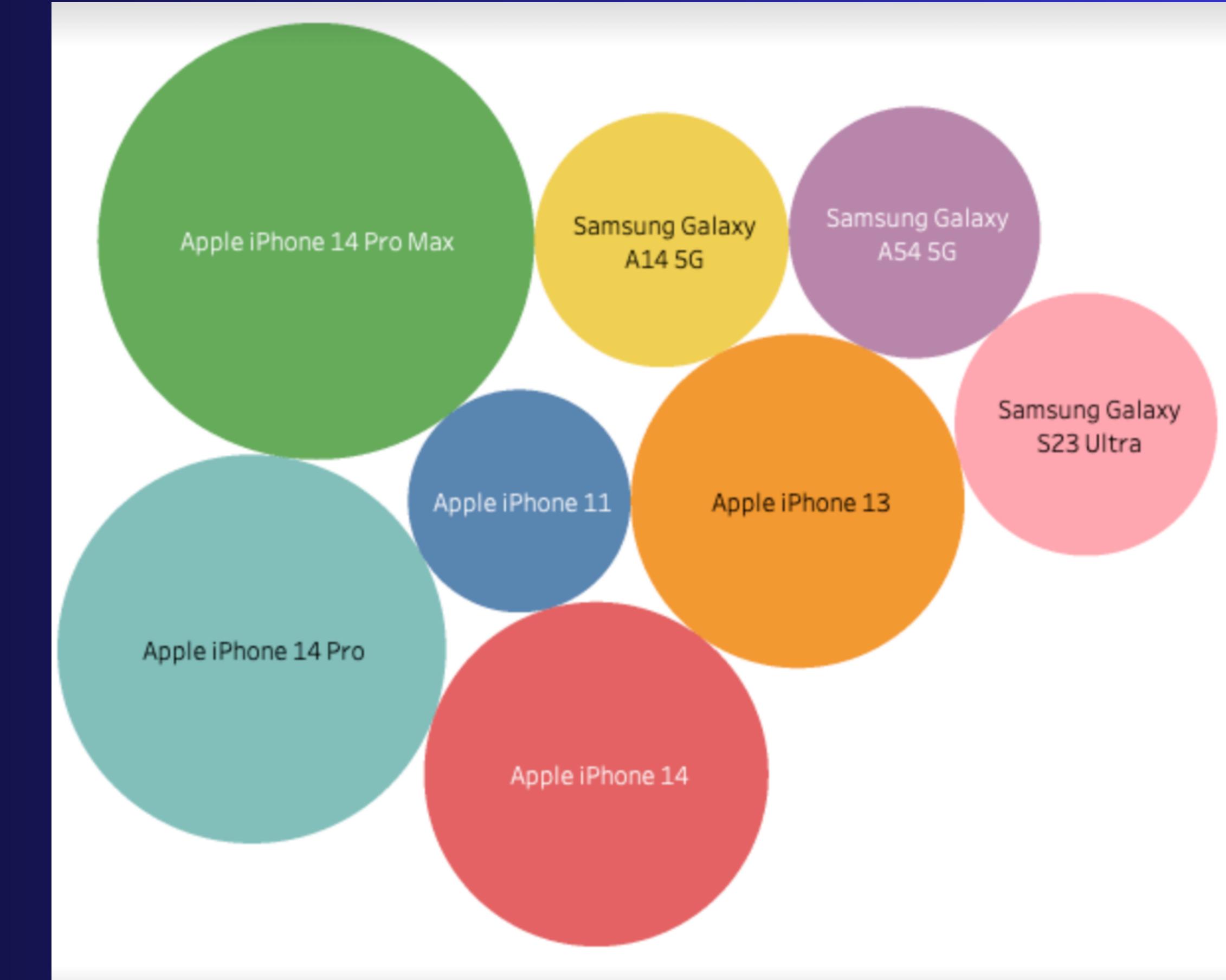
- Founded in 2012 in China as a relatively young company known for its value-for-money devices
- 2020 was their highest earning year, \$50.78B

Comparing Top Apple & Samsung Phones 2023

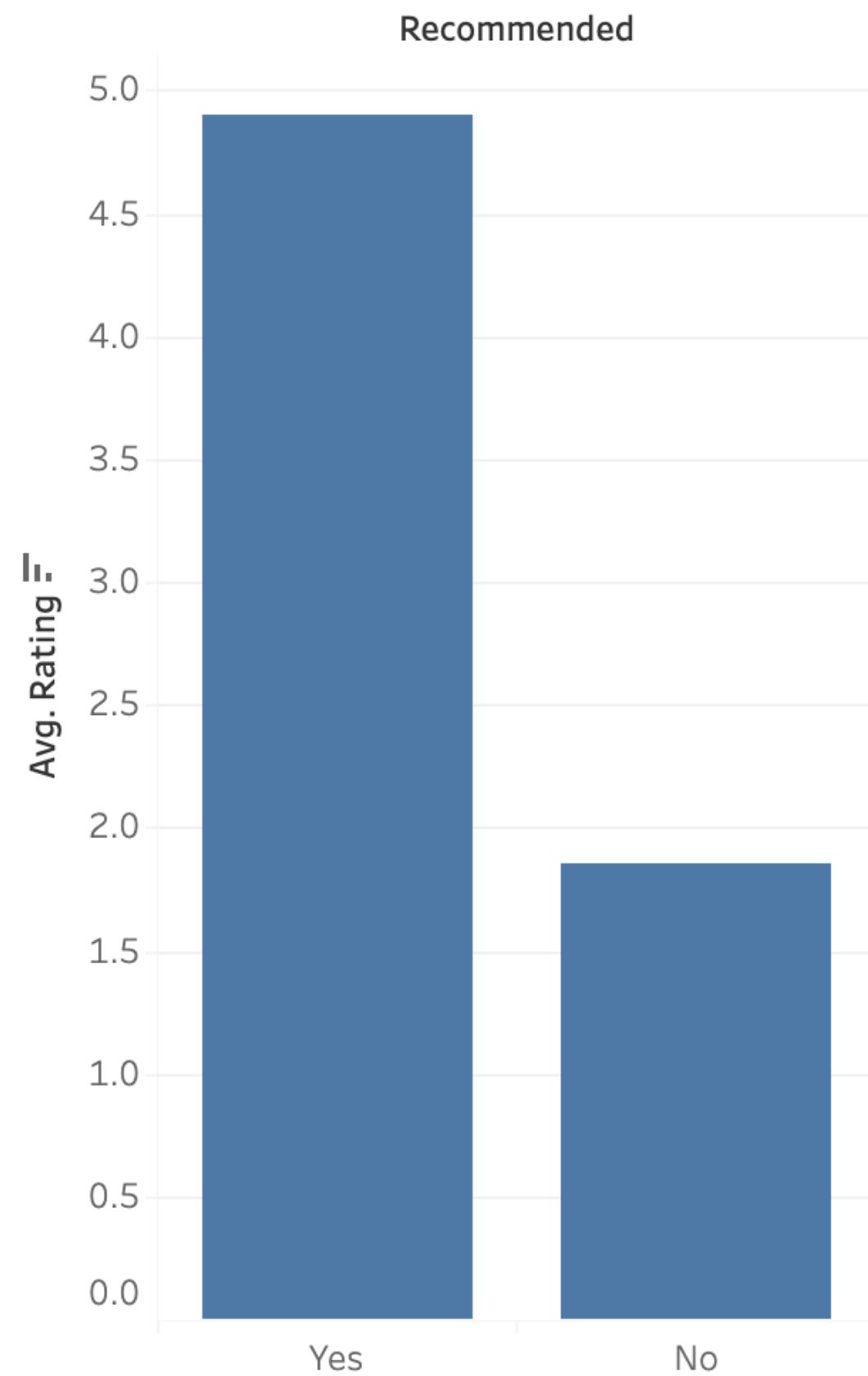
Top Phone Models 2023



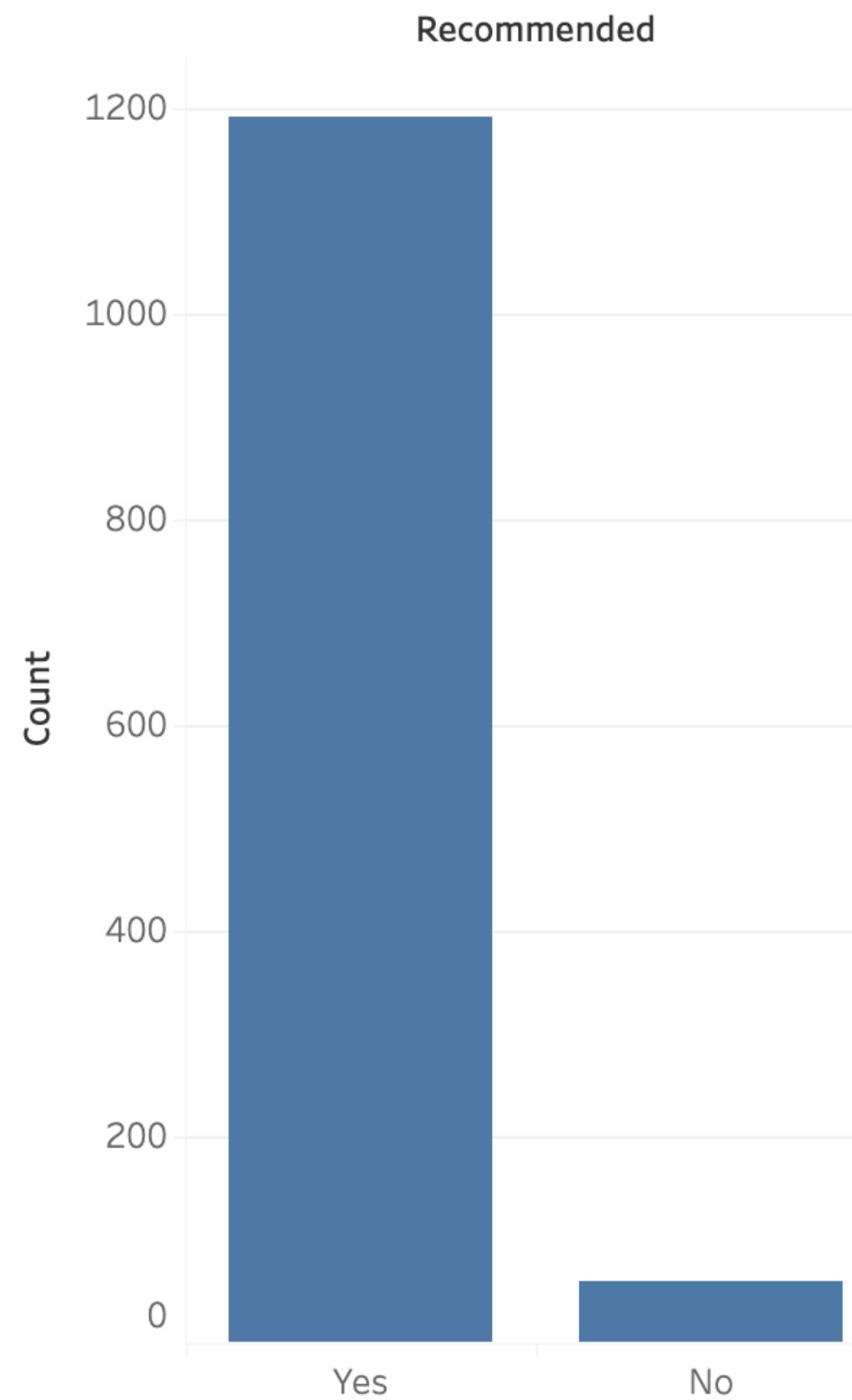
The Most Shipped Smartphones of 2023



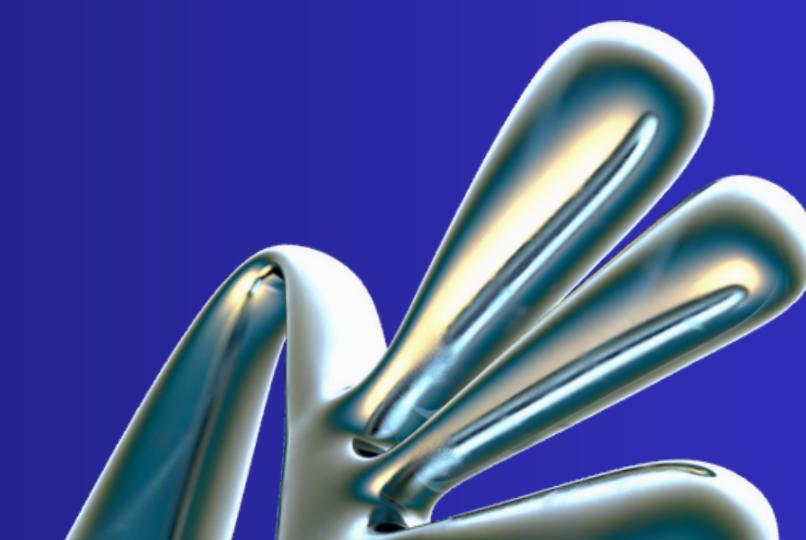
Recommendations By Average Rating



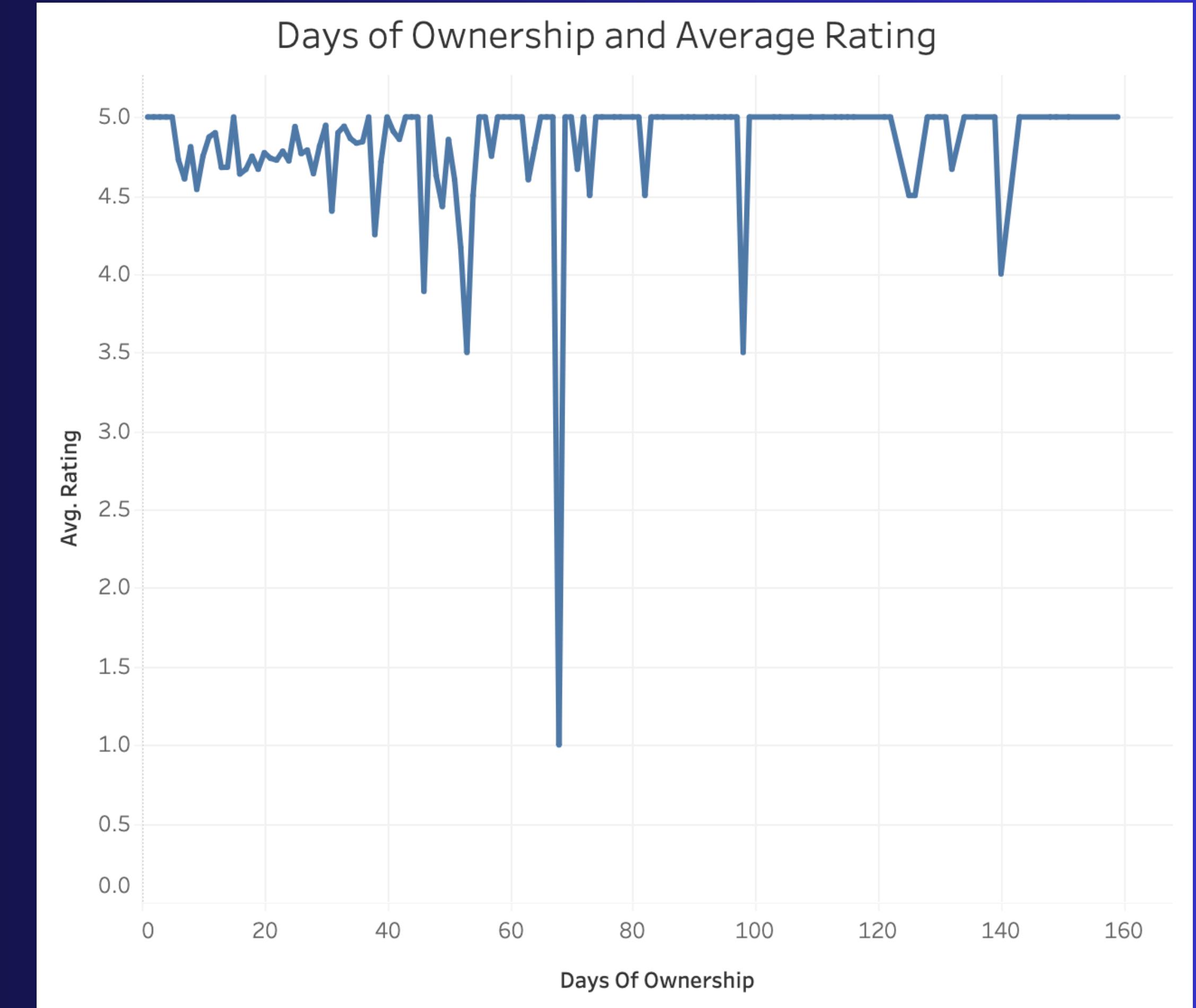
Best Buy Reviewers:
Recommend iPhone 15 Plus?



iPhone 15+:
Would
Customers
Recommend?



iPhone 15+: Days of Ownership vs. Average Rating



Conclusion

- Goals
 - User friendly, affordable, reliable
- Methods
 - Data Collection and Machine Learning
- Passions
 - Simple belief that consumers can help develop a better phone for all

Happy Cell Phone Shopping!