

# PROJECT REPORT TEMPLATE

## **1. INTRODUCTION**

### **1.1 OVERVIEW**

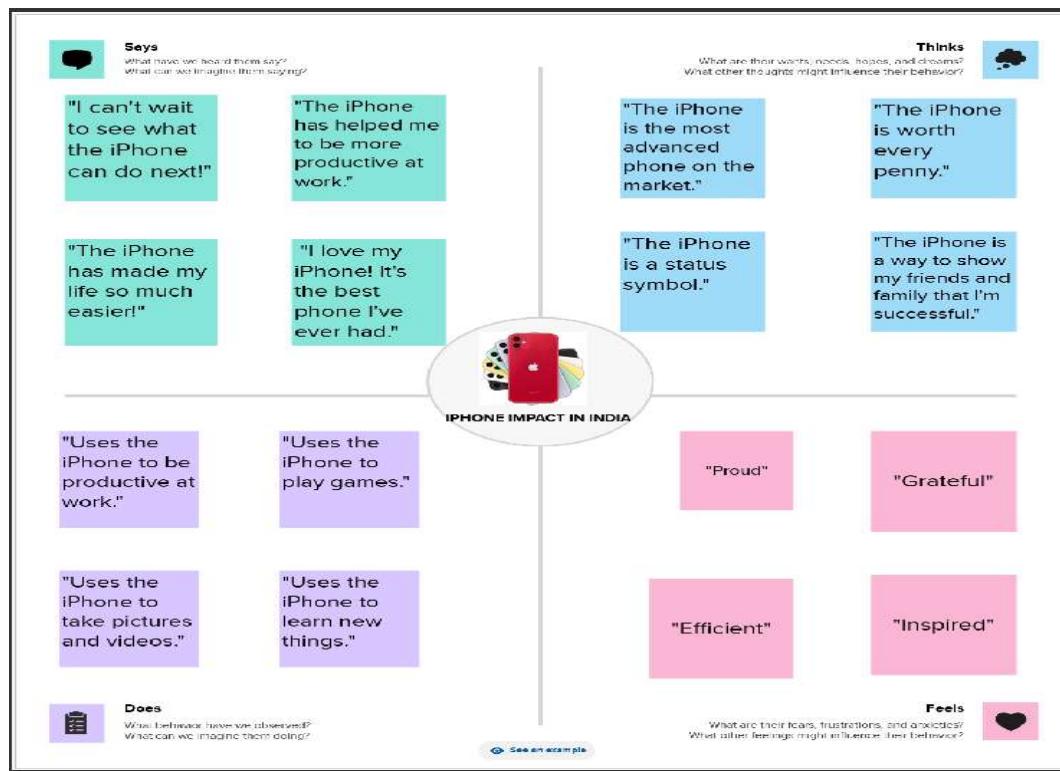
Owning an iPhone is often seen as a status symbol in India, particularly among the urban middle and upper classes. It's associated with luxury and sophistication.

### **1.2 PURPOSE**

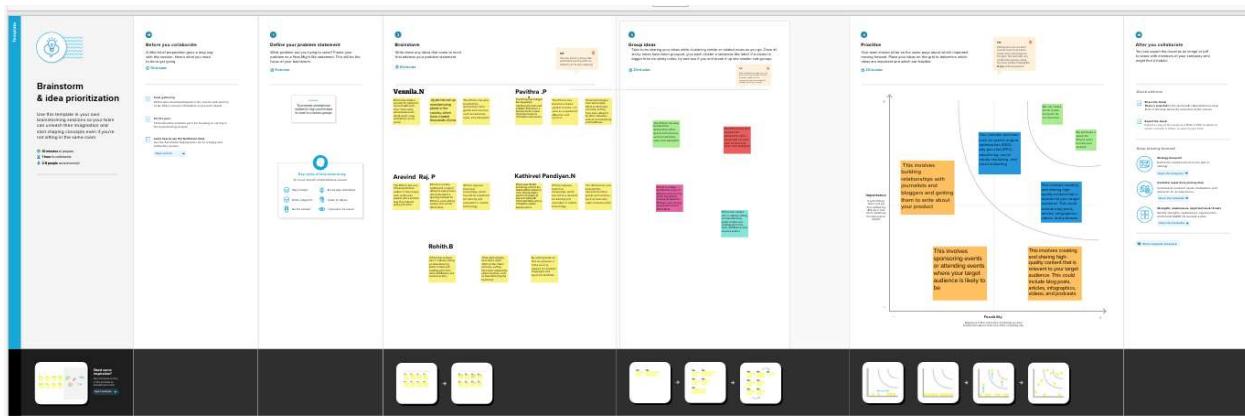
Apple aims to build a loyal customer base in India, encouraging repeat purchases and long-term engagement with its ecosystem of devices and services.

## **2. PROBLEM DEFINITION & DESIGN THINKING**

### **2.1 EMPATHY MAP**



## 2.2 IDEATION & BRANSTROMING MAP



## 3. RESULT

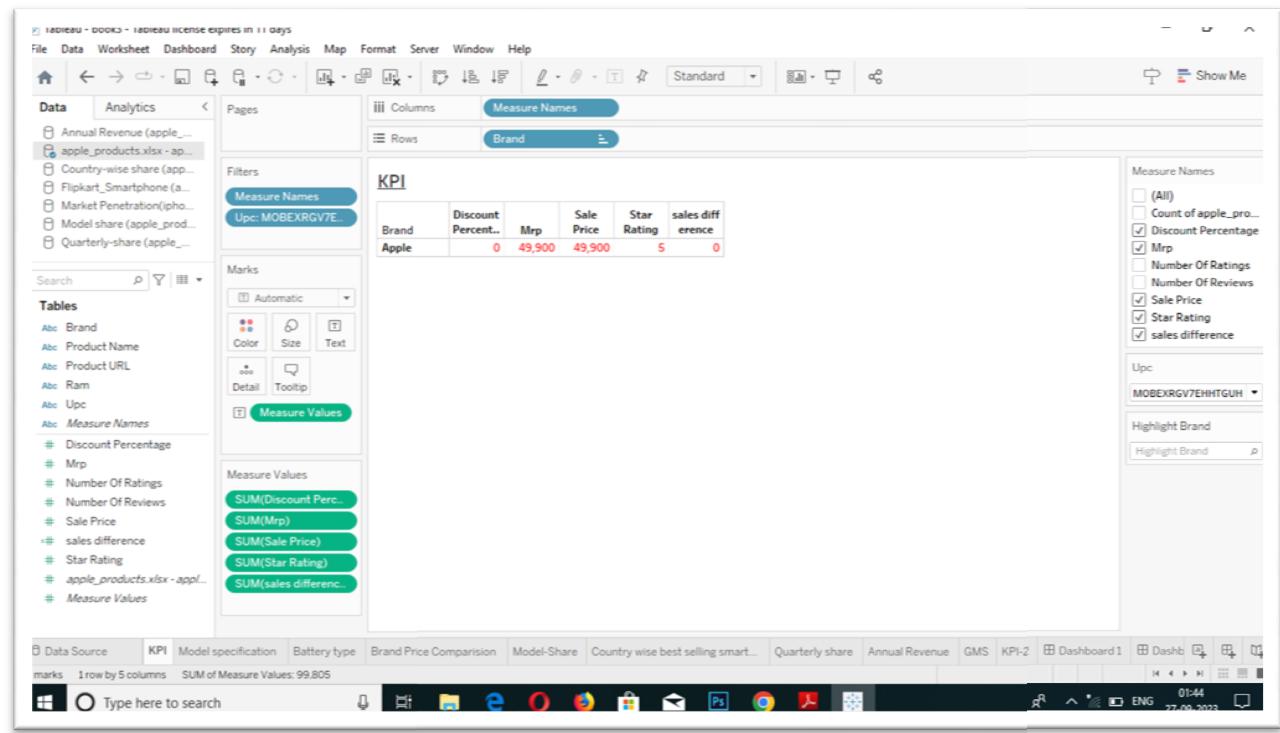


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Data Analytics

Pages

Columns Model Front Camera Processor Rear Camera Colour

Rows Model

Filters Brand: APPLE Colour

Marks Automatic Color Size Text Detail Tooltip Colour SUM(Original..)

### Model specification

Model	Front Cam..	Processor	Rear Camera	Colour	
APPLE IPHONE 11	12MP	A Bionic Chip	12MP + 12MP	Yellow	43,900
				Black	92,800
				White	92,800
APPLE IPHONE 12	12MP	A Bionic Chip with Next Generation Neural Engine	12MP + 12MP	Black	1,99,700
APPLE IPHONE 12 MINI	12MP	A Bionic Chip with Next Generation Neural Engine	12MP + 12MP	Black	74,900
APPLE IPHONE 13	12MP	A Bionic Chip	12MP + 12MP	Pink	1,69,800
APPLE IPHONE 14 PRO	12MP	A Bionic Chip, Core	48MP + 12MP + 12MP	Gold	1,29,900
				Deep Purple	2,69,800
APPLE IPHONE 14 PRO MAX	12MP	A Bionic Chip, Core	48MP + 12MP + 12MP	Deep Purple	1,39,900
				Gold	1,39,900

Brand: APPLE

Colour: (Multiple values)

DataSource KPI Model specification Battery type Brand Price Comparison Model Share Country wise best selling smart... Quarterly share Annual Revenue GMS KPI-2 Dashboard 1

10 marks 10 rows by 1 column SUM(Original Price): 1,353,400 Highlighting on Colour

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Data Analytics

Pages

Columns AVG(Original Price)

Rows Battery Type

Filters Brand: MOTOROLA

Marks Automatic Color Size Label Detail Tooltip Battery Type

### Battery Type Distribution

Battery Type	Avg. Original Price
Lithium	~32K
Lithium Ion	~10K
Lithium Polymer	~18K

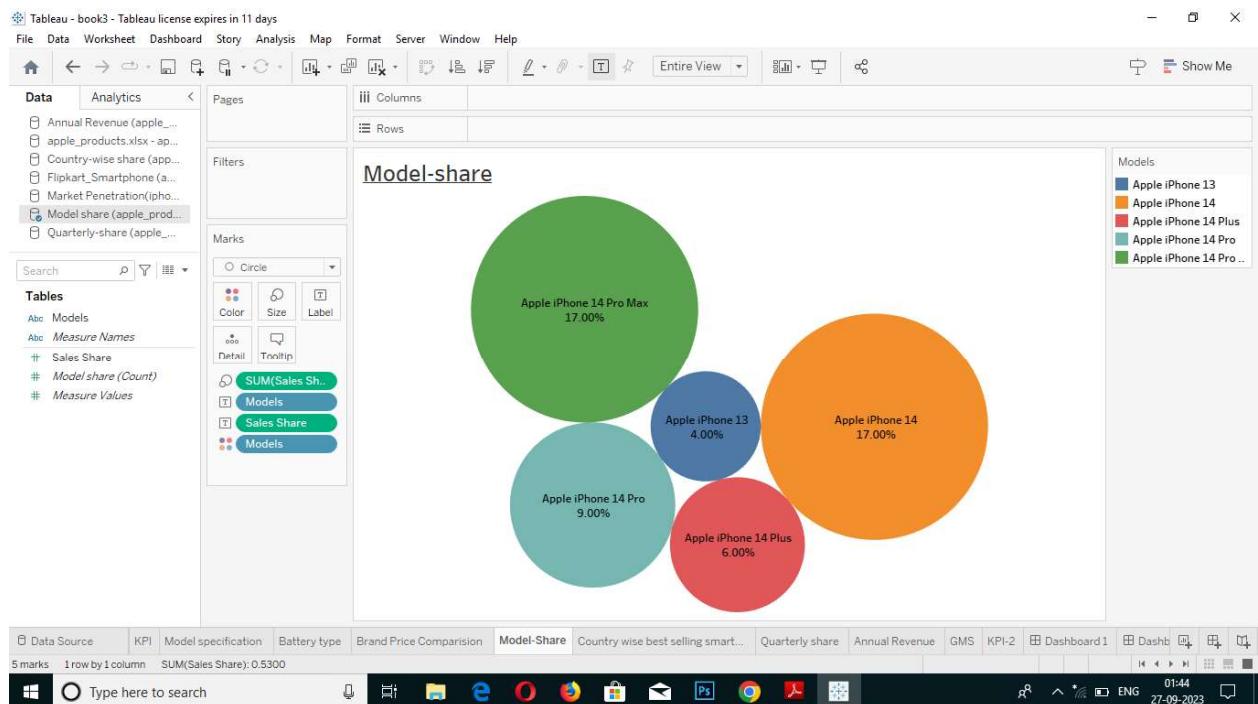
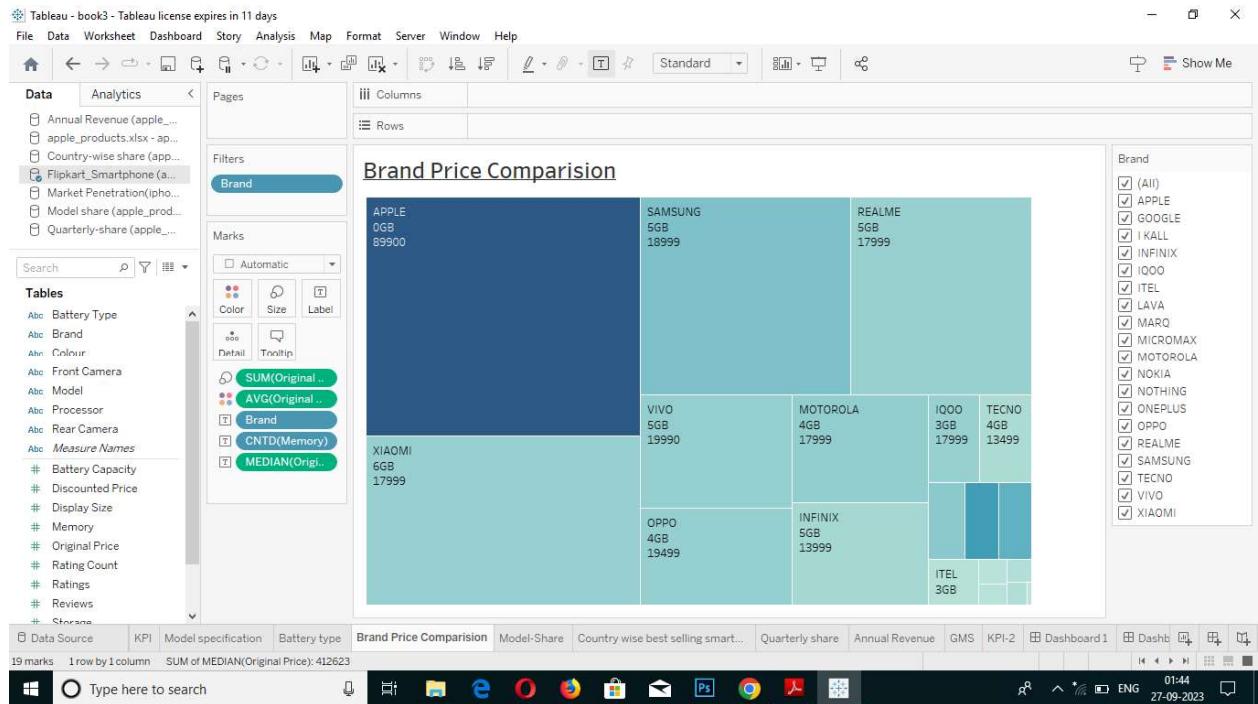
Brand: MOTOROLA

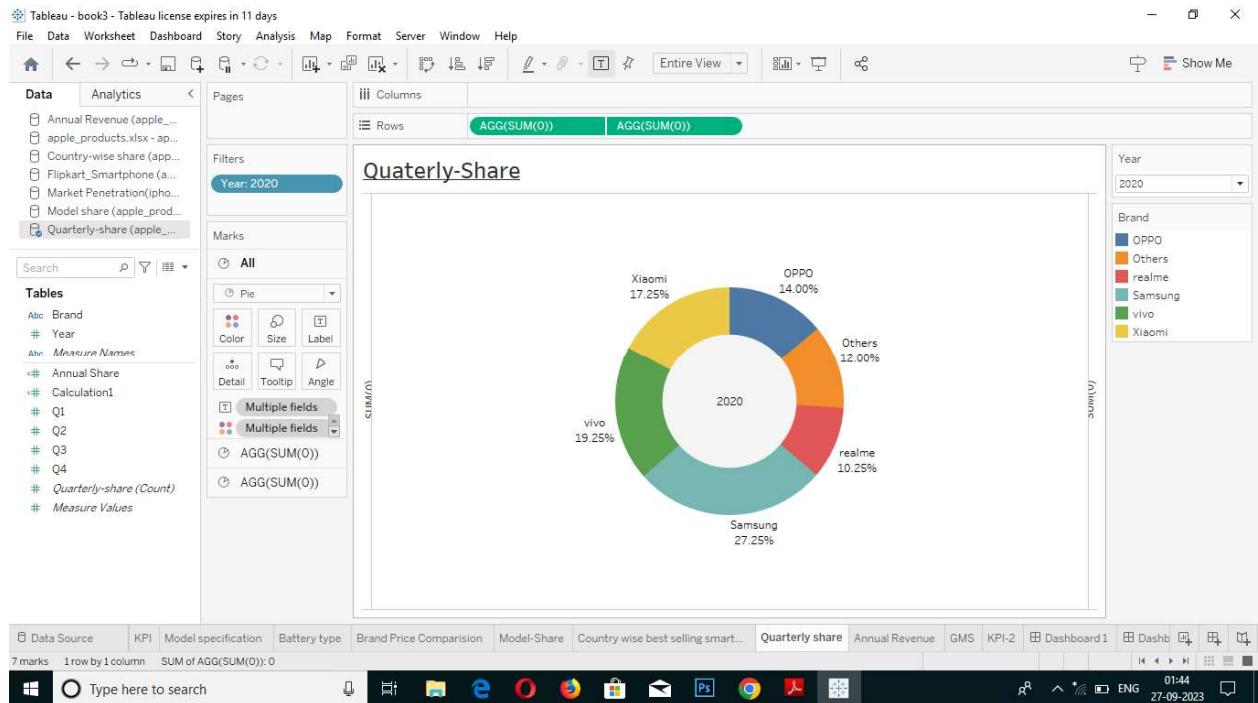
Battery Type: Lithium, Lithium Ion, Lithium Polymer

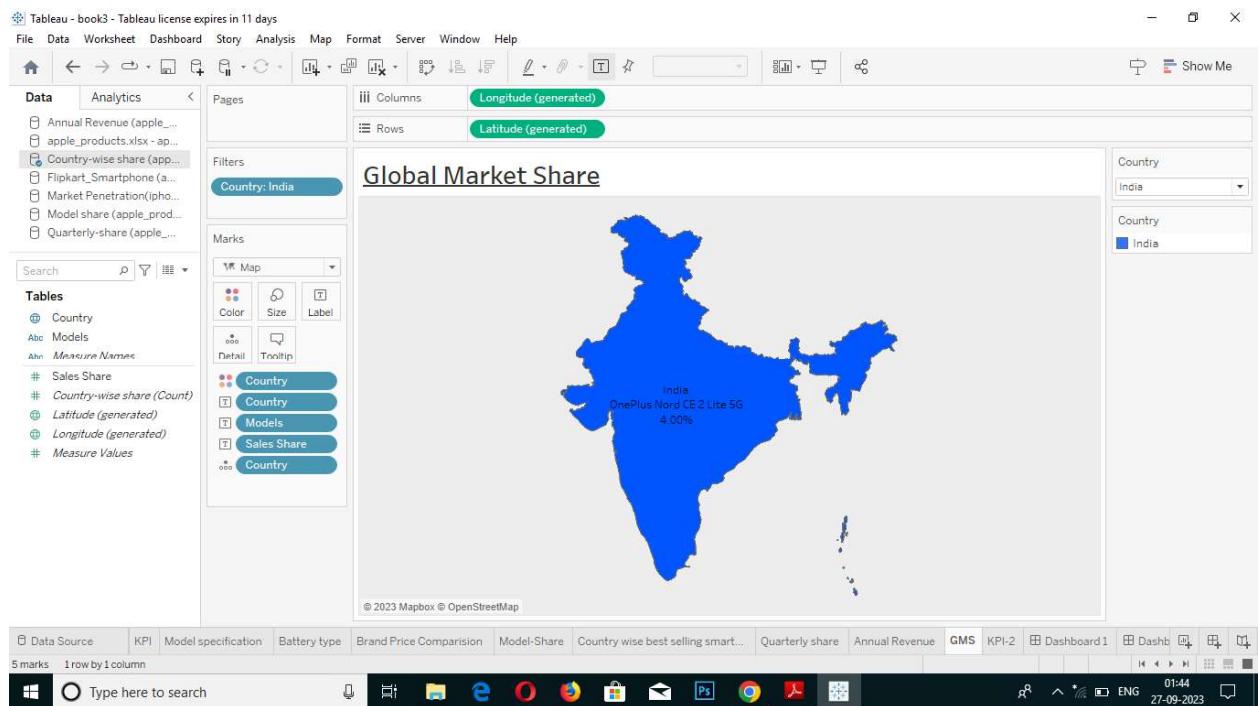
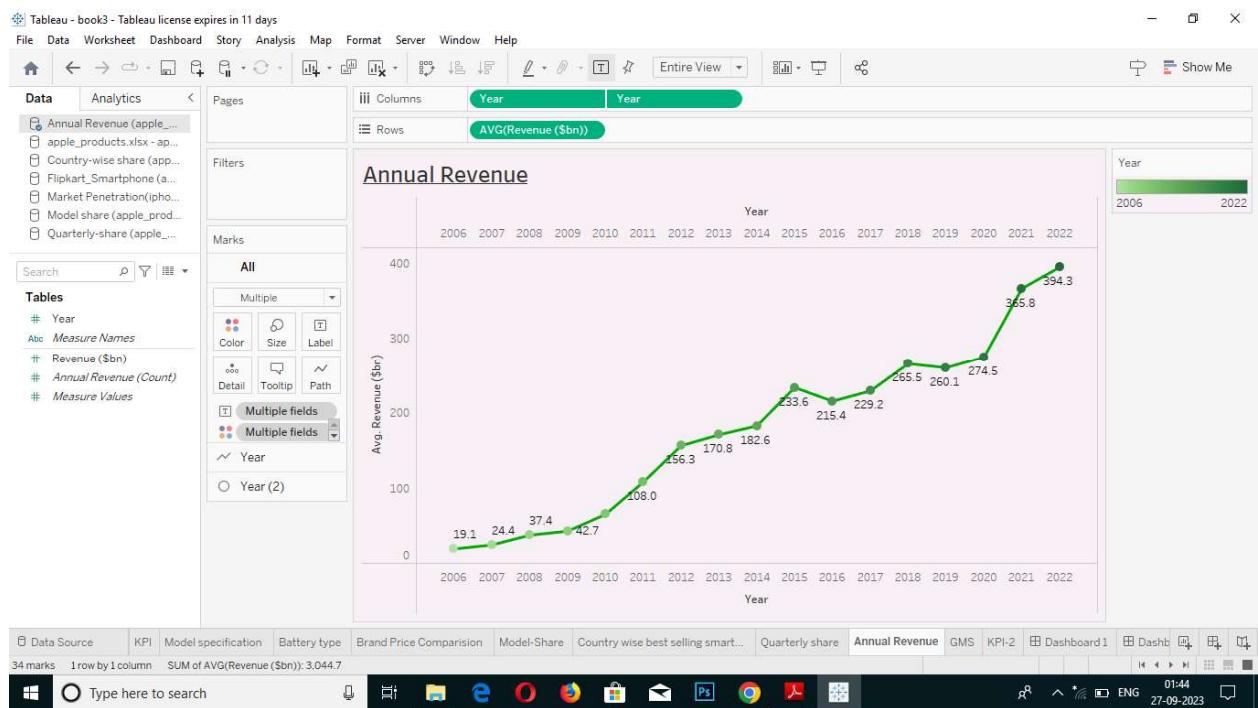
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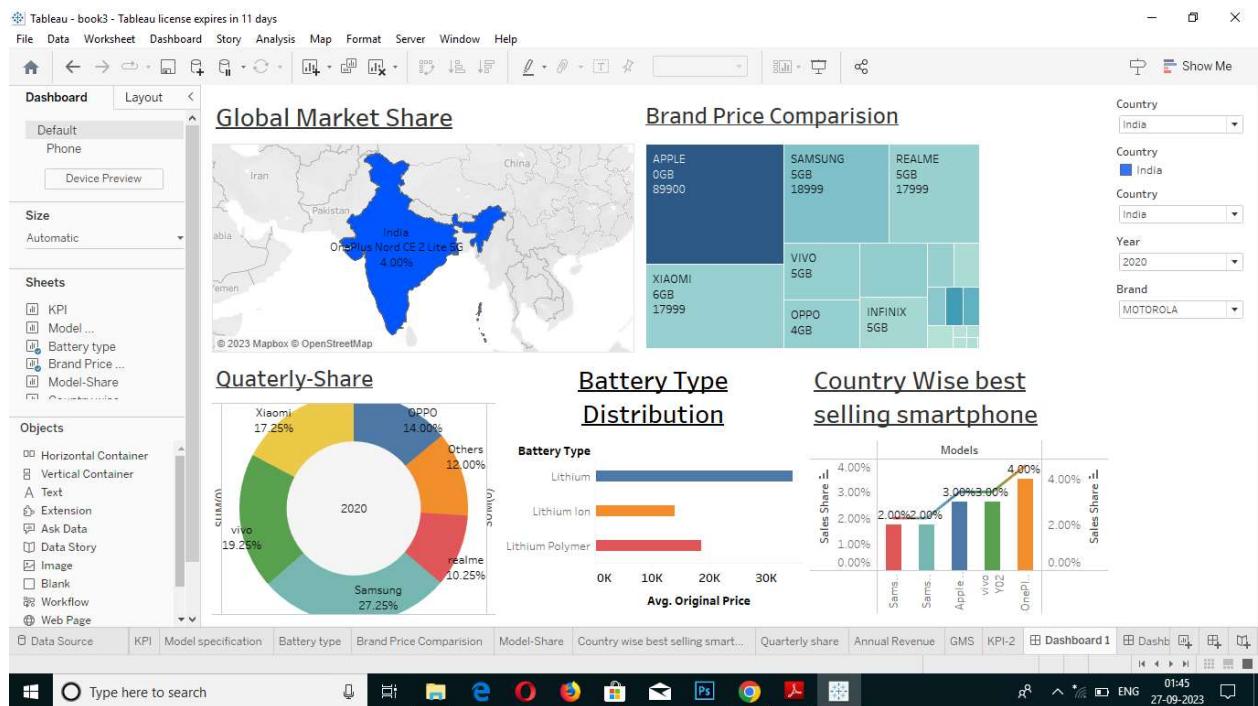
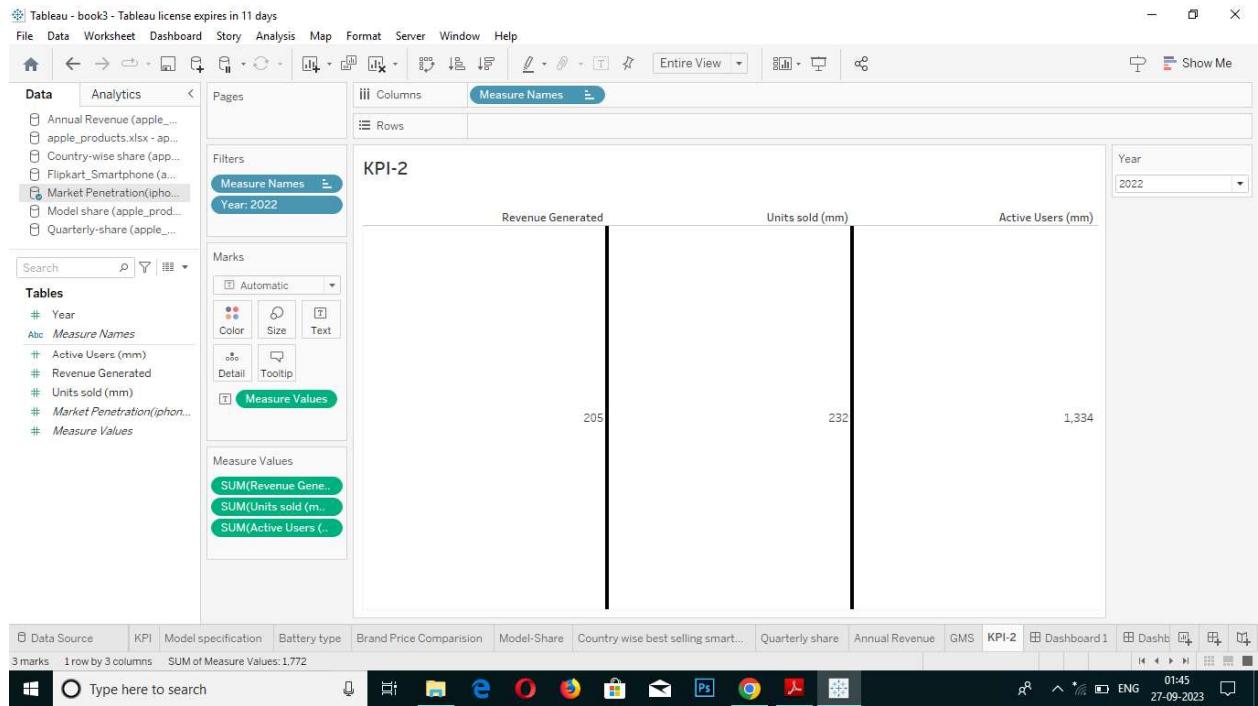
3 marks 3 rows by 1 column SUM of AVG(Original Price): 67,256

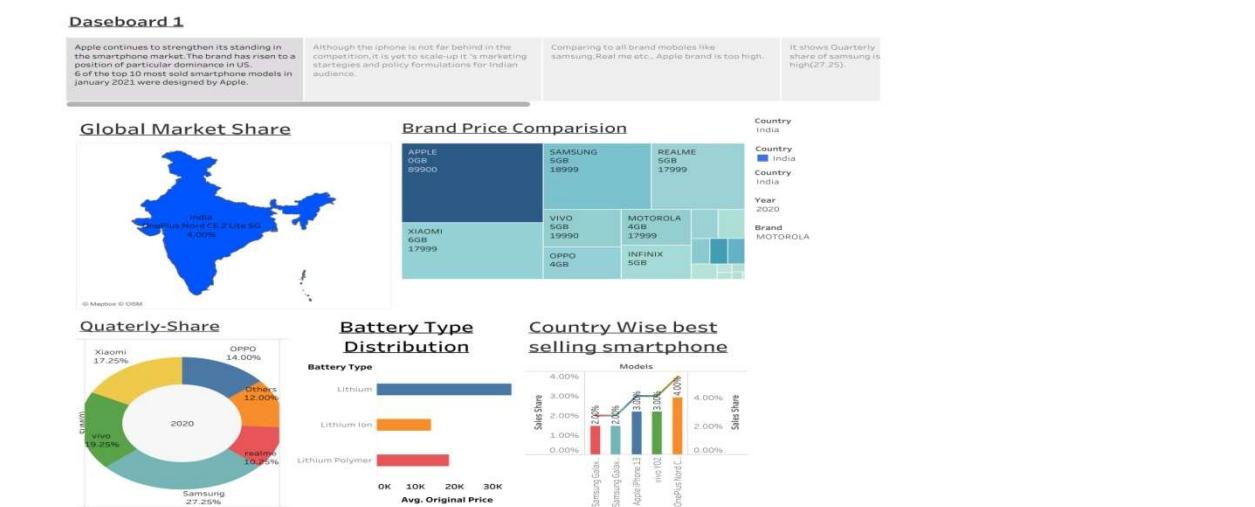
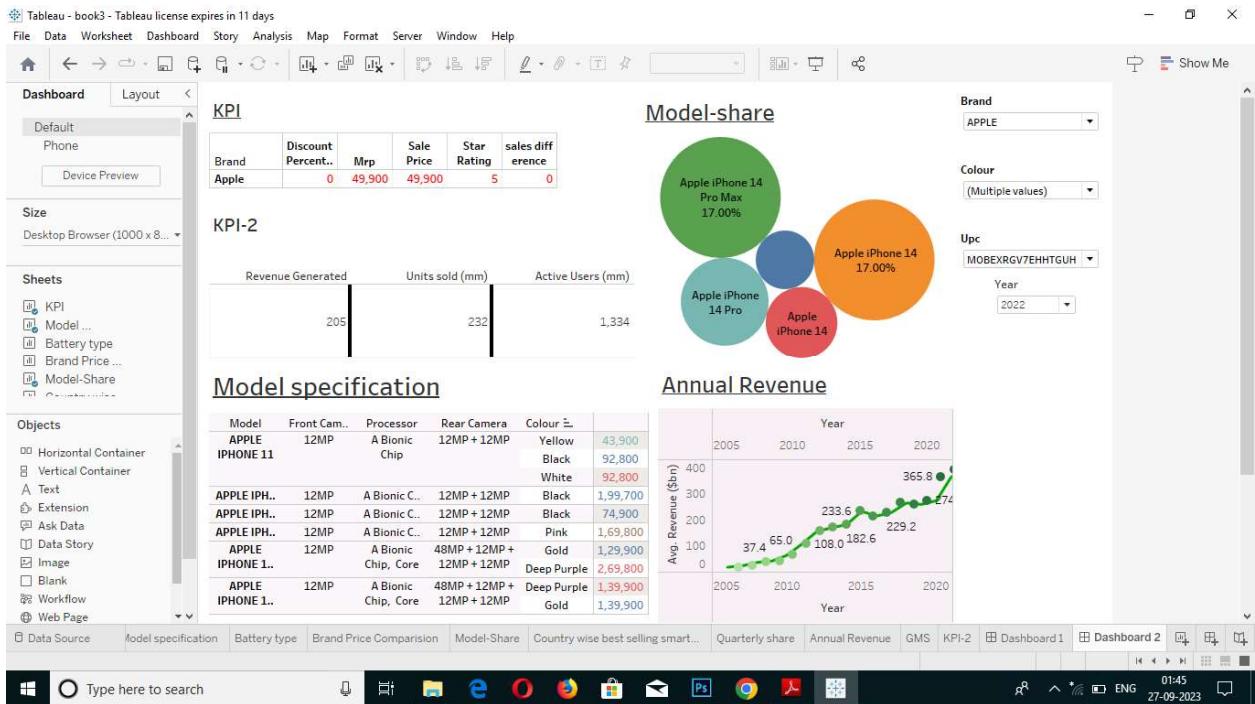
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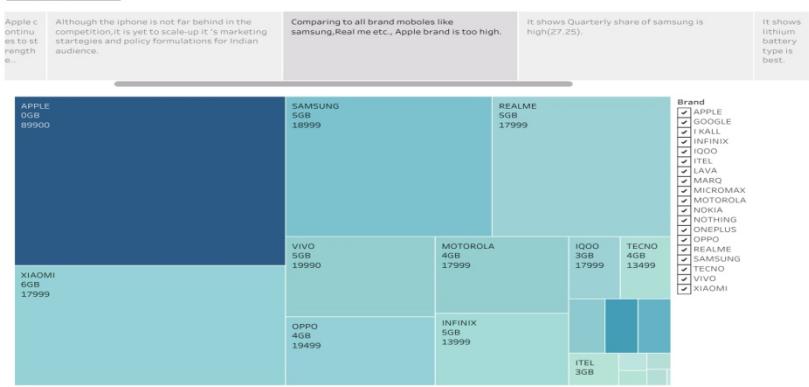




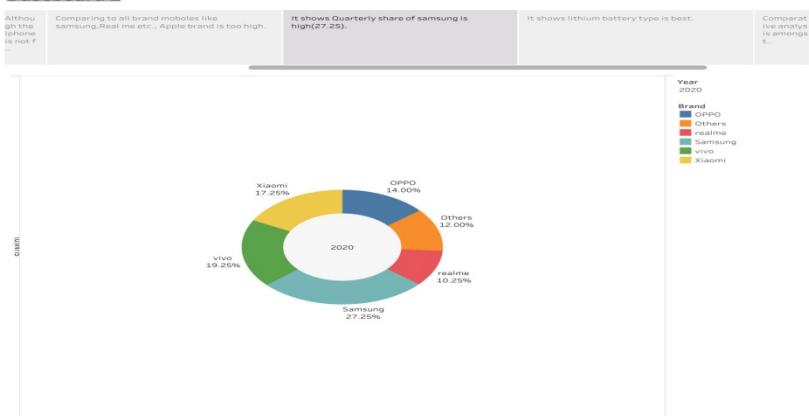
### Daseboard 1



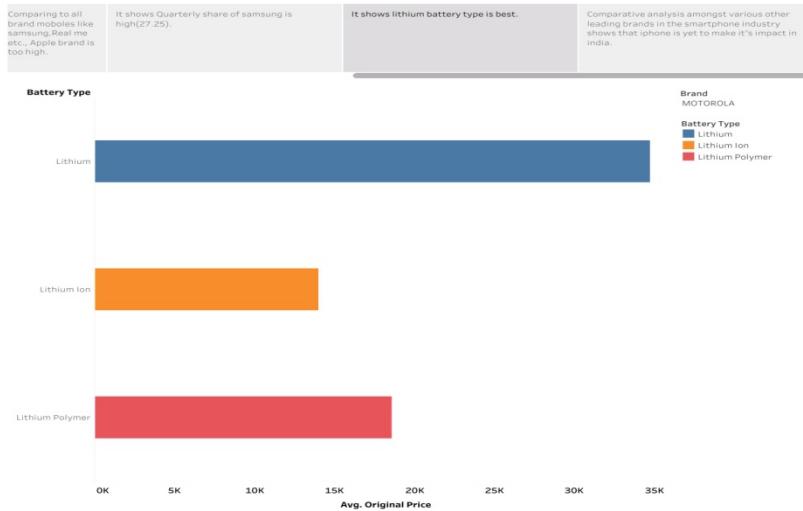
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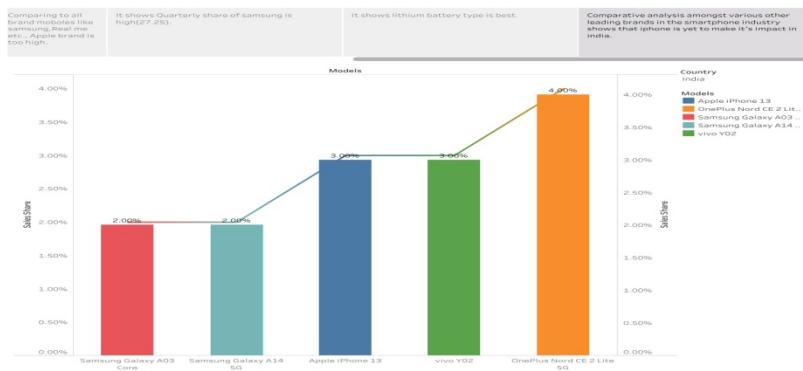
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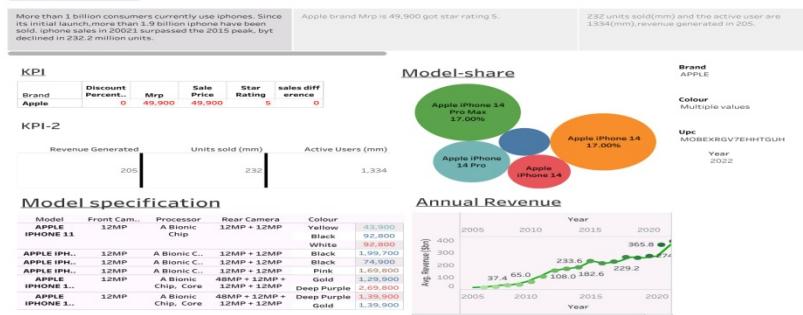
### Dashboard 1



### Dashboard 1



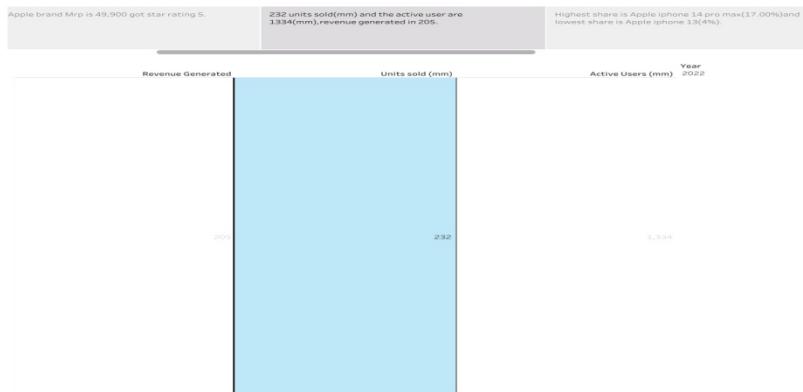
### Dashboard 2



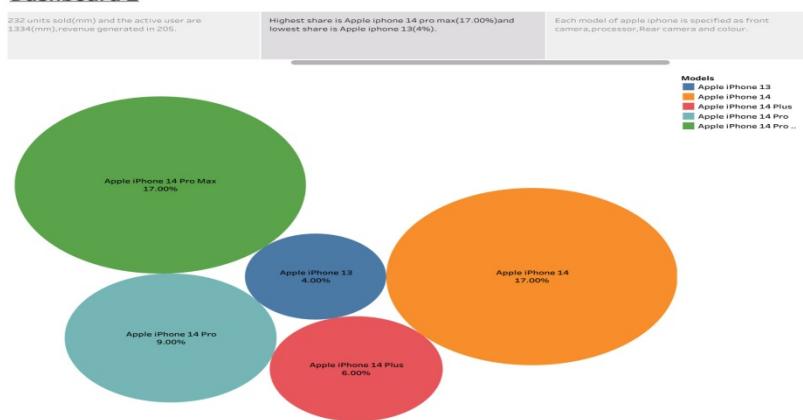
## Dashboard.2



## Dashboard.2



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## Dashboard 2

Highest share is Apple iphone 14 pro max(17.00%)and lowest share is Apple iphone 13(4%).

Each model of apple iphone is specified as front camera,processor,Rear camera and colour.

iphone sales generated \$205 billion revenue for apple in 2022,more than microsoft's total revenue.it sold 232 million iphone units that year.

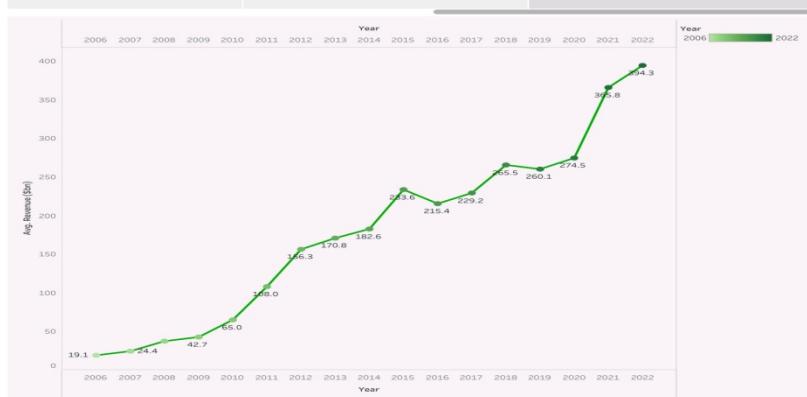
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## 4. ADVANTAGE AND DISADVANTAGE:

### ADVANTAGE:

Iphone is popular for consuming content like streaming videos, e-books, and news, contributing to the growth of digital content consumption in India.

## **DISADVANTAGE:**

**Apple's authorized service centers may charge higher repair and service fees, which can be a financial burden for some users.**

## **5. APPLICATION:**

**Iphone is used for educational purposes and various educational apps are available. They have made e-learning more accessible to students in India.**

## **6. CONCLUSION:**

**The Iphone has had a positive impact on India and has helped to make the country a more connected, informed, and empowered nation.**

## **7. FUTURE SCOPE:**

**Apple has been making efforts to reduce its environmental footprint. In the future, the company may introduce more sustainability measures and promote recycling programs in India**

## **8. APENDIX:**

### **A.SOURCE CODE:**

<https://public.tableau.com/app/profile/n.vennila/vizzes>