



SRI VASAVI COLLEGE OF ARTS AND SCIENCE, ERODE.

PG AND RESEARCH DEPARTMENT OF PHYSICS

Course name : Data analytics with tableau

Academic year : 2023 –2024

A project report entitled as

“IREVOLUTION : A data driven exploration of Apple’s Iphone impact in INDIA”

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UNDER THE GUIDANCE OF

MS.YASOTHA

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SRI VASAVI COLLEGE, ERODE

APPLE IPHONE IMPACT IN INDIA

Introduction:

The advent of the Apple iPhone has not only revolutionized the global smartphone industry but has also left an indelible mark on India, one of the world's fastest-growing mobile markets. Apple, a technology giant known for its innovative products, entered the Indian market with the iPhone in the early 2000s. Since then, the iPhone has had a profound impact on various aspects of Indian society and economy. This impact encompasses not only the realm of technology and consumer preferences but also has economic, social, and cultural implications. In this discussion, we will delve into the multifaceted impact of the Apple iPhone on India, exploring its role in shaping the way Indians communicate, work, and live, while also examining the challenges and opportunities it has presented to both Apple and the Indian market.



Purpose:

The purpose of studying the impact of Apple's iPhone in India is to understand how this iconic device has influenced various aspects of Indian society and economy. This exploration serves to shed light on the following key objectives:

1. **Consumer Behavior:** To examine how the iPhone has affected consumer preferences, choices, and aspirations, and how it has become a status symbol in Indian society.

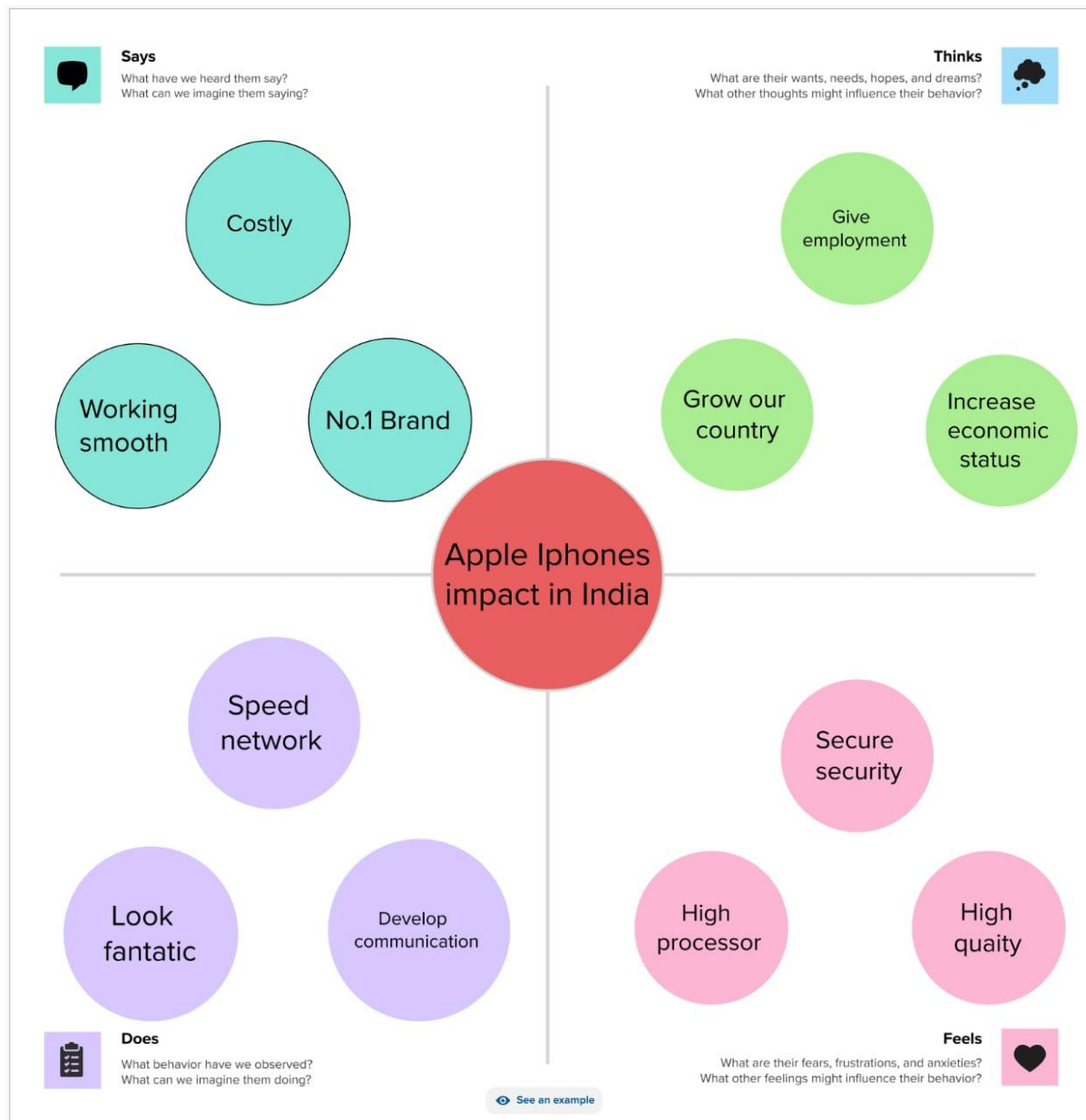
2. **Economic Influence:** To assess the economic ramifications, including job creation, business opportunities, and revenue generation, arising from the iPhone's presence in the Indian market.
3. **Technological Adoption:** To analyze how the iPhone has accelerated the adoption of advanced mobile technologies, apps, and services in India.
4. **Market Dynamics:** To understand how the iPhone has impacted the competitive landscape of the smartphone industry in India and influenced the strategies of other smartphone manufacturers.
5. **Cultural and Social Shifts:** To investigate the cultural and social changes resulting from the widespread use of iPhones, such as shifts in communication patterns and online behavior.

Overall, the study of the iPhone's impact in India seeks to provide valuable insights into the interplay between technology, consumer culture, and economic development in one of the world's fastest-growing smartphone markets.

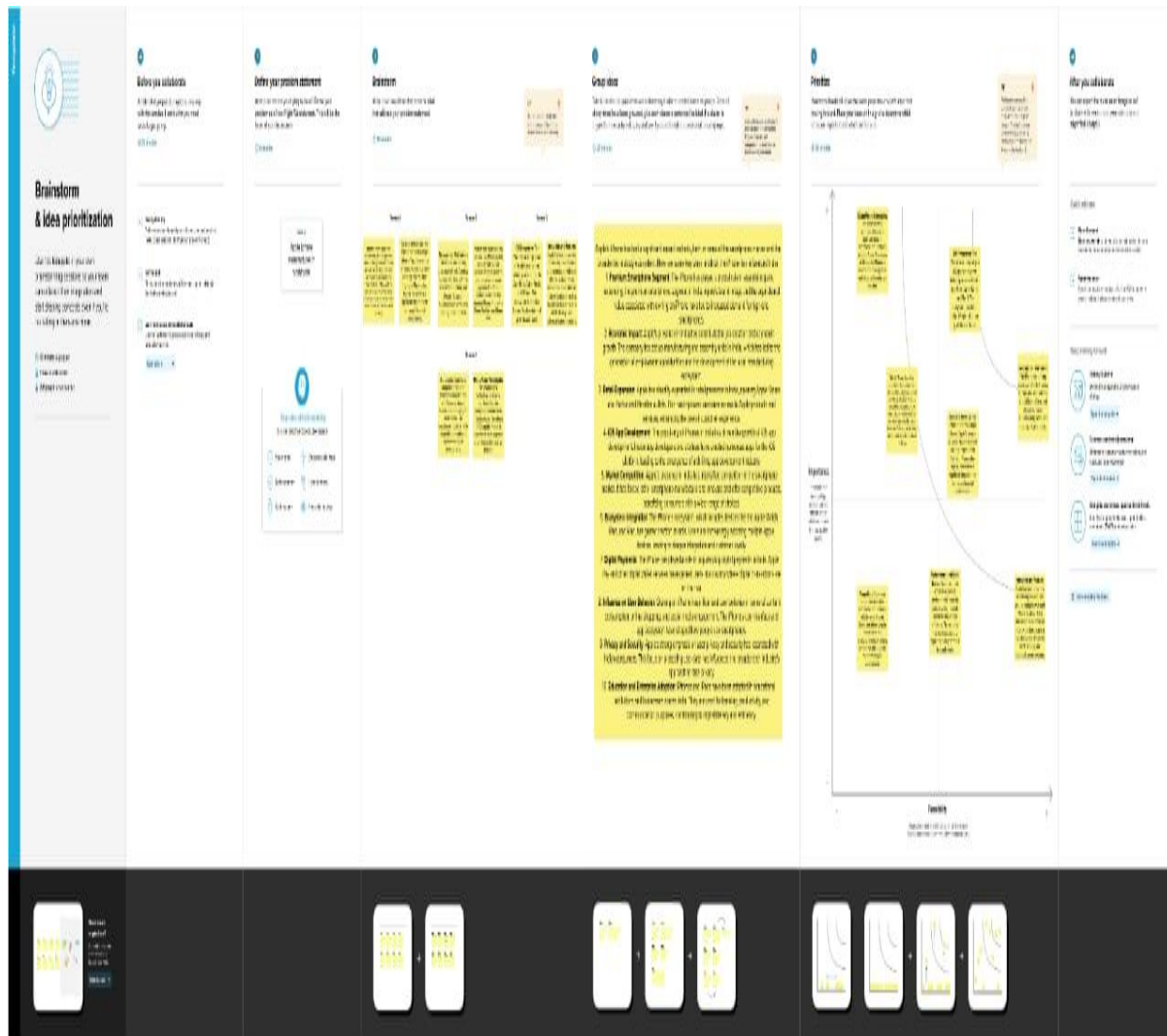


Problem definition and design thinking

1. EMPATHY MAP

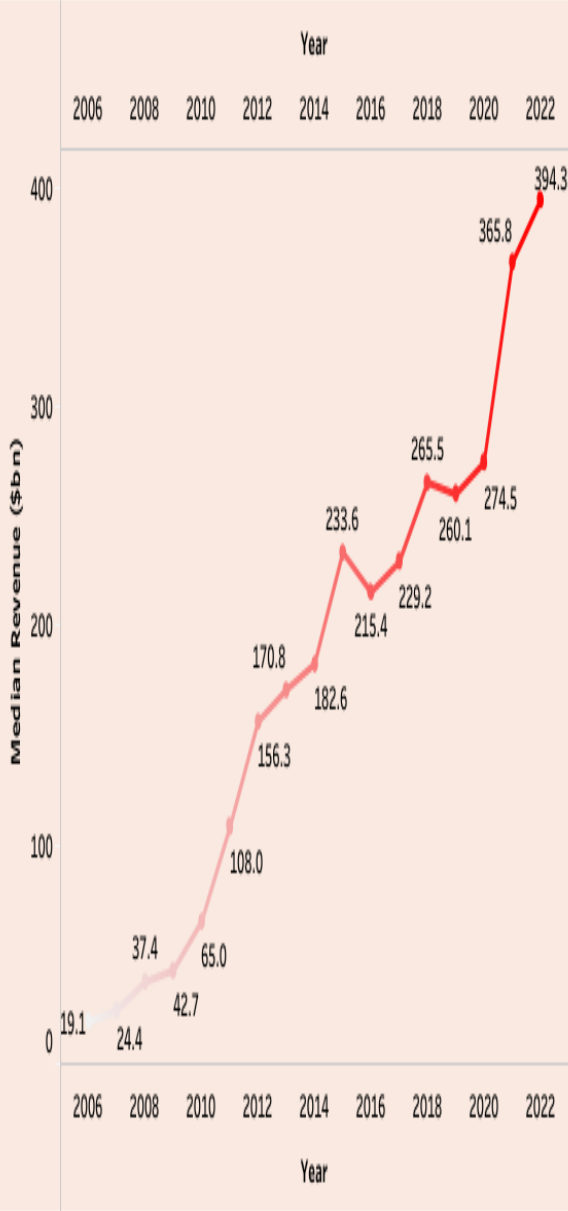


1. BRAINSTORMING MAP

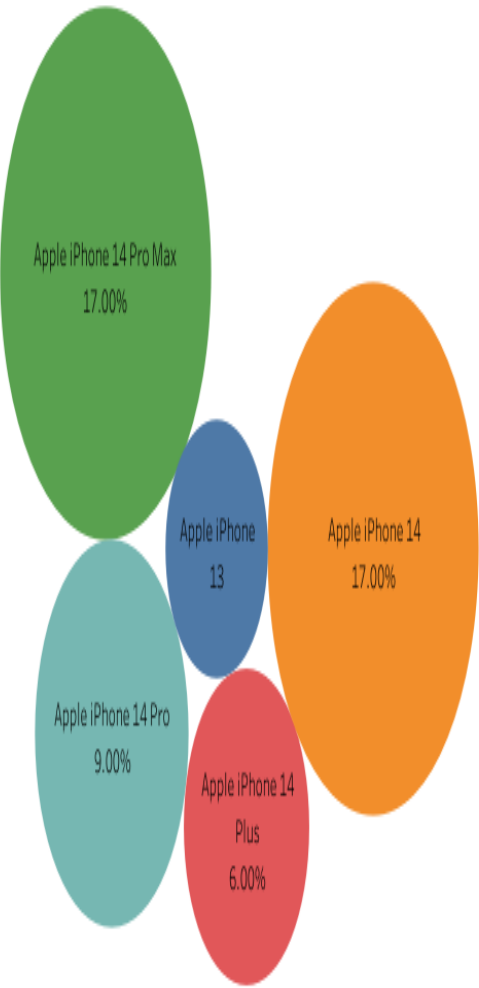


DASHBOARD 1

Annual Revenue

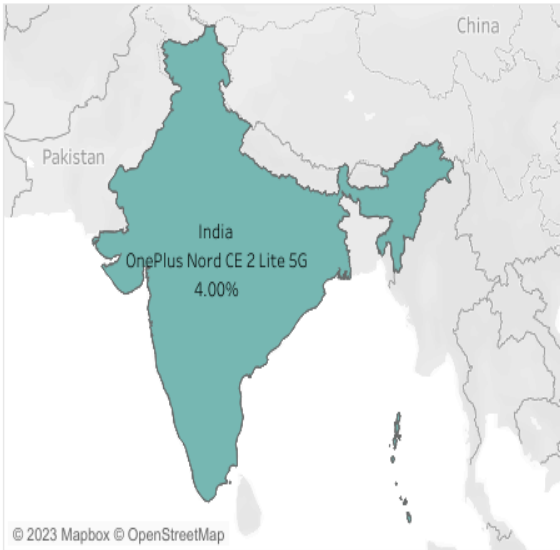


Model Share

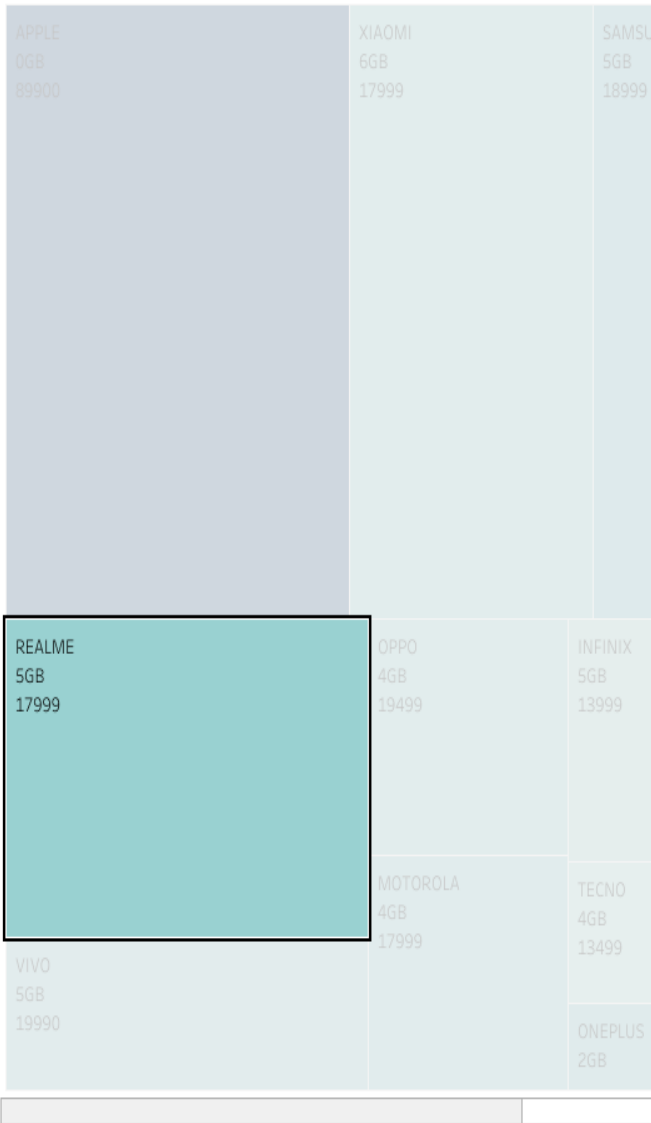


DASHBOARD 2

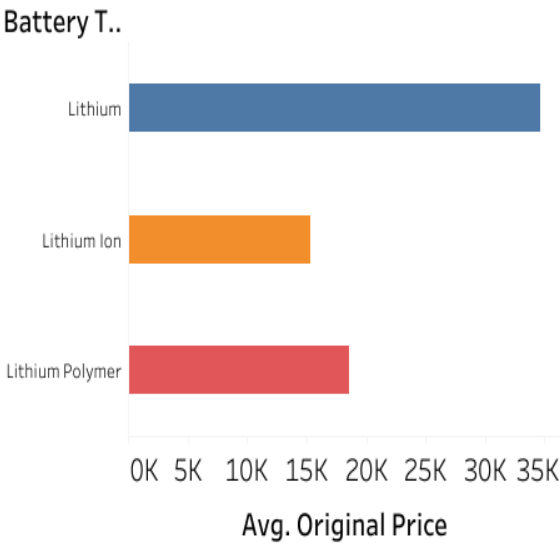
Global Market Share



Brand Price Comparision

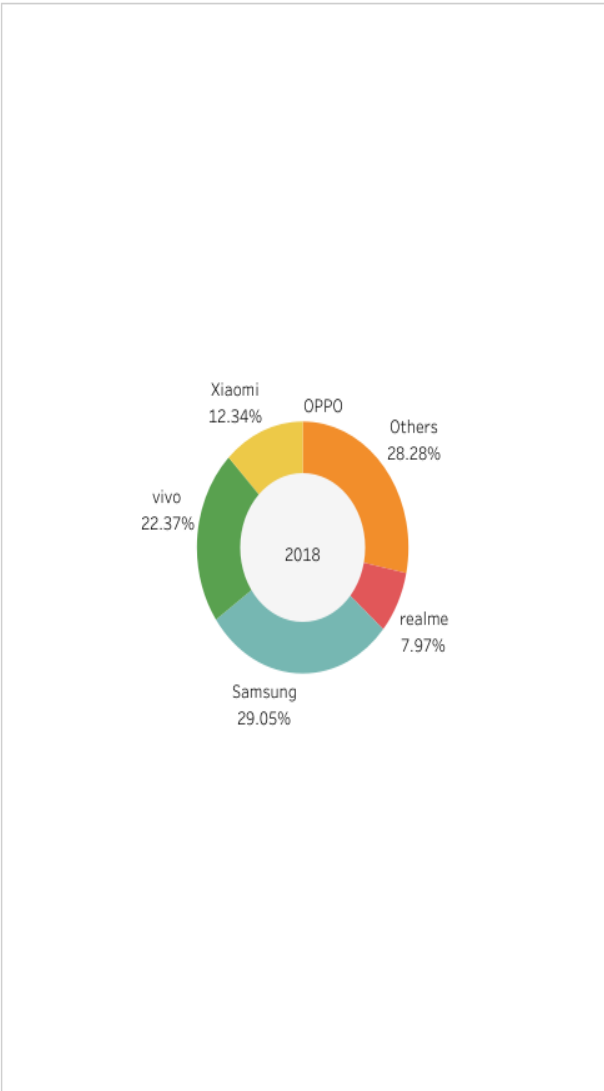


Battery Type Distribution

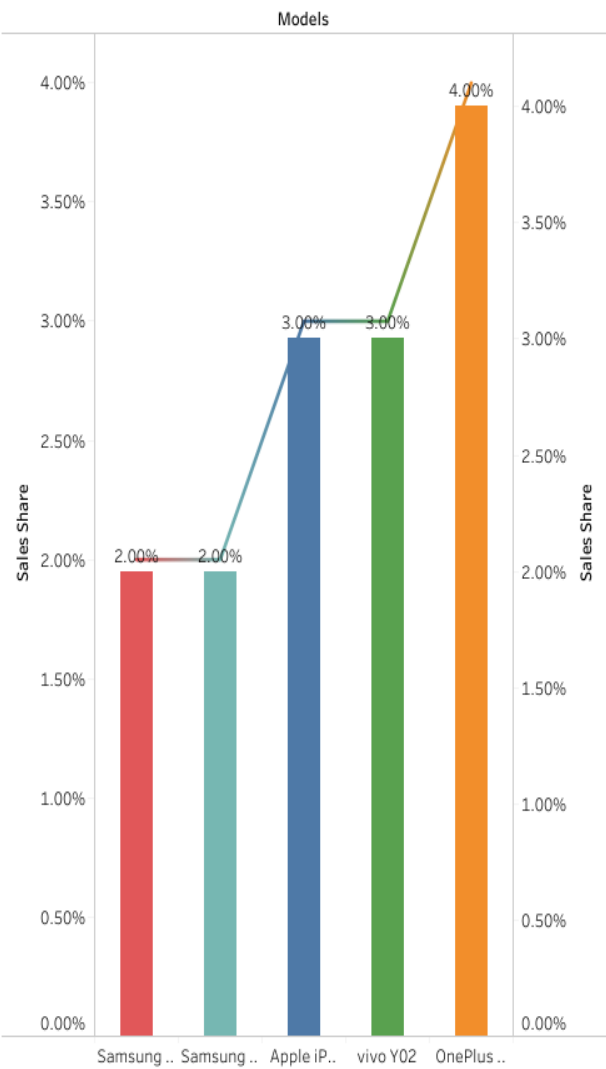


DASHBOARD 3

Quarterly Share



Country wise best selling smartphones



DASHBOARD 4

KPI

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

KPI 2

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

Model Specification

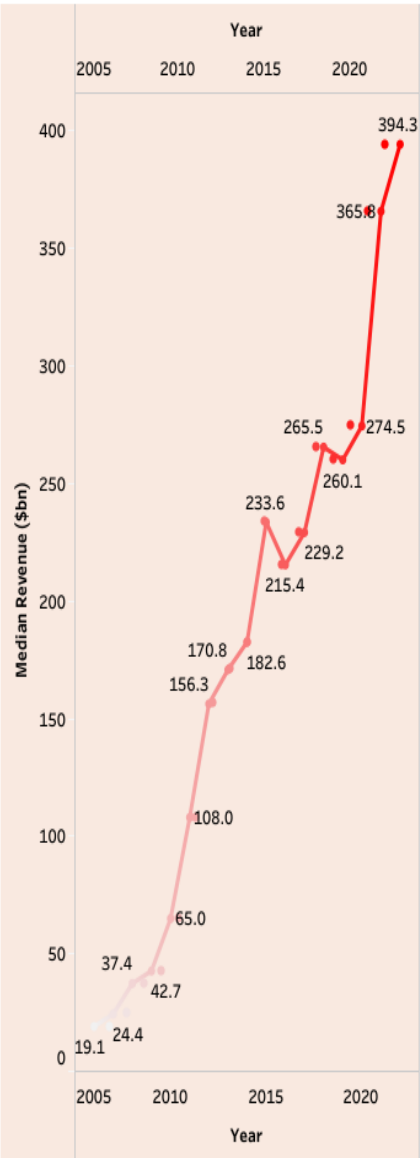
Model	Process..	Front Ca..	Rear Came..	Colour	
APPLE IPHONE ..	A Bionic Chip	12MP	12MP + 12MP	Black	92,800
APPLE IPHONE 12	A Bionic Chip with Next Generat..	12MP	12MP + 12MP	Blue	59,900
				Black	199,700
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generat..	12MP	12MP + 12MP	Black	74,900
				Blue	74,900
APPLE IPHONE ..	A Bionic Chip	12MP	12MP + 12MP	Blue	149,800
APPLE IPHONE ..	A Bionic Chip, Co..	12MP	12MP + 12MP	Blue	189,800
APPLE IPHONE ..	A Bionic Chip, Co..	12MP	12MP + 12MP	Blue	99,900

STORY

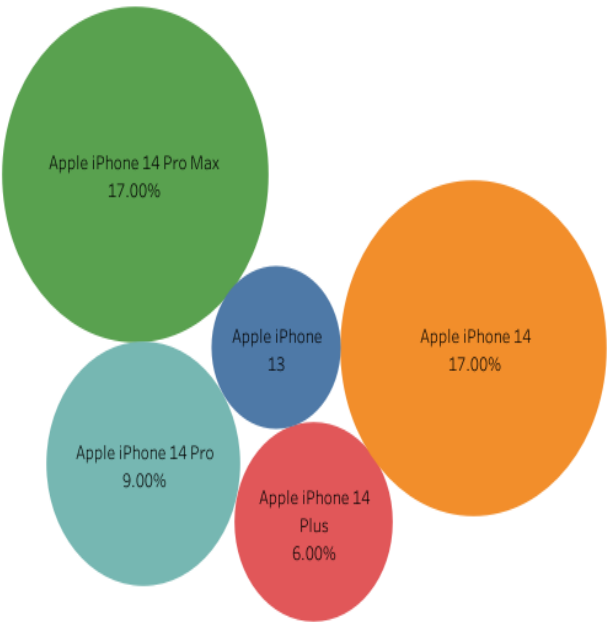
Story 1

- 6 of the top 10 most sold smartphone mod..
- More than 1 billion consumers currently ..
- iPhone sales in 2021 surpassed the 2015 p..
- Comparative anaylsis amongst various othe..

Annual Revenue



Model Share



VISUALISATION

KPI

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

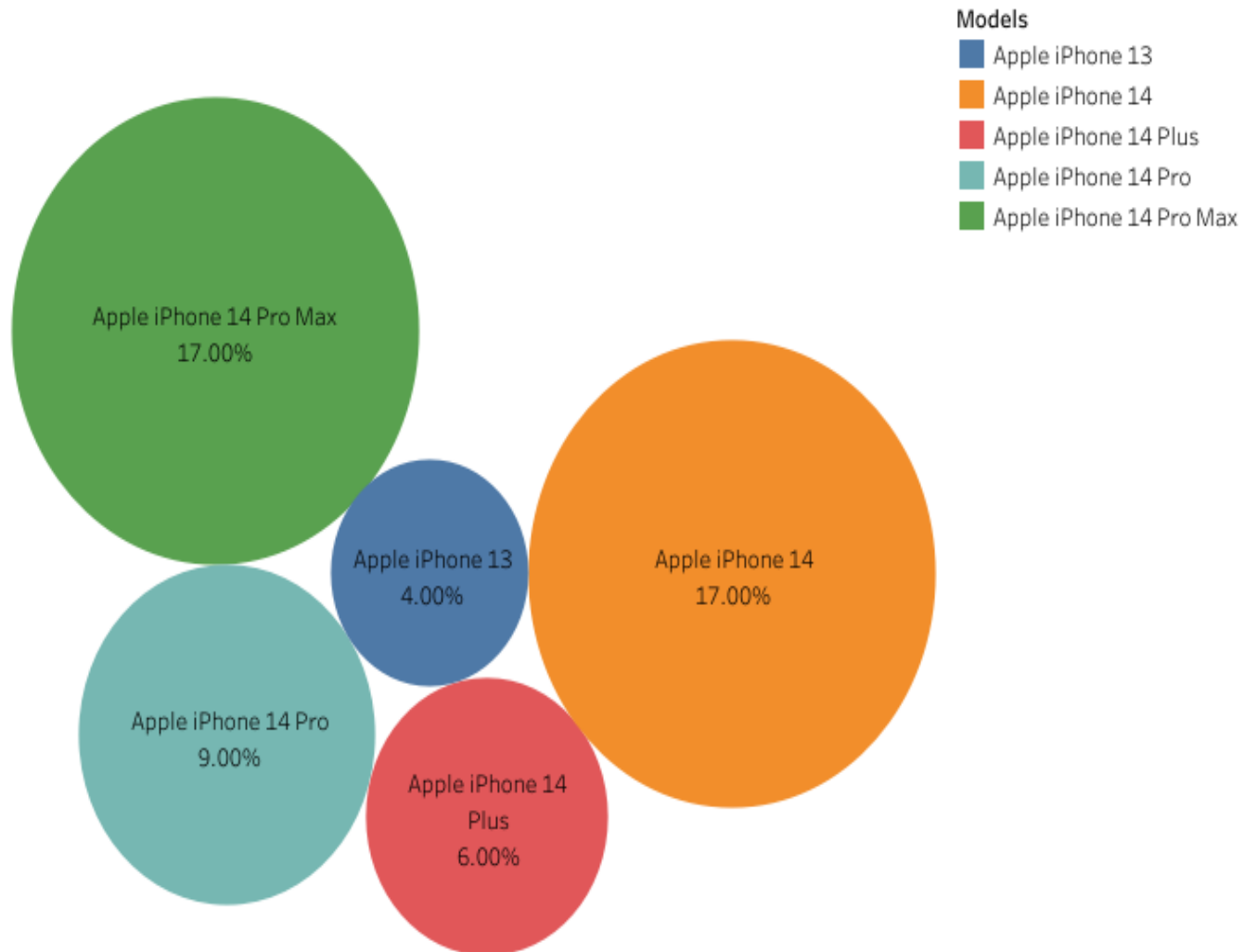
MODEL SPECIFICATION:

Model Specification					
Model	Processor	Front Ca..	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	Blue	59,900
				Black	199,700
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

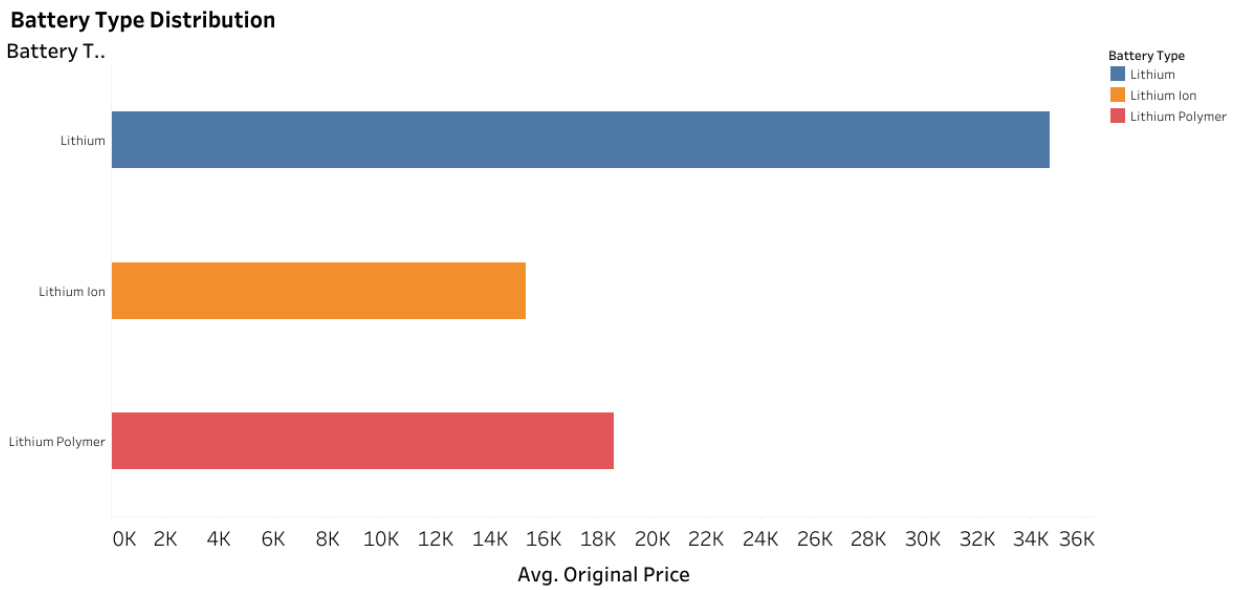
Colour
 Black
 Blue

MODEL - WISE SHARE:

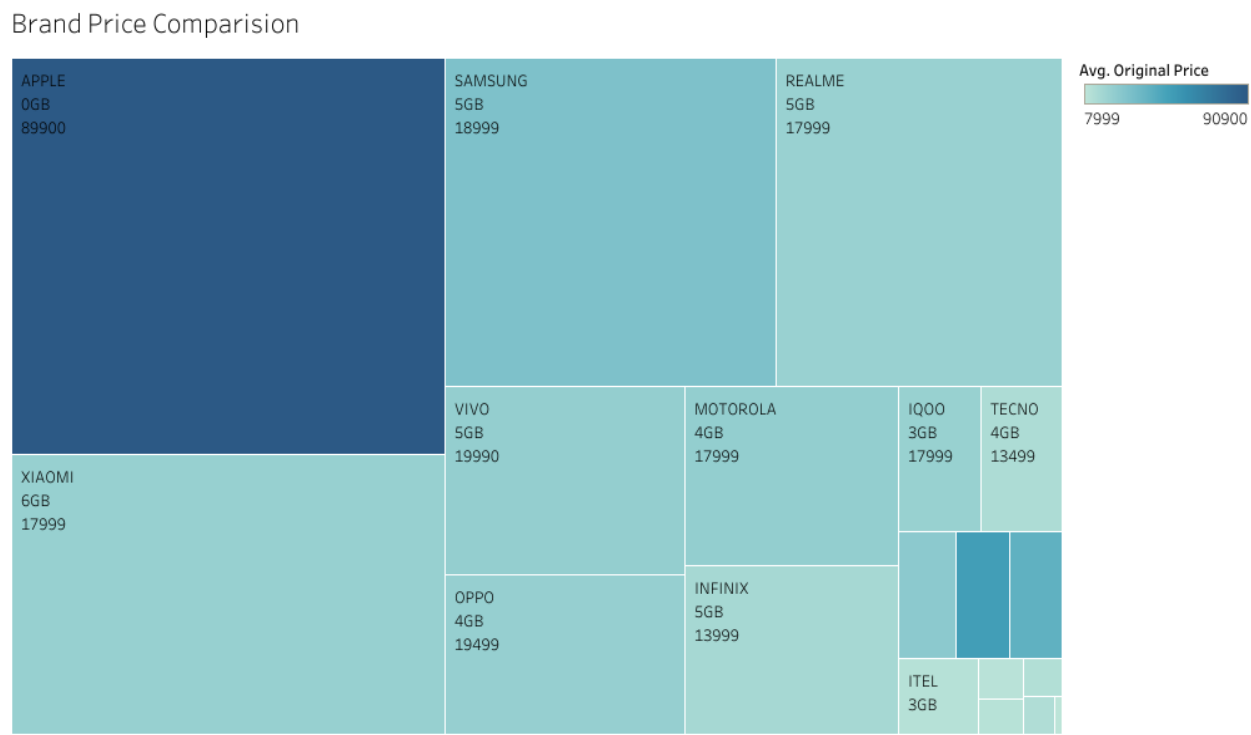
Model Share



BATTERY - TYPE DISTRIBUTION:

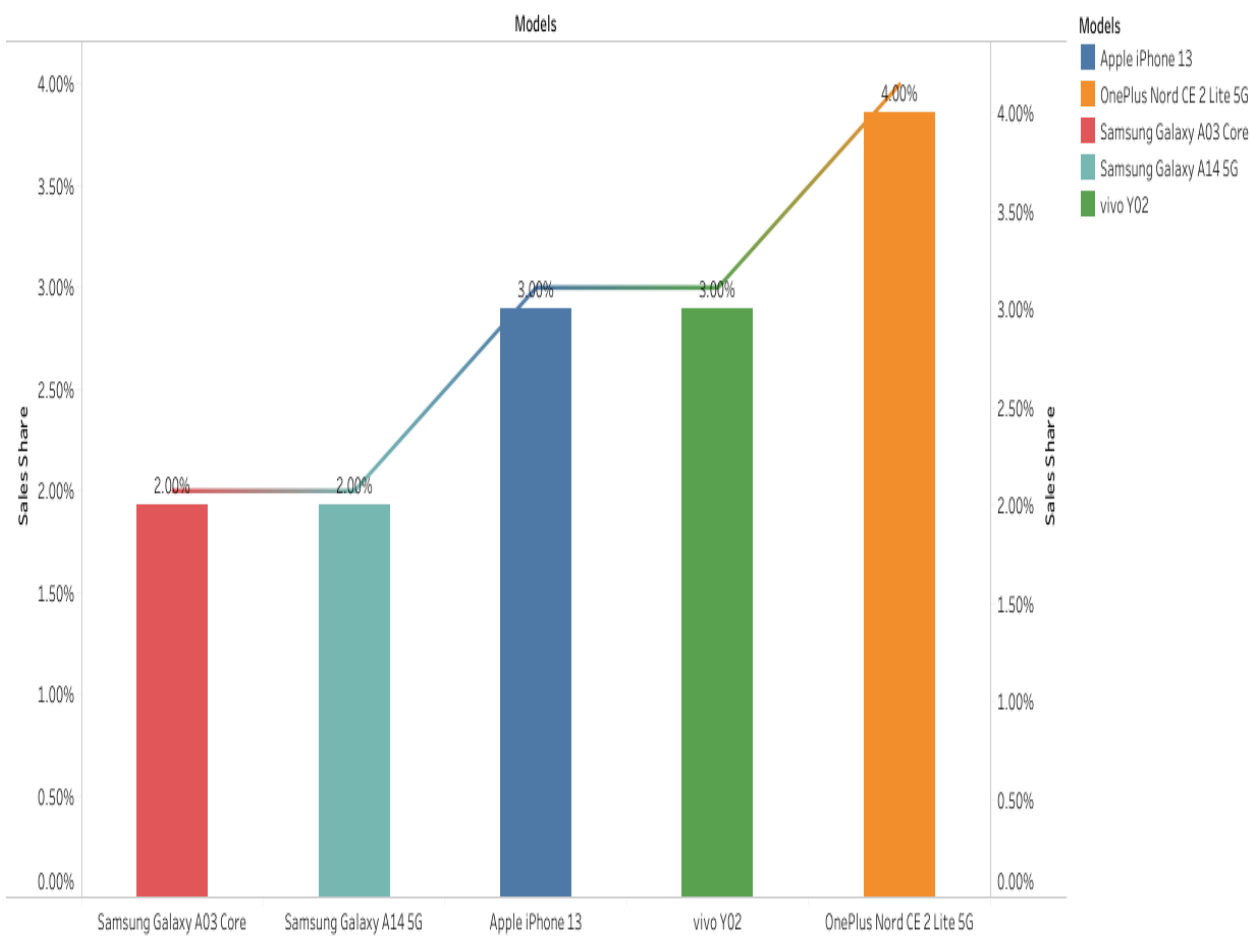


BRAND - PRICE COMPARISON



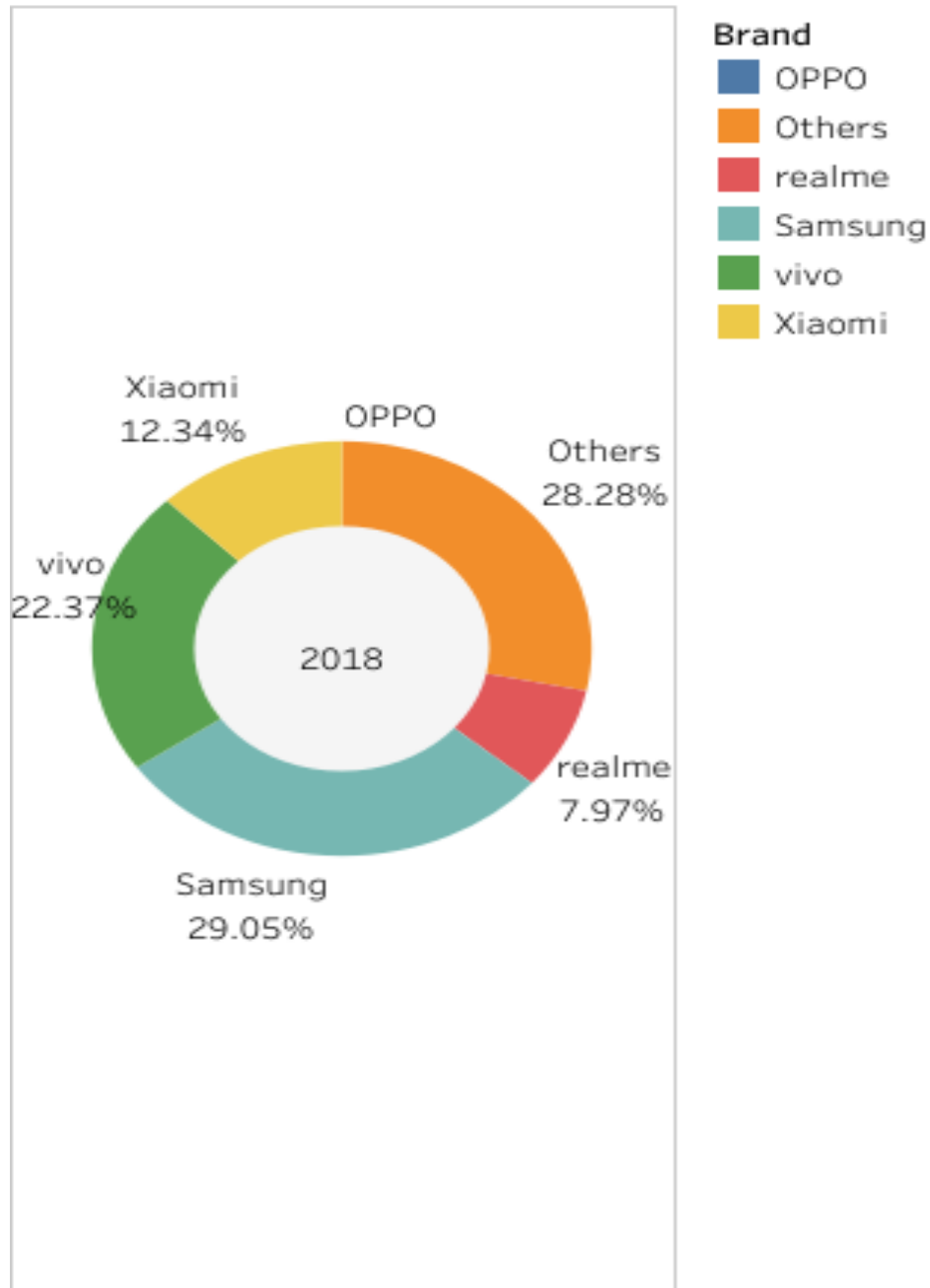
MODEL- WISE SHARE OF IPHONE

Country wise best selling smartphones

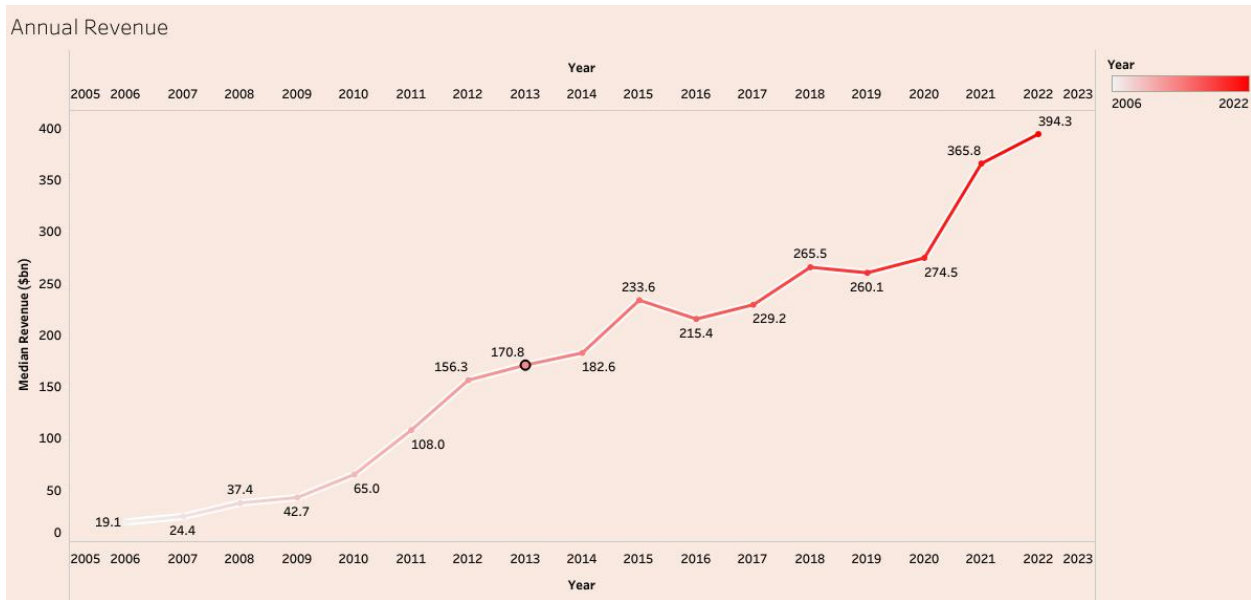


QUARTERLY – SHARE:

Quarterly Share

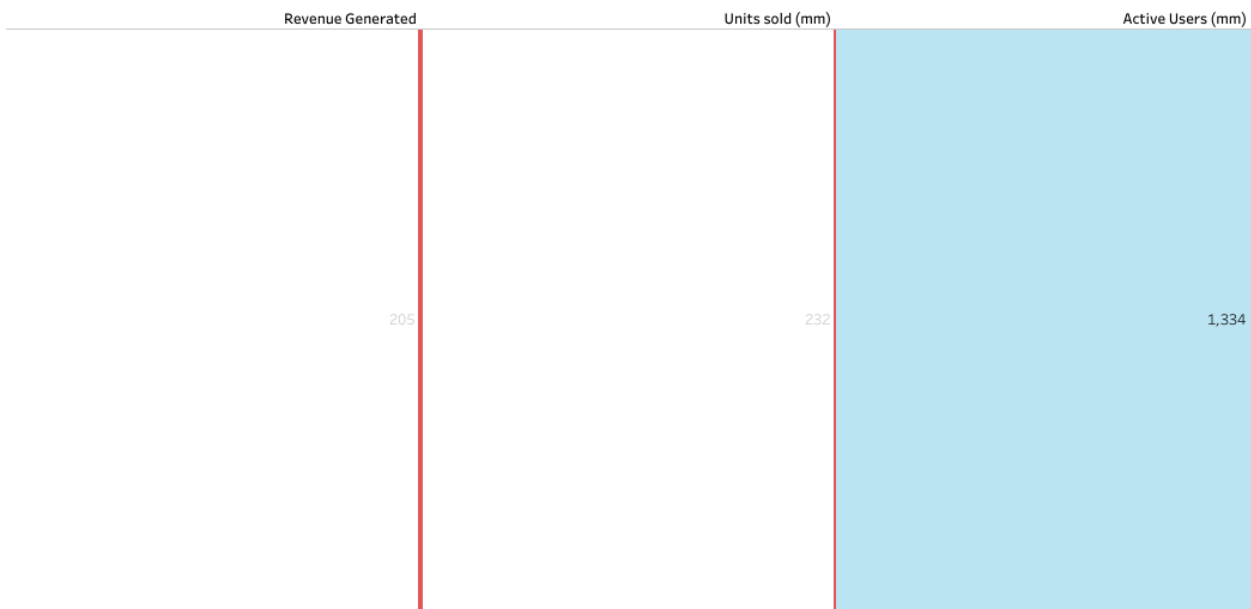


ANNUAL REVENUE YEAR - WISE:



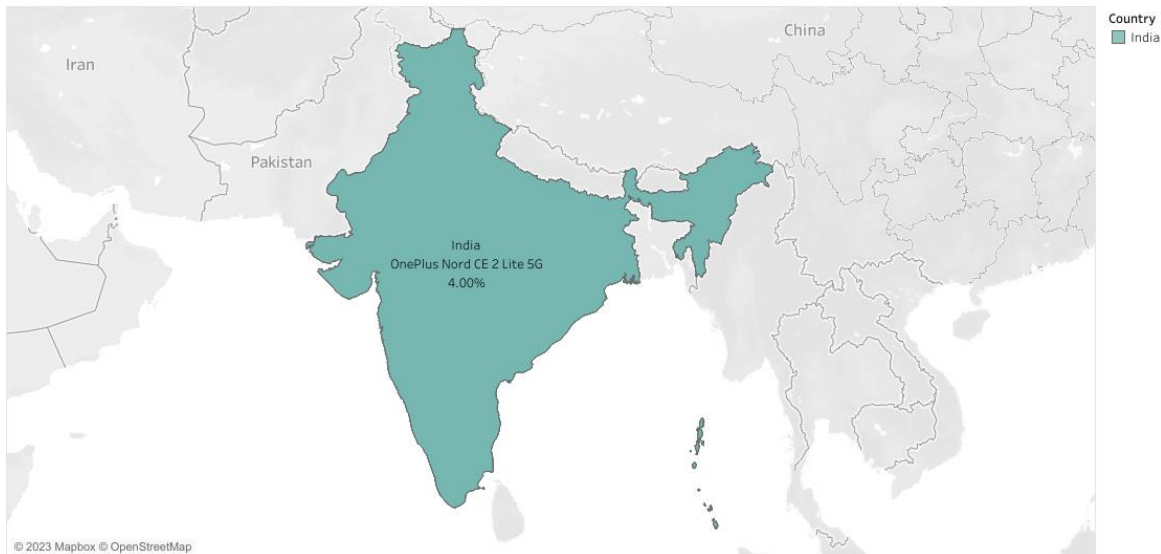
KPI – 2:

KPI 2



GLOBAL MARKET SHARE :

Global Market Share



APPLICATION :

1. **Economic Impact:** Apple's presence in India has created job opportunities, both directly and indirectly, in the form of manufacturing, retail, and support services.
2. **Manufacturing:** Apple's efforts to manufacture some of its models in India, such as the iPhone SE and iPhone 11, have boosted the country's manufacturing sector.
3. **Retail Expansion:** The opening of Apple Stores and the growth of Apple's authorized resellers have not only made Apple products more accessible but also contributed to the retail industry.
4. **Brand Image:** Apple products are often seen as status symbols, and owning an iPhone can elevate an individual's social and professional image in India.



5. Increased Smartphone Penetration: The popularity of iPhones has spurred the adoption of smartphones in India, contributing to increased digital connectivity.
6. Operating System Impact: iPhones run on Apple's iOS, which has influenced the design and functionality of other smartphone operating systems in the market.
7. App Ecosystem: Apple's App Store has provided a platform for Indian developers to create and distribute apps, contributing to the growth of the tech industry.
8. Education and Learning: iPhones and iPads have found applications in education and e-learning, facilitating access to quality educational resources.

9. Privacy and Security: iPhones are often praised for their privacy and security features, which are increasingly valued in an era of digital data breaches.
10. Environmental Initiatives: Apple's commitment to sustainability and environmental responsibility has set an example for other tech companies operating in India.
11. Challenges and Costs: iPhones are relatively expensive, which can limit access for many Indians. The high cost can also be a hurdle for widespread adoption.



12. Competition: Apple faces fierce competition from Android-based smartphones, including those made by local manufacturers.
13. Software Localization: Apple has made efforts to localize its software and content, making it more accessible and user-friendly for Indian consumers.

14. Impact on Local Manufacturing: The development of local manufacturing and the supply chain for Apple products have contributed to the "Make in India" initiative.
15. Digital Payments: The popularity of Apple Pay and digital wallets on iPhones has contributed to the growth of digital payment systems in India.
16. Entrepreneurship: The iOS app ecosystem has given rise to Indian entrepreneurs and startups focusing on app development.
17. These points can serve as a foundation for a comprehensive discussion on the impact of Apple iPhones in India. You can expand on each of these aspects to create a detailed analysis.

ADVANTAGES :



1. Job Creation: The expansion of Apple in India has led to job opportunities in manufacturing, retail, and service sectors, contributing to employment growth.

2. **Economic Growth:** Apple's presence has boosted the Indian economy by increasing foreign direct investment and export potential, thanks to the "Make in India" initiative.
3. **Technological Advancement:** iPhones bring cutting-edge technology to India, fostering innovation and technological progress in the country.
4. **Quality Standards:** Apple's stringent quality control standards have influenced the entire smartphone industry in India to improve their product quality.
5. **Global Connectivity:** iPhones enable Indians to connect with the world seamlessly, promoting international communication and trade.
6. **App Ecosystem:** The App Store provides a platform for Indian developers to create and sell their apps globally, encouraging the growth of the app development industry.
7. **Brand Image:** Apple's premium image has pushed other brands to improve their branding and product quality, ultimately benefiting consumers.
8. **Security and Privacy:** iPhones are known for their strong security features, safeguarding user data and privacy, a crucial aspect in the digital age.
9. **Education and Learning:** iPhones are widely used in education, offering access to a vast array of educational apps and resources.

10. Entertainment: They provide a superior platform for multimedia and gaming, enhancing the overall entertainment experience for users.
11. E-commerce and Online Transactions: iPhones have played a role in the growth of e-commerce and online payment systems, making transactions more convenient and secure.
12. Digital Transformation: iPhones have catalyzed digital transformation in various sectors, including healthcare, finance, and retail.
13. Environmental Initiatives: Apple's focus on environmental sustainability has influenced other companies to adopt greener practices.
14. Tourism: India has seen a boost in tourism as a result of the iPhone's superior camera capabilities, encouraging more travelers to explore the country.
15. Government Initiatives: Apple's entry has prompted the Indian government to implement policies and incentives to attract more tech companies.
16. Consumer Choice: The availability of iPhones has expanded consumer choices, leading to increased competition and better offerings from other smartphone manufacturers.

- 17.Support Ecosystem: Apple's service centers and support infrastructure provide users with a reliable and convenient after-sales experience.
- 18.CSR Initiatives: Apple has engaged in corporate social responsibility activities in India, supporting education and skills development.
- 19.Global Partnerships: Apple's presence has led to partnerships with Indian companies, further stimulating economic growth.
- 20.Social Impact: iPhones have influenced lifestyle changes, from how people communicate to how they manage their personal and professional lives.
- 21.Overall, the impact of Apple iPhones in India



has been multi-faceted, contributing to economic growth, technological advancement, and improved standards in various sectors.

DISADVANTAGES :



1. High Cost: Apple iPhones are generally expensive, making them unaffordable for a significant portion of the Indian population.
2. Limited Repair and Service Centers: Availability of authorized Apple service centers is limited in many parts of India, which can be inconvenient for users.
3. Limited Local Customization: iPhones often lack features or customizations that cater to the specific needs of Indian users, such as dual SIM support in older models.
4. Closed Ecosystem: Apple's closed ecosystem can make it difficult to integrate with non-Apple devices and software commonly used in India.
5. Battery Life: Some iPhone models may not offer the best battery life, which can be problematic in regions with unreliable access to charging.

6. Limited Compatibility: iPhones may not be compatible with some regional apps, services, or mobile payment systems commonly used in India.
 7. Dependence on iTunes: iPhone users often need to use iTunes for data transfer and backups, which might not be user-friendly for everyone.
 8. Lack of Expandable Storage: iPhones generally do not support expandable storage, which can be limiting for users who require a lot of storage space.
 9. Limited Network Coverage: Some iPhone models may not support all the bands and frequencies used by Indian mobile networks, leading to potential connectivity issues.
 10. Upgrades and Repairs Cost: Repairs and upgrades for iPhones can be costly, and users may find it challenging to find genuine replacement parts or service providers.
- It's important to note that while these are disadvantages, there are also advantages to owning an iPhone, and the choice depends on an individual's preferences and need



CONCLUSION :

Economic Implications: Apple iPhones have contributed significantly to the Indian economy, both in terms of direct investments, job creation, and increased revenues for app developers and accessory manufacturers.

Socio-Economic Divide: While iPhones offer premium technology, their high cost has led to a digital socio-economic divide, where many Indians cannot afford the latest models, potentially exacerbating inequality in access to technology.

Innovation and Competition: Apple's presence in the Indian market has pushed competitors to innovate and offer more competitive options, benefitting consumers with a wider range of choices.

Software and Ecosystem: Apple's iOS has influenced the Indian app development industry and promoted a culture of quality and security, although it can also limit customization and compatibility with local services.

Digital Transformation: iPhones have played a role in India's digital transformation by encouraging the adoption of smartphones, internet services, and mobile apps, enabling easier access to education, healthcare, and e-commerce.

The impact of Apple iPhones in India is multifaceted, with both positive and negative consequences, and it continues to evolve as the market and technology landscape change.

APPENDIX

DASHBOARD 1

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DASHBOARD 2

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DASHBOARD 3

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DASHBOARD 4

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STORY

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VISUALISATION

KPI

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MODEL SPECIFICATION

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MODEL WISE SHARE

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BATTERY TYPE DISTRIBUTION

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BRAND TYPE COMPARISON

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COUNTRY WISE BEST SELLING SMARTPHONE

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QUARTERLY SHARE

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ANNUAL REVENUE YEAR WISE

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KPI – 2

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GLOBAL MARKETING SHARE

https://public.tableau.com/app/profile/sujith.balan.a/viz/Book7_16971763487150/GMS?publish=yes

GITHUB LINK

[https://github.com/VSthamarai1234/IRevolution-A data driven exploration of apple-s iPhone impact in india NM2023TMID25775](https://github.com/VSthamarai1234/IRevolution-A%20data%20driven%20exploration%20of%20apple-s%20IPhone%20impact%20in%20india%20NM2023TMID25775)

VIDEO DEMONSTRATION

https://drive.google.com/file/d/1Wa_SWJ221cePFdLPBIsJf2PKGIJCJLf1/view?usp=drivesdk