# **PROJECT REPORT**

ON

# "A Data - Driven Exploration Of Apple's IPhone Impact In India"

### **BASED ON THE COURSE**

# FUNDAMENTALS OF DATA ANALYTICS WITH TABLEAU - SMARTBRIDGE

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GOVERNMENT ARTS COLLEGE(AUTONOMOUS), COIMBATORE.

**SUBMITTED TO** 

# NAAN MUDHALVAN – SMART INTERNZ DATA ANALYTICS UPSKILL PROGRAMMING







# FUNDAMENTALS OF DATA ANALYTICS WITH TABLEAU - SMARTBRIDGE

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# **1.INTRODUCTION**

### 1.1 OVERVIEW

This report delves into the Apple's iPhone has made a notable impact in India, from market presence and job creation to economic contributions and ecosystem development. However, challenges persist, particularly in reaching a broader, more price-sensitive customer base.

### 1.2 PURPOSE

By harnessing the power of Tableau, this report not only presents the data in a visually appealing manner but also provides an interactive experience for readers to explore the Apple's purpose in India is to establish a strong market presence, promote economic growth, and align with local regulations while expanding its premium brand and ecosystem, all while considering sustainability and contributing to education and enterprise sectors.

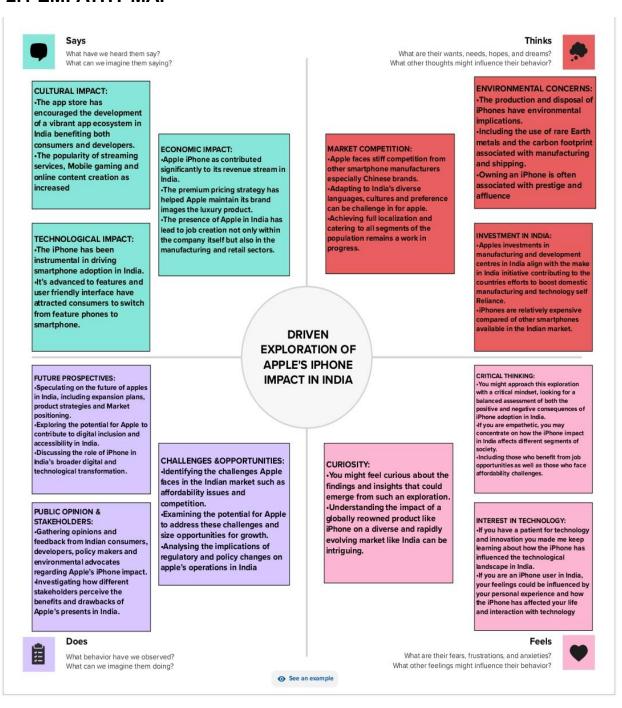
# 2. PROBLEM DEFINITION AND DESIGNS THINKING

#### PROBLEM DEFINITION:-

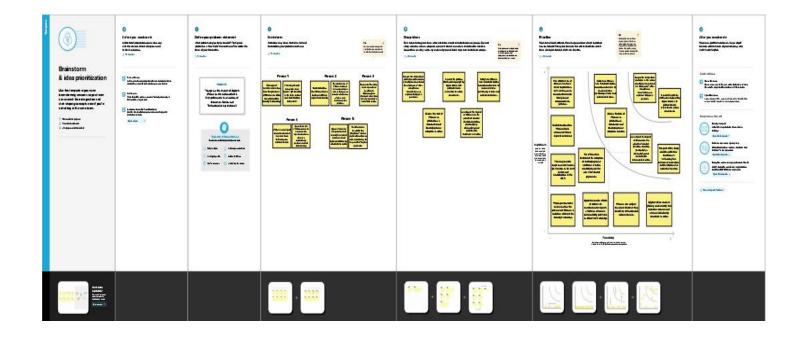
The premium pricing of iPhones may exacerbate the digital divide, as a significant portion of the Indian population cannot afford these devices, limiting their access to the digital world. India has imposed import taxes and regulations on foreign electronics. Navigating these policies and reducing costs through local manufacturing has been a concern for Apple. While local manufacturing has benefits, it comes with its own set of challenges,

including supply chain management, quality control, and compliance with local labor laws.

### 2.1 EMPATHY MAP

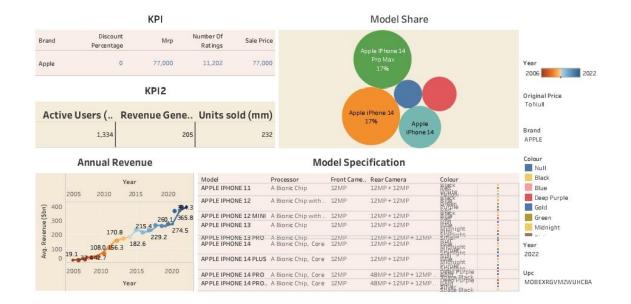


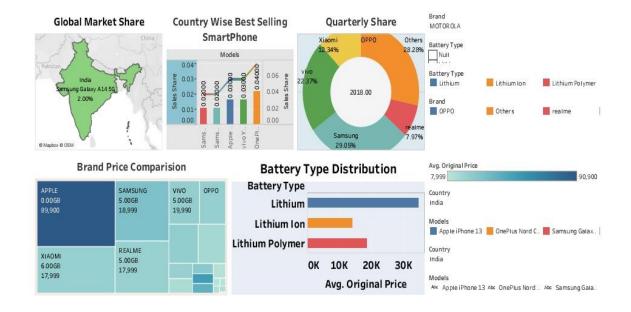
### 2.2 IDEATION AND BRAINSTROMING MAP



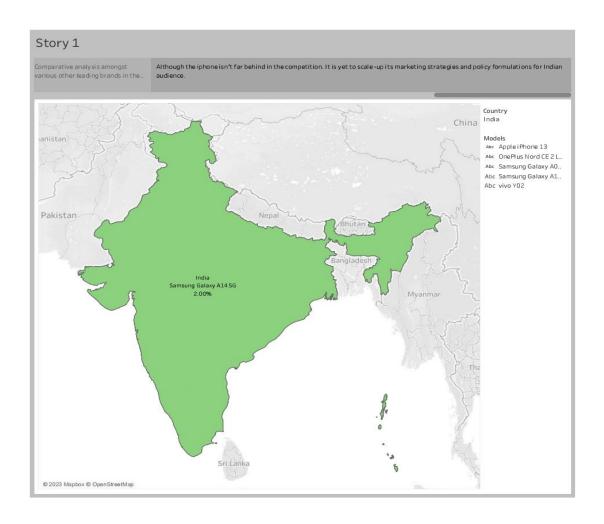
# 3. RESULT

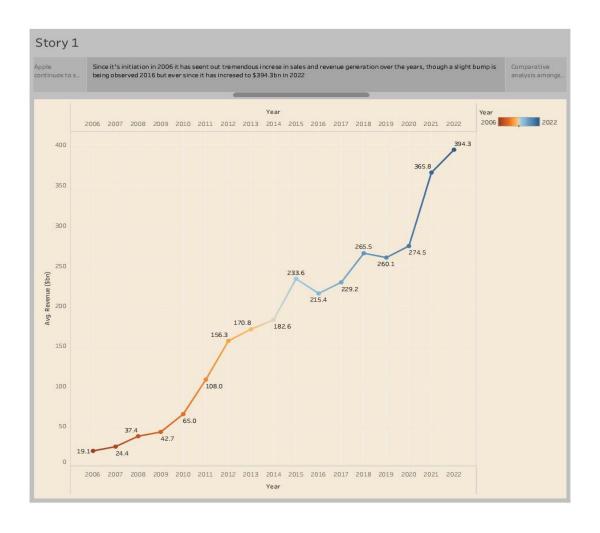
# RESULTS OF DASHBOARD VISUALIZATION

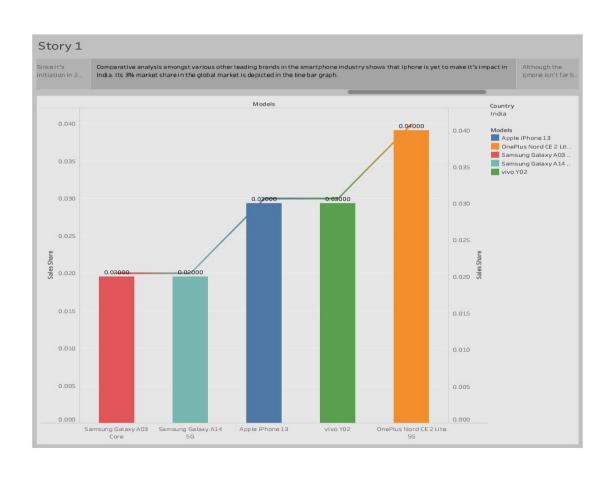




# **RESULTS OF STORY VISUALIZATION:-**







# Story 1

 $More than 1 \ billion \ consumers \ currently \ use i phones \ .$  Since its initial launch, more than 1.9 \ billion i phones have been sold...

Apple continuos to strengthen its standing in the smartphone marke.

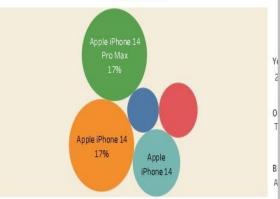
### KPI

Brand	Discount Percentage	Mrp	Number Of Ratings	Sale Price	
Apple	0	77,000	11,202	77,000	

### KPI2

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

### Model Share

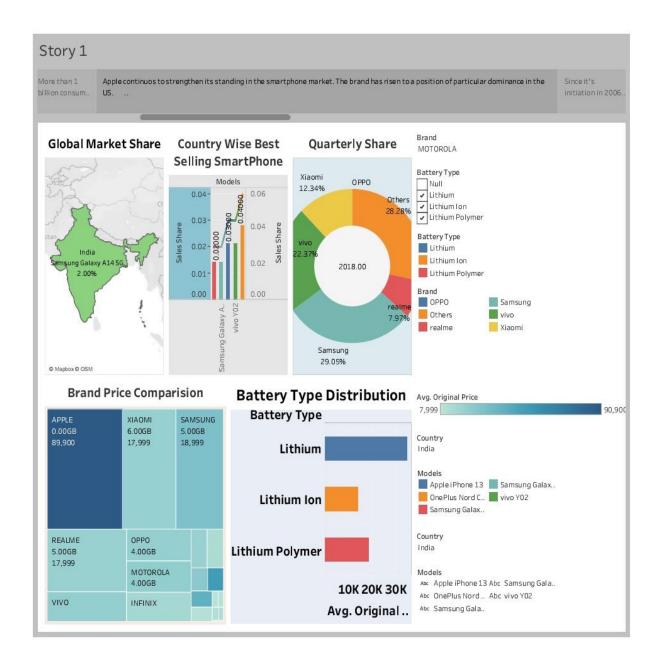


### Annual Revenue

## **Model Specification**

		Year			
	2005	2010	2015	2020	
€ 40	00			.394.	
Avg. Revenue (\$bn)	0		215.4	260,1/365.	
Ne Ze	00	170.	8	274.5 229.2	
ğ 10		108.0 156	.3 182.6		
á	0 19.1	7.442.7			
	2005	2010	2015	2020	
			Year		

	Model	Processor	Front Came	Rear Camera	Colour	ı
	APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	White	
3	APPLE IPHONE 12	A Bionic Chip with	12MP	12MP + 12MP	PUPPLE	
3	APPLE IPHONE 12 MINI	A Bionic Chip with	12MP	12MP + 12MP	BBK .	
	APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	RAD Mignight	Ī
	APPLE IPHONE 13 PRO APPLE IPHONE 14	A Bionic Chip A Bionic Chip, Core	12MP 12MP	12MP + 12MP + 12MP 12MP + 12MP	Stablight Burelight	Y
1	APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	By Bright	2
	APPLE IPHONE 14 PRO	A Bionic Chip, Core	12MP	48MP + 12MP + 12MP .	Pero Purple	U
	APPLE IPHONE 14 PRO	A Bionic Chip, Core	12MP	48MP + 12MP + 12MP .	Deep Purple Shark Black	M



# 4. ADVANTAGES AND DISADVANTAGES

### **4.1 ADVANTAGES**

• Economic Growth: Apple's presence in India contributes to economic growth through job creation, increased manufacturing, and foreign direct investment.

- Job Opportunities: Local manufacturing of iPhones has led to job opportunities in the assembly, supply chain, and retail sectors, contributing to skill development and employment.
- Premium Brand Image: Apple's presence enhances its premium brand image, attracting consumers seeking high-quality, aspirational products.
- Ecosystem Development: The iOS ecosystem fosters opportunities for Indian app developers and businesses to reach a global audience, stimulating the tech industry.
- Sustainability Initiatives: Apple's focus on environmental sustainability aligns with India's growing concern for environmental issues, supporting a more eco-conscious approach.

### **4.2 DISADVANTAGES**

- High Cost: iPhones are relatively expensive, limiting their accessibility to a large portion of the population and exacerbating economic disparities.
- Market Competition: Apple faces intense competition from Android-based smartphones that offer a wide range of features and price points tailored to Indian consumers.
- Import Taxes and Regulations: India imposes import taxes and regulations on foreign electronics, affecting iPhone pricing and production costs.

 Digital Divide: The premium pricing of iPhones may contribute to a digital divide, where a significant portion of the Indian population cannot afford these devices, limiting their access to technology and online opportunities.

### 5. APPLICATIONS

The impact of Apple's iPhone in India has applications that span across the economy, education, enterprise, technology, and various other sectors, contributing to economic growth, technological advancement, and improved quality of life for consumers and businesses alike.

- Retail and Commerce: Apple's retail stores and authorized resellers create job opportunities and offer a premium shopping experience, contributing to the retail and commerce sectors.
- Environmental Sustainability: Apple's focus on sustainability and environmental initiatives contributes to efforts to address environmental challenges and promote sustainable practices in the technology industry.
- Entertainment and Media: iPhones provide access to a vast array of entertainment and media content, supporting the growth of the entertainment and media sectors.
- Global Connectivity: Indian consumers gain access to a global ecosystem of apps, services, and content, broadening their horizons and global connectivity.

### 6. CONCLUSION

In conclusion, the impact of Apple's iPhone in India is a multifaceted phenomenon with both advantages and disadvantages. Apple has made significant strides in the Indian market, contributing to economic growth, job creation, and technological adoption. The premium brand image of Apple has resonated with aspirational consumers, and its ecosystem has provided opportunities for Indian app developers and businesses.

However, challenges such as high pricing, intense competition, regulatory hurdles, and the digital divide persist. Apple's impact has not been evenly distributed, and there is a need for localized approaches and solutions to cater to the diverse Indian market.

Overall, Apple's iPhone has had a transformative effect in India, influencing economic, technological, and social aspects. As the Indian market continues to evolve, Apple's presence will likely adapt to address these challenges and further shape the country's technological landscape.

## 7. FUTURE SCOPE

- Technological Advancements: Apple may invest in research and development, introducing new technologies and innovations in its iPhones that benefit Indian consumers.
- Localization: The localization of features, content, and services may increase to cater to India's diverse culture and language preferences.

• Healthcare Integration: Apple's health and wellness features may become more integrated into India's healthcare systems, contributing to health monitoring and telemedicine.

# **THANK YOU!**