

# REPORT

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

# Introduction

## Overview

- The Apple's iPhone Impact in India
- India, one of the economies with the greatest growth, has seen a tremendous increase in smartphone usage, making it an interesting market to study the effect of Apple's iPhone.

## Purpose

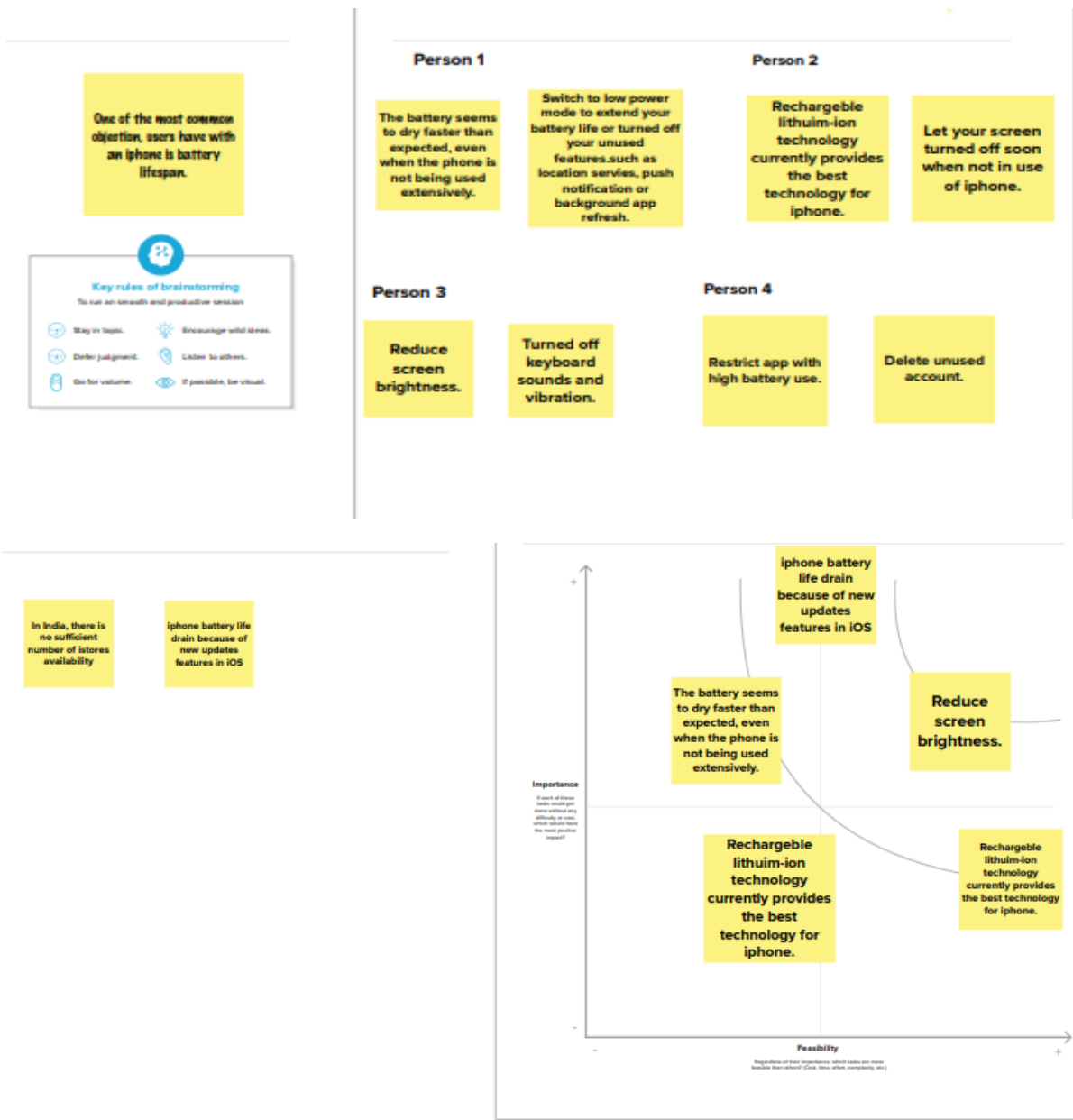
- This research aims to go beyond conjecture and anecdotal evidence in order to develop a thorough knowledge of the effects of the iPhone.

## Problem Defining & Design Thinking

### Empathy Map



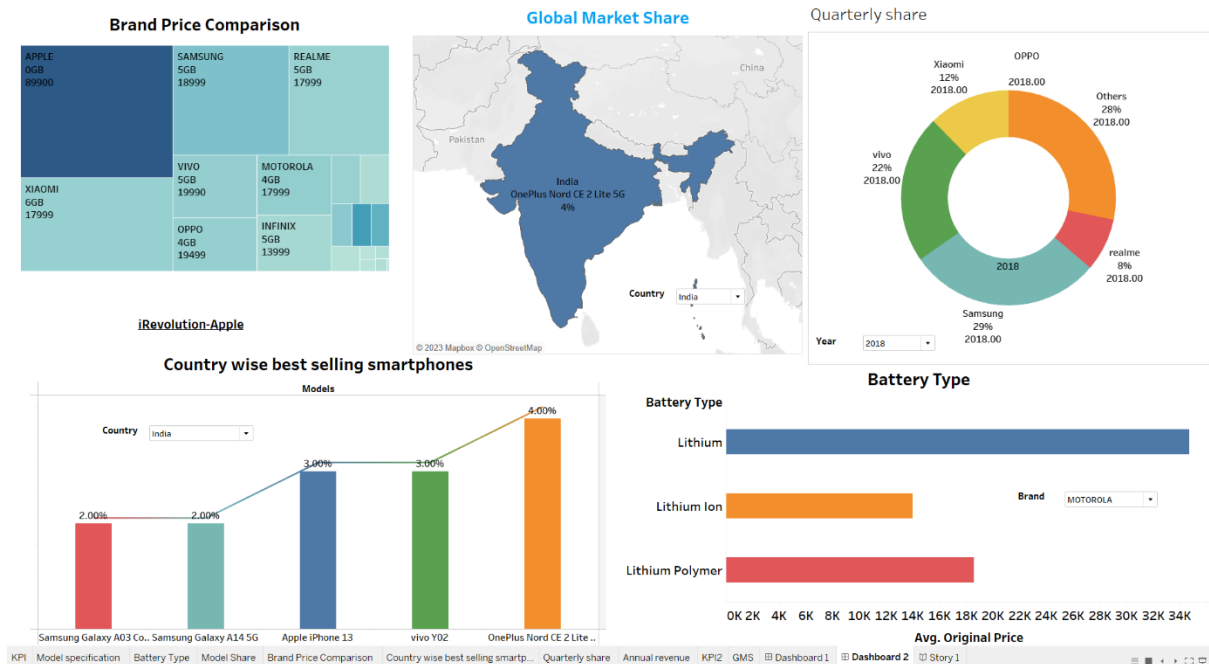
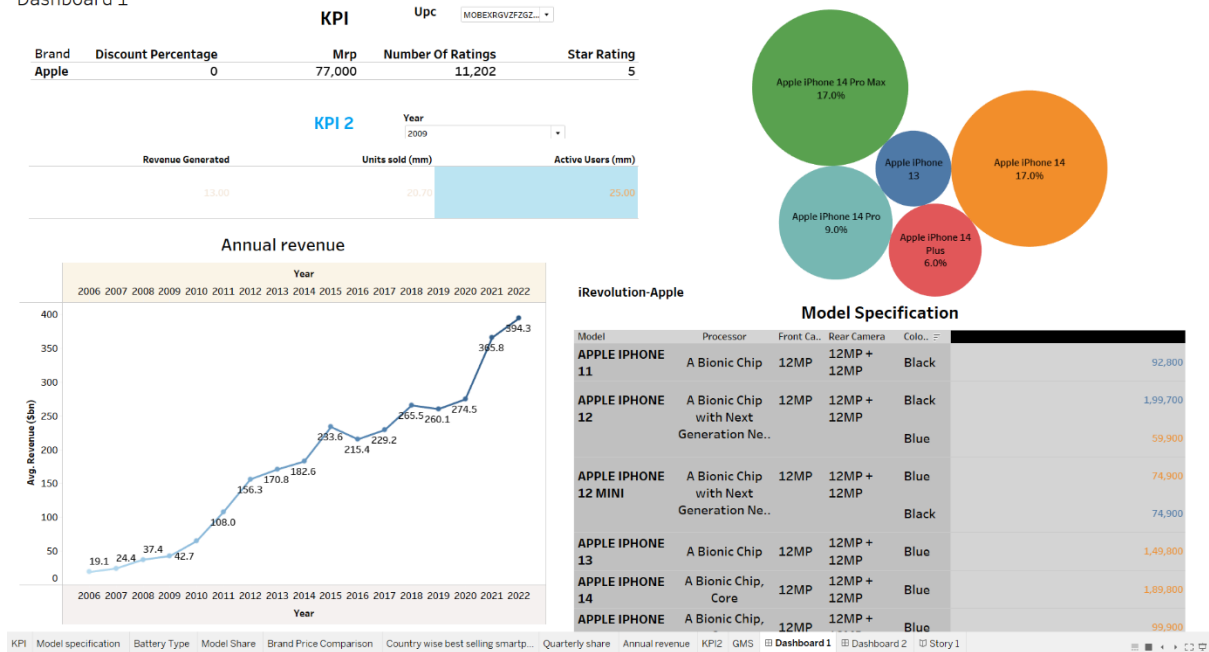
### Ideation & Brainstorming map



## Result

- 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.

## Dashboard 1



## Advantages

- Don't need to have any coding or programming skills to create stunning and informative dashboards, charts, maps and stories
- Apple provides software support for iPhones for many years. This means that iPhone users can continue to receive updates and security fixes for their devices long after they purchase them.

## Disadvantages

- Challenges in learning tableau may include understanding how data works, data preparation, working with relational databases and working with joins.
- Apple's ecosystem is very closed. This means that iPhone users are limited to using Apple's own apps and services.

## Application

- As the market-leading choice for modern business intelligence, our analytics platform makes it easier for people to explore and manage data, and faster to discover and share insights that can business and the world.
- The iPhone has also had a profound impact on Indian society. It has made it easier for people to stay connected with friends and family, access information, and learn new things.

## Conclusion

- Though the dataset is complex or the dataset is very big, in tableau, we can create dashboards very easily and within less time.
- This case study has used a data-driven approach to explore the iPhone's impact in India. It has examined market penetration, customer preferences, economic ramifications, and societal changes.
- The findings of this case study suggest that the iPhone has had a positive impact on India. It has boosted the economy, created jobs, and empowered millions of people.

## Future Scope

- Tableau becomes evident that a Tableau developer's salary in India is pretty good and has even greater scope in the future. **Tableau is the future of Data analytics.**
- The future scope of the iPhone in India is very bright. The iPhone is a popular and premium smartphone brand, and it is well-positioned to benefit from the growth of the Indian smartphone market in the coming years.

## Appendix

[https://public.tableau.com/views/story\\_16970064691300/Story1?:language=en-US&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/story_16970064691300/Story1?:language=en-US&:display_count=n&:origin=viz_share_link)