

iRevolution: A Data-Driven Exploration of Apple's iPhone impact in India

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1 Introduction

1.1 overview:

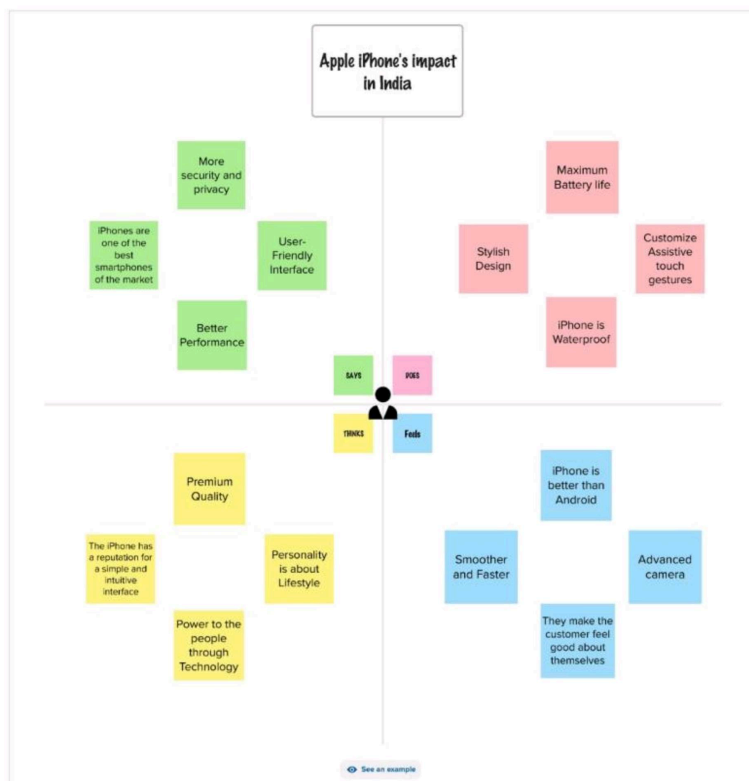
"A Data-Driven Exploration of Apple's iPhone impact in India" is a comprehensive research study that analyses the influence and penetration of Apple's iPhone in the Indian market using data-driven approaches. It examines key metrics such as sales figures, market share, web demographics and economic impact to provide insights into how iPhones have shaped consumer behaviour and the broader technology landscape in India.

1.2 Purpose:

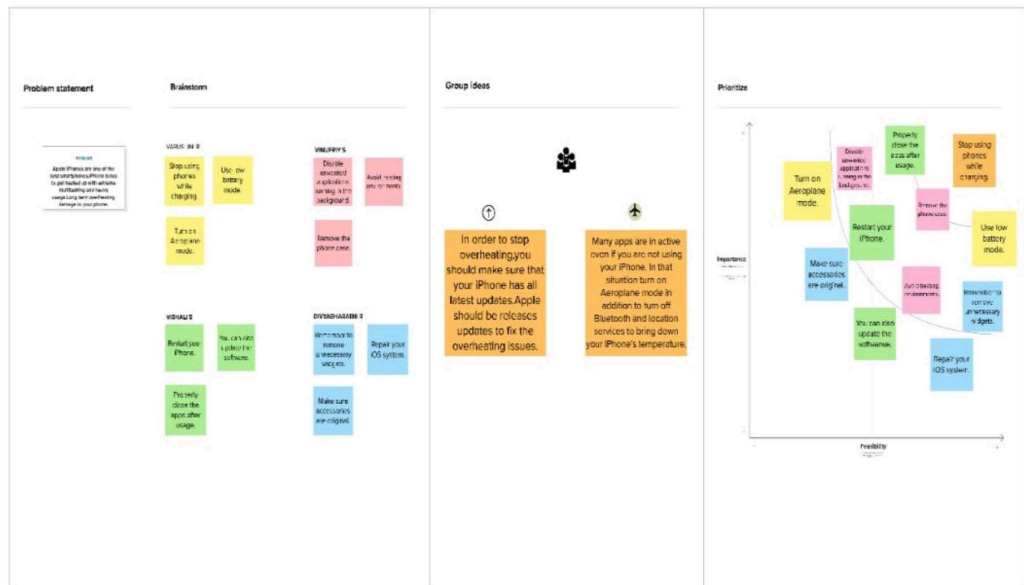
In order to shed light on important factors like market penetration, customer preferences, economic ramifications, and societal changes, this research report will perform a data-driven investigation of the impact of the iPhone in India.

2 Problem Definition & Design Thinking

2.1 Empathy map

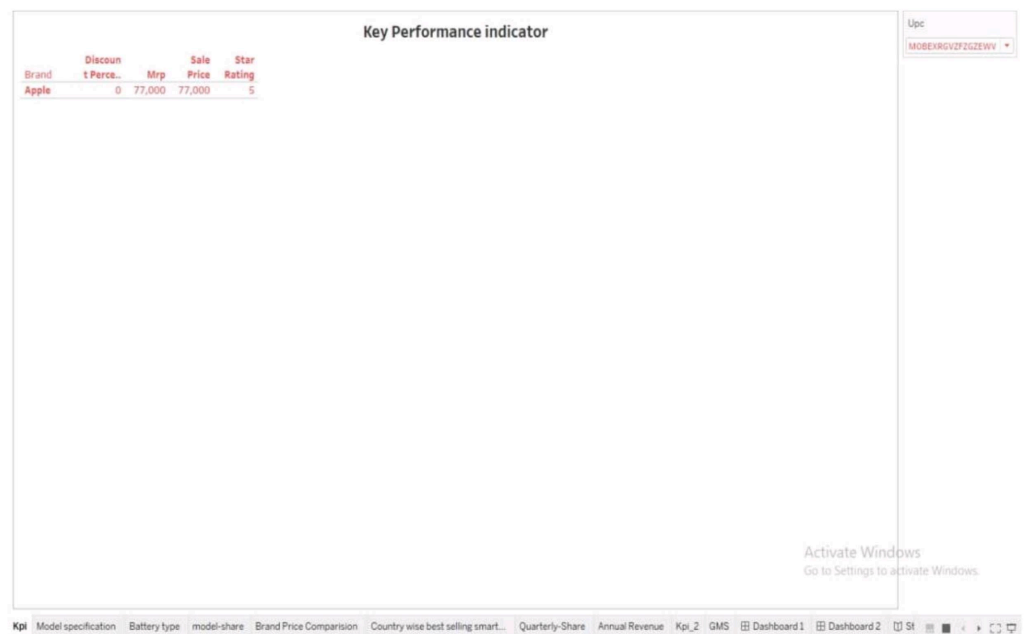


2.2 Ideation & Brainstorming map



3 RESULT

3.1 Key Performance Indicator



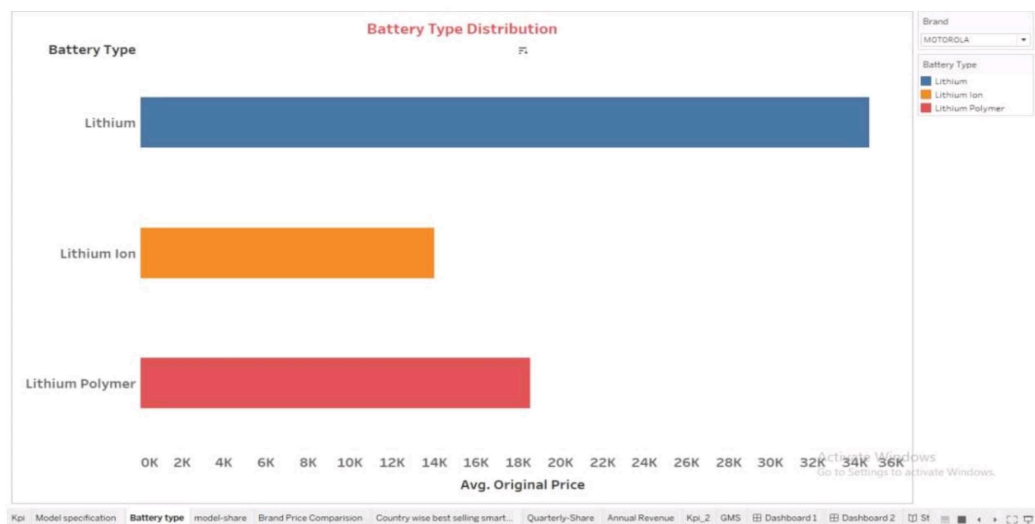
The selling price of Apple iPhone in India is Rs.77,000 . The user Rating of Apple iPhone is 5. So, people's are more interested to buy Apple iPhone compared to other brands (based on rating). But it's cost is too high.

3.2 Model Specification

Model	Processor	Front Cam.	Rear Camera	Colour
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Black
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black Blue
APPLE IPHONE 12 MINI	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Black Blue
APPLE IPHONE 13	A Bionic Chip	12MP	12MP + 12MP	Blue
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Blue
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Blue

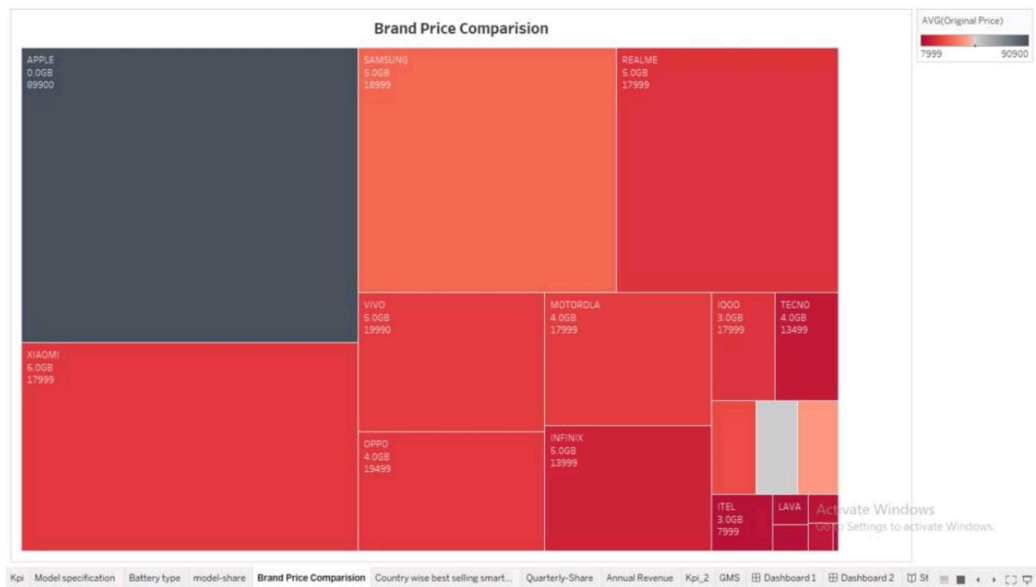
Based on their specification different models of iPhones are tabulated. Based on their model, there is no change in the camero specification. Depending on the processor, the price of the model has increased.

3.3 Battery Type Distribution



There are three types of batteries are available. Among them, Lithium battery is an expensive one. Its cost is Rs. 35,000.

3.4 Brand price Comparison



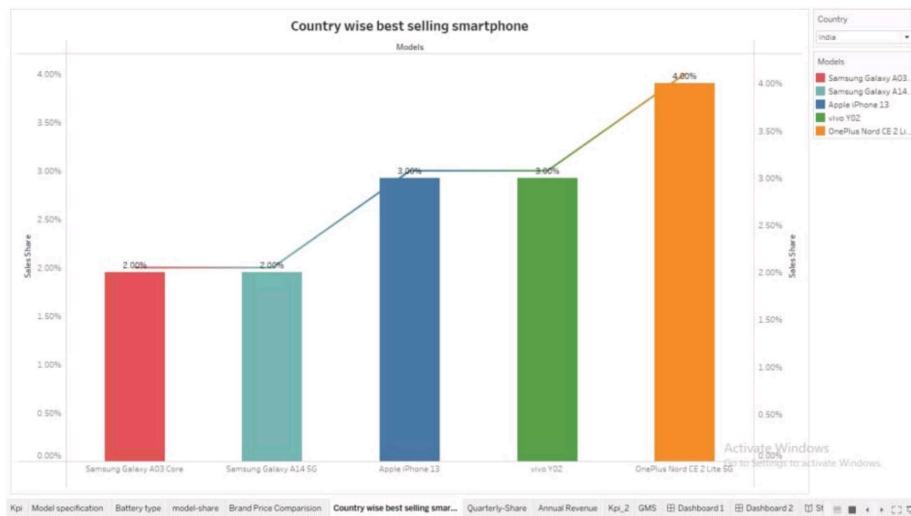
Price of Apple is expensive compared to other brands.

3.5 Model-Share



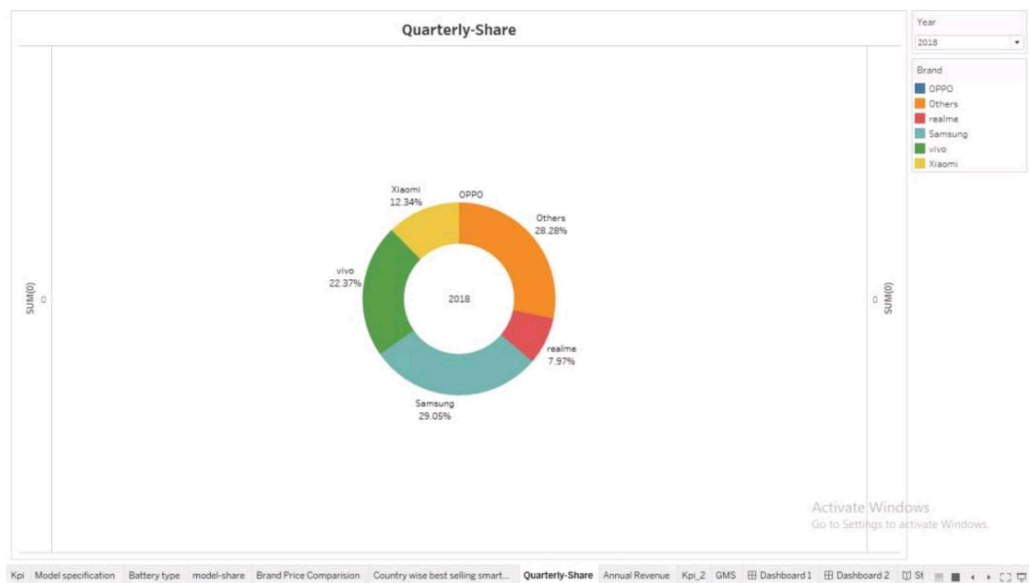
In world wide price mobile phone sale, Apple iPhone are shown in Graph. Among them, Apple iPhone 14 pro max, reached 17% selling in world wide.

3.6 Country wise best selling smartphone



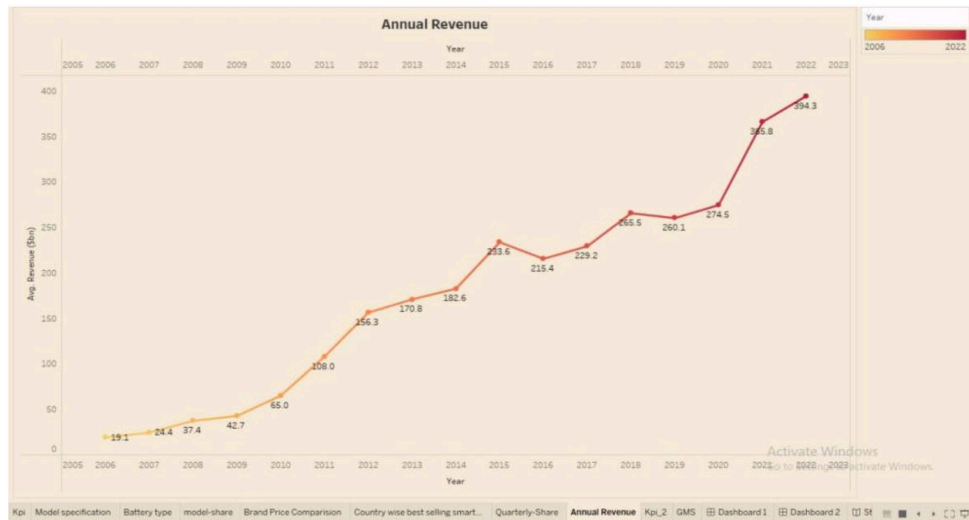
Comparative analysis amongst various other leading brands in the smartphone industry shows that iPhone is yet to make its impact in India.

3.7 Quartely Share



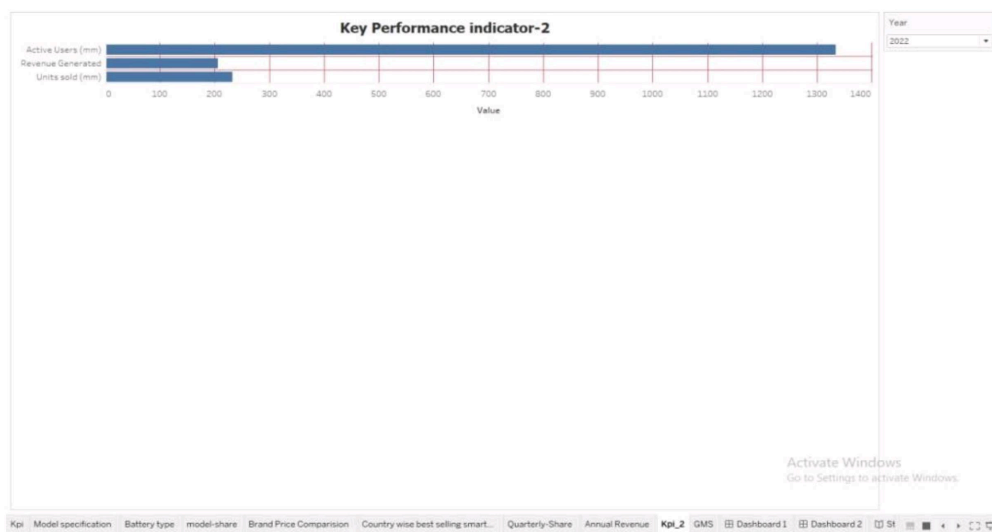
Quarterly share of smartphones are shown in the Graph in the yearwise.

3.8 Annual Revenue



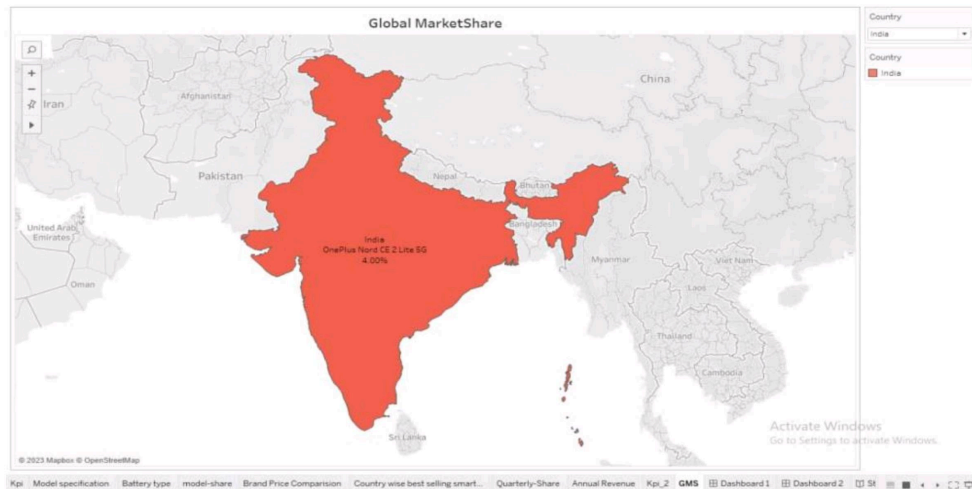
iPhone's annual revenue reached 394.3 billion in the year of 2022.

3.9 Key Performance Indicator 2



iPhone sales generated 205 billion revenue for Apple in 2022, more than microscope's total revenue. It solds 232 million iPhone units that year.

3.10 Global Market Share



Although the iPhone isn't far behind in the competition, it is yet to scale-up its mastering strategies and policy formulations for Indian audience.

4 ADVANTAGES & DISADVANTAGES

ADVANTAGES:

- iPhone's batteries are lithium ion technology. Lithium-ion batteries charge faster.. Giving more battery life in a lights package.
- Compared to android products, iPhones, iPads and other apple products hold better value.
- Not only apple offers its products at a higher price, but three products also have a good resale value.
- Apple iPhone have the some of the best camera.

DISADVANTAGES:

- Global market share of iPhone in Indian is very low compared to other countries.
- Brand price comparison of iPhone with other Androids are high expensive.
- The iPhone's battery are non-renewable which means that users can't replace.
- Compared to apple iPhone selling percentage of other android phones are high.

5 APPLICATION:

- The iPhone utilizing features like Face ID and fingerprint recognition for device securities.
- A software application that runs under iOS, which is the operating system that process Apple's mobile devices.
- The iPhone providing various accessibility features for individuals with disabilities.

6 CONCLUSION:

It is irrefutable to say that Apple Inc. is one of the most well-known companies to date. With a huge brand name and consumer base. Apple has been able to satisfy the need for a portable, yet powerful device, that allows the user to access information quickly and efficiently. First, an environmental scan helped us see some upcoming opportunities and threats for Apple Inc. such as developing countries' growth. Second, by defining Apple's main consumer behaviours in terms of psychological and socio-cultural influences, we can see that Apple products give consumers an idealized view of themselves and a sense of luxury. Third, by identifying Apple's target market for the iPhone and using a market-product grid and perceptual map, we can determine Apple's ideal market is towards men between the ages 35-44 and secondary market to ages 18-34. Along with Apple's brand name, its successful influence on its target market has led them to become the technology giant they are today.