Ideation Phase

Define the Problem Statements

Date	31 January 2026
Team ID	LTVIP2026TMIDS24308
Project Name	iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India using Tableau
Maximum Marks	2 Marks

Customer Problem Statement Template:

In this project, we aim to understand the challenges faced by tech-savvy Indian consumers and market analysts while engaging with data related to Apple's iPhone performance in India. By creating a problem statement from the user's perspective, we can identify their pain points, goals, and emotions. This structured approach helps in designing a user-focused solution using Tableau that addresses their real needs. The following table represents the customer problem statements built using empathy-driven insights gathered in the earlier phase.

I am	A Tech-savvy Indian consumer or market analyst interested in Apple's iPhone trends and performance in India.
I'm trying to	Understand, compare, and analyze iPhone pricing, usage growth, and regional adoption patterns across India.
But	The data is scattered, unstructured, and difficult to compare across time and demographics.
Beacuse	The insights are spread across multiple blogs, review sites, news sources, and lack an interactive, visual dashboard.
Which makes me feel	Confused, overwhelmed, and uncertain about deriving meaningful insights or making informed decisions.

Reference: https://miro.com/templates/customer-problem-statement/

Example:

I'm an	I'm trying to	But	Because	Which makes me
I'm an tech-savvy consumer and market analyst interested in Apple's iPhone trends country.	Understand, compare, and analyze iPhone pricing, usage growth, and regional adoption patterns across country.	The data is scattered across sources and lacks a clear, unified structure for meaningful insights.	The information is spread across blogs, review videos, market reports, and lacks an interactive visual dashboard.	Consider develop overall an analysis about pattern of iPhone Usage in country dashboard.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A **tech-savvy Indian consumer** interested in Apple products	Understand iPhone pricing, trends, and product value in India	Data is fragmented and inconsistent	Market trends are spread across blogs, videos, and websites, lacking visual clarity	Confused, skeptical, and unsure about upgrade decisions
PS-2	A **business student or analyst** studying smartphone market trends	Analyze Apple's market share and consumer adoption patterns	Public data is not presented in an interactive or comparative manner	There are no region-wise or income-segment insights in a visual dashboard format	Limited in insights and unable to draw conclusions from raw data