

IRevolution: A Data-driven Exploration of Apple's iPhone Impact in India.

1.INTRODUCTION

1.1 OVERVIEW

The world has changed as a consequence of the increasing use of smartphones, which have improved 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 economies 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. In order to shed light on important factors like market penetration, customer preferences, economic ramifications, and societal changes, this research report will perform a data-driven investigation of the impact of the iPhone in India. This study will offer invaluable insights into the transformative impact of the iPhone on India's technological landscape and the lives of its consumers by using advanced data analytics techniques and analyzing 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. By utilizing the plethora of information already accessible, this research aims to go beyond conjecture and anecdotal evidence in order to develop a thorough knowledge of the effects of the iPhone. The world has changed as a consequence of the increasing use of smartphones, which have improved 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 economies 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. In order to shed light on important factors like market penetration, customer preferences, economic ramifications, and societal changes, this research report will perform a data-driven investigation of the impact of the iPhone in India. This study will offer invaluable insights into the transformative impact of the iPhone on India's technological

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1.2 PURPOSE

In order to shed light people, and revolutionized many different businesses. With its main smartphones, which have improved communication, connected product, The world has emerged as a prominent player among the top smartphone makers. India, one of the economies 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. An important factors like market penetration, customer preferences, economic ramifications, and societal changes, this research report will perform a data-driven investigation of the impact of the iPhone in India. This study will offer invaluable insights into the transformative impact of the iPhone on India's technological landscape and the lives of its consumers by using advanced data analytics techniques and analyzing large dataset

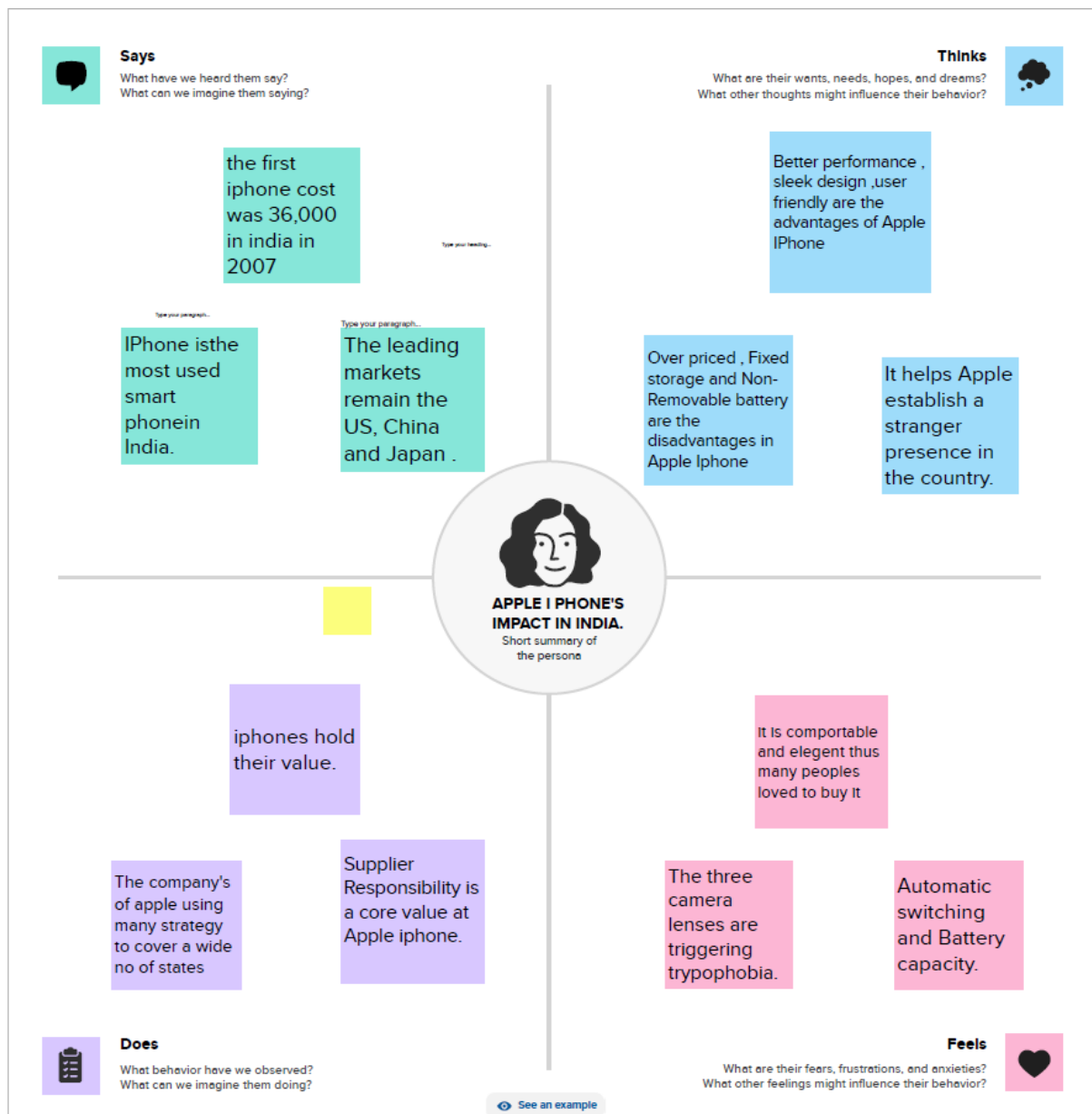
What is the slogan of the iphone?

The apple logo and Brand: The Iconic Evolution Story "Think Different".

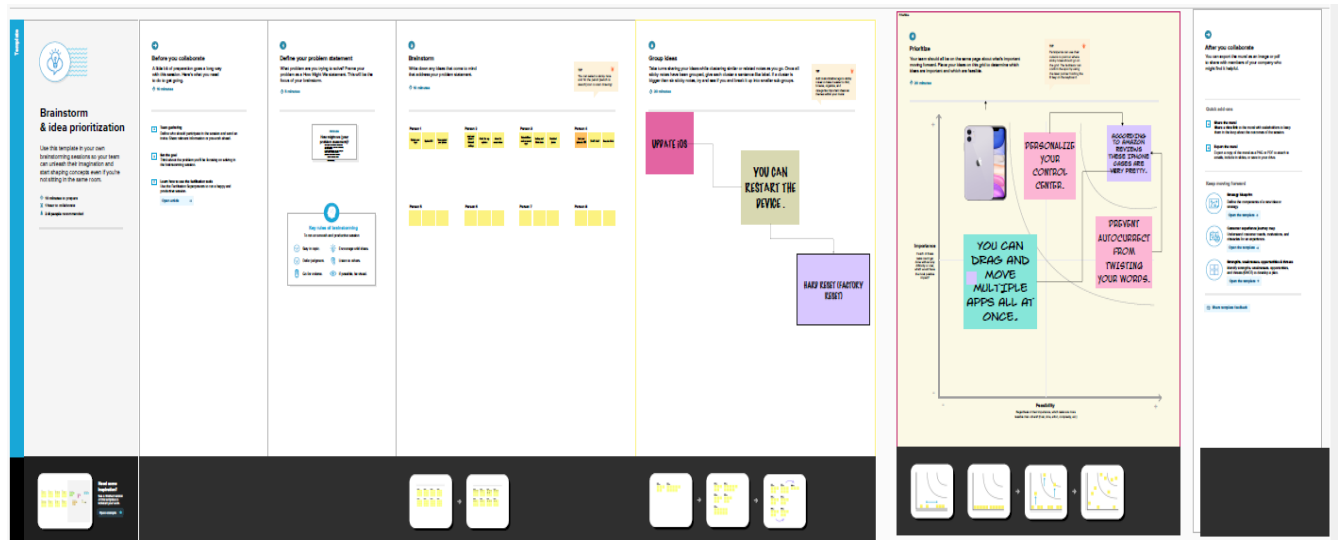
"Iphone is a revolutionary and magical product that is literally five years ahead of any other mobile phone", said Steve Jobs, Apple's CEO. "We are all born with the ultimate pointing device - our fingers - and iPhone uses them to create the most revolutionary user interface since mouse"

2.PROBLEM DEFINITION & DESIGN THINKING.

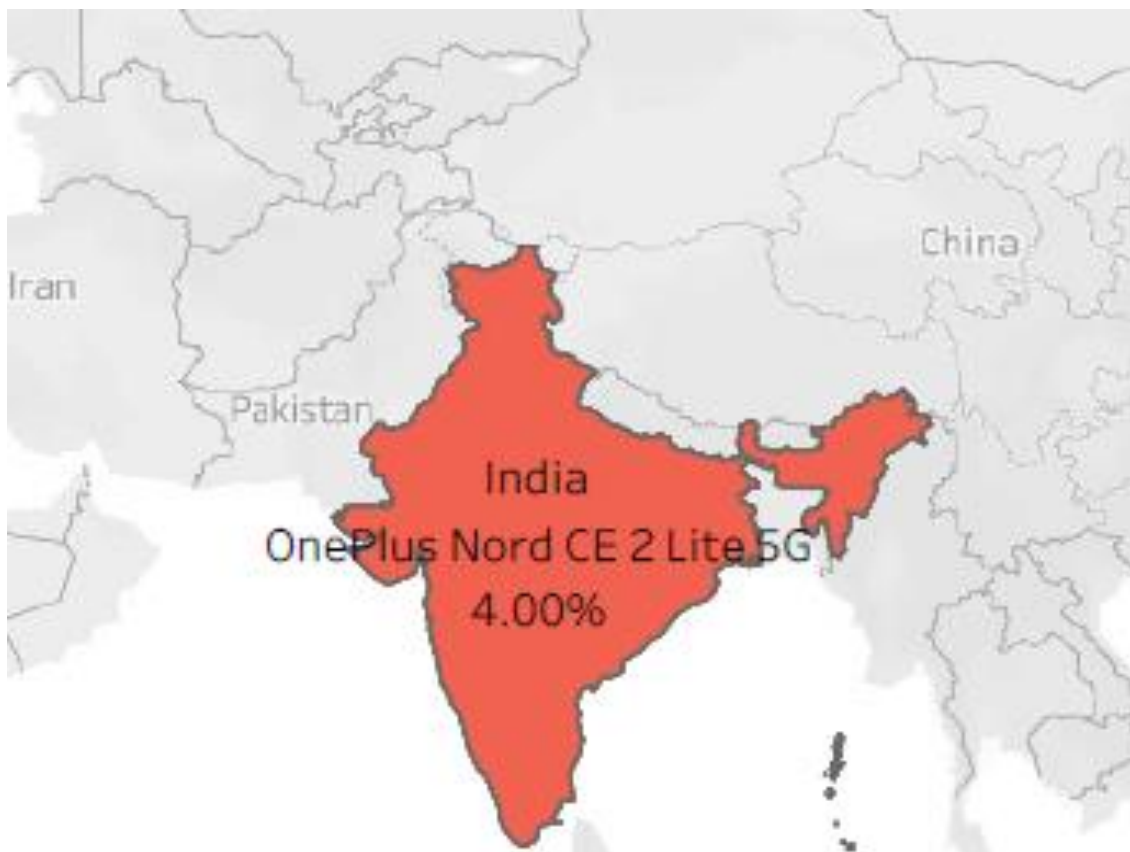
2.1 EMPATHY MAP

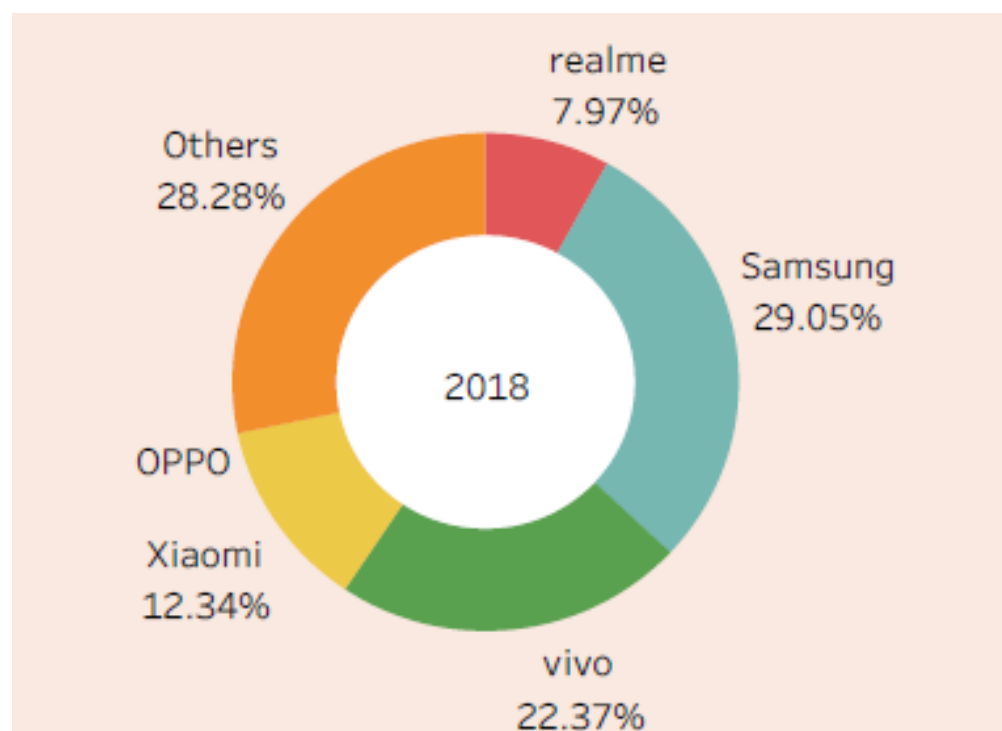
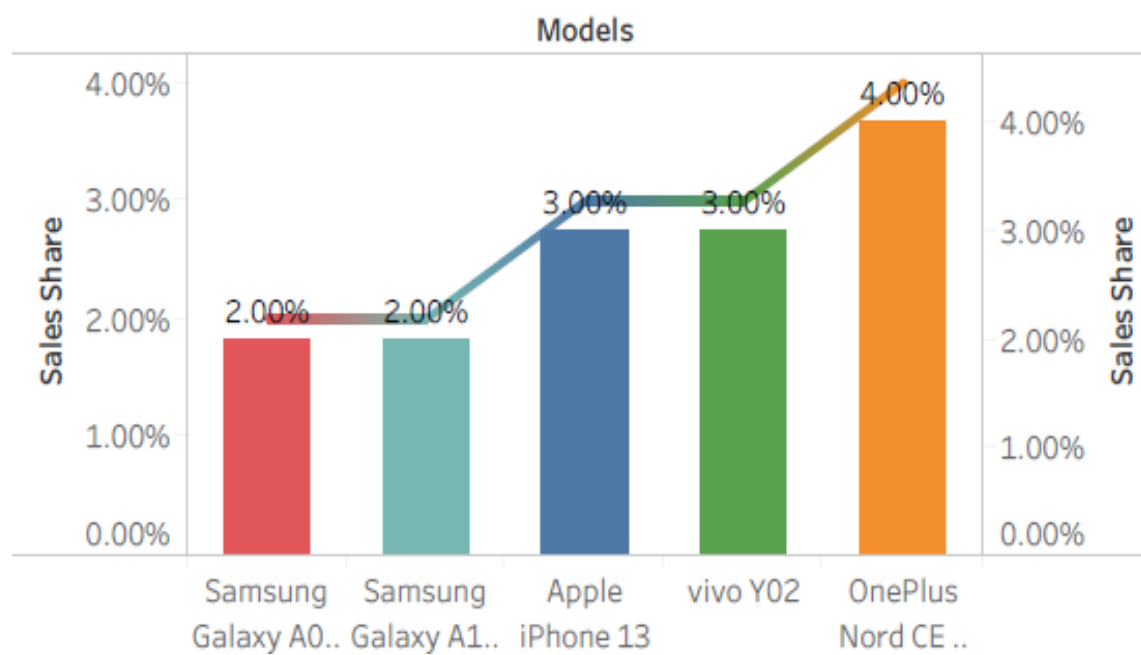


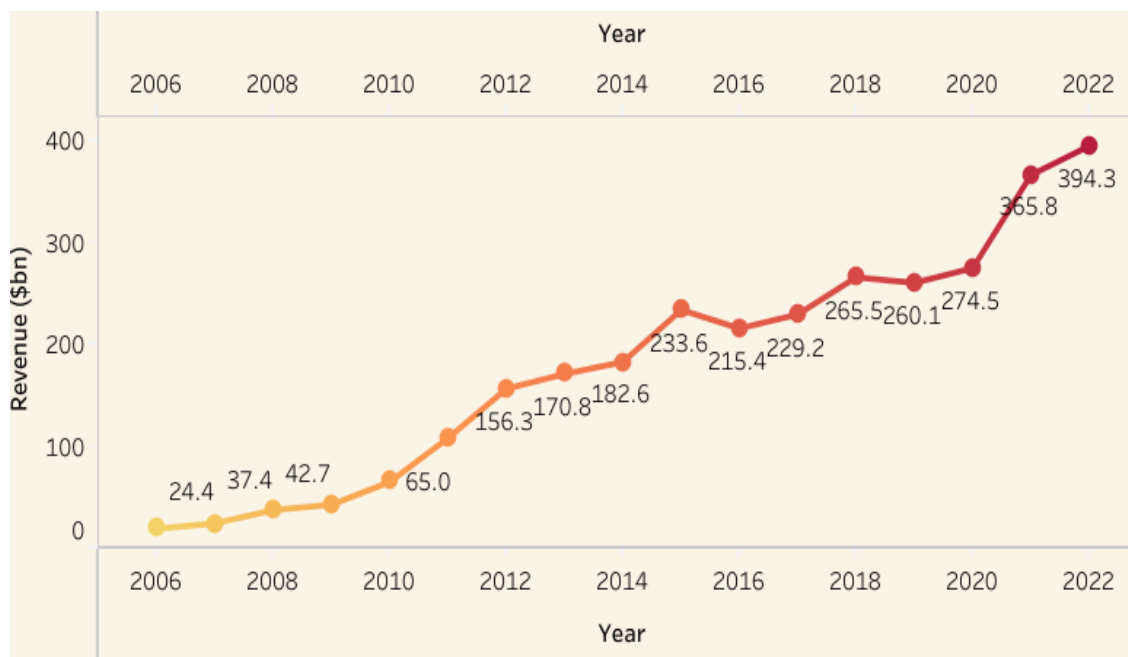
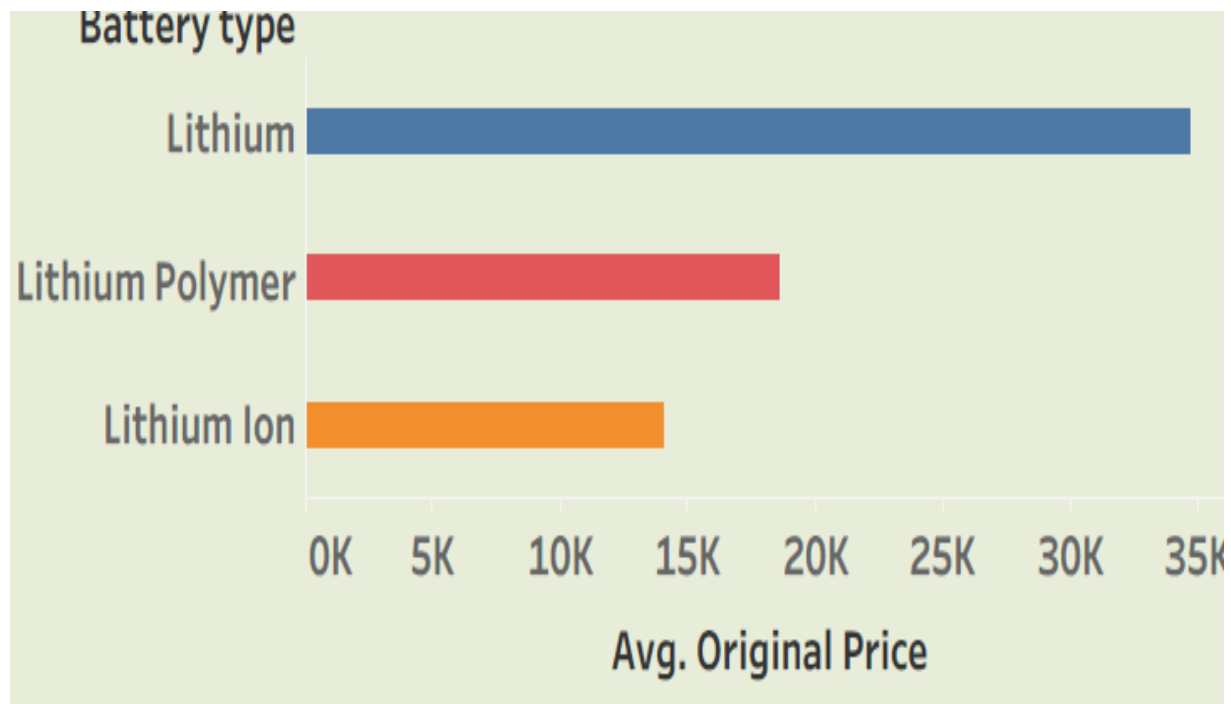
2.2 IDEATION & BRAINSTROMING MAP



RESULT

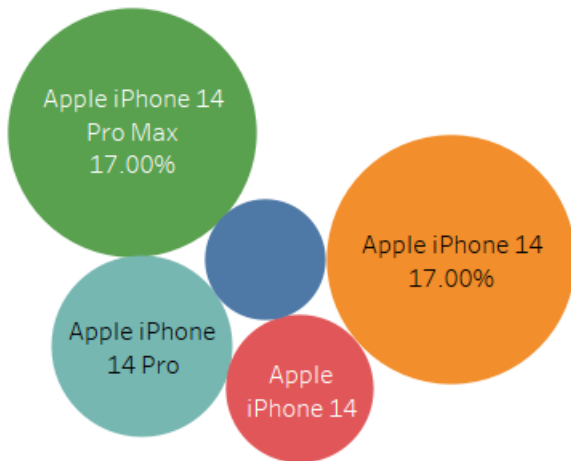






Brand	Discount Perce..	Mrp	Sale Price	Star Rating	sales dif ference
Apple	0	77,000	77,000	5	0

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



4. ADVANTAGES & DISADVANTAGES

ADVANTAGES:

1. Premium Design and Build Quality.
2. User-Friendly Interface.
3. Seamless Integration with Other Apple Products.
4. Powerful Hardware.
5. High-Quality Camera.
6. Extensive App Store.
7. Exceptional customer support and service.
8. Powerful Accessibility Features.
9. Brand Value and Reputation.
10. Privacy and Security.

DISADVANTAGES:

1.iphones are very expensive.

2. the call log entries are limited to 2 days OR 100 entries in total -where as Android phone stores unlimited call log.

3. biggest limitation - there is no t-9 dialler in iPhone , which means you have to go to the contact and search for a name to dial.

4. moving music or videos to an iphone is a nightmare - almost requiring engineering skills.

5. you cannot replace battery+any repairing is very expensive.

6.there is no back button - which is sooo very handy in Android.

7. the slider menu has very limited buttons .as of iOS 10 there is no button on the slider menu to toggle 3g/4g, hospot,etc..

8. call recording is not possible on iPhones.

9. The phone can't be held in landscape mode for texting or calling people.

10. The camera lens has poor quality pictures at times.

5.APPLICATIONS

- The "iRevolution" project aims to analyze the impact of Apple's iPhone in the Indian smartphone market. By employing data analysis techniques and utilizing Tableau for visualizations, the project explores the relationship between brand names, product names, sales prices, and consumer behavior. Older iPhones (including iPhone 6 and older) have a Home button while newer iPhones (like iPhone X and newer)

Most things like the apps on your iPhone are easy to learn and use. Set up your iPhone with your old apps and data by transferring the information from your old phone. It can be complicated to pick up an iPhone for the first time and understand how to use it, especially if you're used to using an Android or a standard feature cell phone. This wikiHow article will introduce you to the basics of using an iPhone, from turning it on or off, to making calls, sending texts, and using apps.

- Apple has a handful of built-in apps that are integral to using your iPhone, like Apple's [Messages](#) instant messaging app, the video chat app [FaceTime](#), [Mail](#), [Photos](#), [Health](#), and more.
- You're probably going to spend a lot of time in [Safari](#) for all of your web browsing needs. [Notes](#) and [Reminders](#) are terrific tools for keeping tabs on things you care about in whatever way makes sense to you.

6. FUTURE SCOPE

- In fact, it should bring much-improved low-light shooting, because it can capture white pixels as well as red, green and blue. This means future iPhones would also be able to offer HDR recording, for getting maximum detail from videos. There are other advances in phone cameras, too. But in the future, the most important part of the iPhone might be everything around it. That's according to analysts who've observed the mobile industry's general trends and Apple's strategy. In the short term, we're likely to see incremental improvements like higher quality cameras and giant displays.
 - Apple could also release new lower-cost iPhones next year, Kuo wrote, including a less expensive iPhone SE with 5G connectivity. The current model SE retails for \$399. Apple is also working on a "more affordable" iPhone with a 6.7-inch screen, Kuo said. Apple's current phone with that size screen, the iPhone 13 Pro Max, retails for \$1,099 or more.

7. CONCLUSION

- In conclusion, the Apple iPhone is one of the Smartphone that individuals should use. Compared to android, the Apple iPhone is very important in its uniqueness, speed, battery usage, operating systems, gaming, as well as video camera systems. There are many other benefits of using an iPhone. The ones mentioned above are just some of the concrete benefits you must know. It is no wonder, people who are accustomed to using the iPhone have a very difficult time when they have to choose a different phone other than the iPhone. Its speed, design and classy look make it a trailblazer in its way. APPLE INC.♥ IS 2 RESEARCH by dusita a. Conclusion. The main conclusion that can be drawn is we found to be the most interesting about Apple is how they are very innovative and early adapters. Apple is usually the first company to come out with a new product line before anyone else.