# Ideation Phase
# Brainstorm & Idea Prioritization Template

| Date | 31 January 2026 |
|---|---|
| Team I | LTVIP2026TMIDS24308 |
| Project Name | iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India using Tableau |
| Maximum Marks | 4 Marks |

## Step-1: Team Gathering, Collaboration and Select the Problem Statement

**Step-2: Brainstorm, Idea Listing and Grouping**

**2**

## Brainstorm

Write down any ideas that come to mind
that address your problem statement.

⏱ 10 minutes

**Koushik**

Compare iPhone
sales and usage
trends across different
Indian states to
identify regions with
the highest market
penetration.

**Moulika**

Analyze income group
vs iPhone ownership
ratio using publicly
available datasets to
understand
affordability impact.

**Sravya**

Tableau to track
how Apple's market
share changes with
each new iPhone
launch over the last
5 years.

**Anunay**

Compare consumer
sentiment before and
after price drops or
festive season offers
using social media or
review data.

**3**

## Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all
sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is
bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

⏱ 20 minutes

**Cluster 1: Understanding
Market Penetration &
Regional Trends**

Compare iPhone sales across
different Indian states or cities
highest adoption rates and
detect patternto identify
regions with the
s over time. Use Tableau to
visualize regional disparities.

**Cluster 2: Analyzing Impact of
External Factors on iPhone
Sales**

Examine how events like pricing
changes, new iPhone launches,
import taxes, or COVID-19
affected iPhone sales and
consumer behavior across time
periods. Use Tableau to highlight
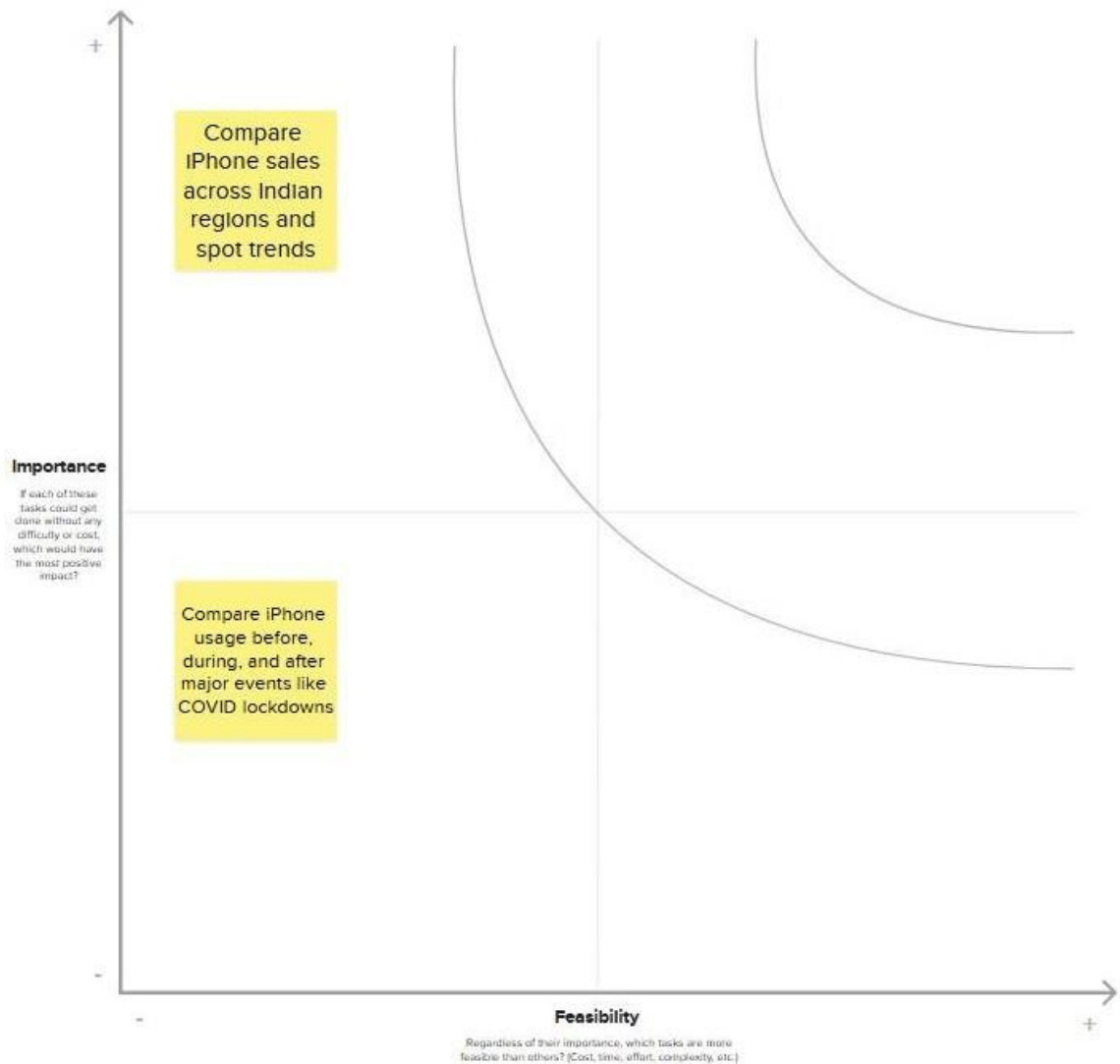these shifts.

**Step-3: Idea Prioritization**

**④**

**Prioritize**

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⏱ 20 minutes

**Importance**

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Compare iPhone sales across Indian regions and spot trends

Compare iPhone usage before, during, and after major events like COVID lockdowns

**Feasibility**

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

Submitted Template link:
https://app.mural.co/t/da9640/m/da9640/1750069641517/0f044a20c64822d02c0f812d3460c24477a5a6fa?sender=u47cabad28f7fc43c7e754820

**Conclusion (for Brainstorming & Prioritization Section)**
Through a structured brainstorming process, I explored multiple creative ideas related to analyzing the impact of Apple's iPhone in India using Tableau.

The ideas were then grouped into two meaningful clusters:

- **Understanding Regional iPhone Usage Patterns**

- **Analyzing Economic Influence on Ownership**

- **Studying Market Dynamics Over Time**

- **Impact of Offers and Sentiment Shifts**

Each idea was carefully prioritized based on its alignment with the project goals and feasibility, considering available data sources and Tableau's capabilities.

As a solo contributor, this process helped me gain clarity on which aspects to emphasize during development. The top-priority ideas will directly influence the structure and content of the dashboards, visual stories, and analytical insights built in Tableau.

Moving forward, these brainstormed insights will guide the next phases: data collection, dashboard creation, and integration into the final presentation.