

1. INTRODUCTION

1.1. Project Overview

The iRevolution project aims to explore and analyze the impact of Apple's iPhone in the Indian market using powerful visual analytics. By leveraging Tableau, this project brings together multiple dimensions of iPhone-related data such as pricing, specifications, reviews, discounts, and market share to deliver clear, interactive dashboards. It transforms complex datasets into intuitive visual stories, helping stakeholders derive insights faster and more effectively.

1.2. Purpose

The main purpose of this project is to assist product analysts, marketing teams, and decision-makers in understanding how various iPhone models perform across different Indian regions and quarters. By using a data-driven approach, the project provides a platform to explore trends in sales, user preferences, and key performance indicators, thus encouraging smarter decision-making in pricing, promotion, and feature planning.

2. IDEATION PHASE

2.1. Problem Statement

Problem Statement 1:



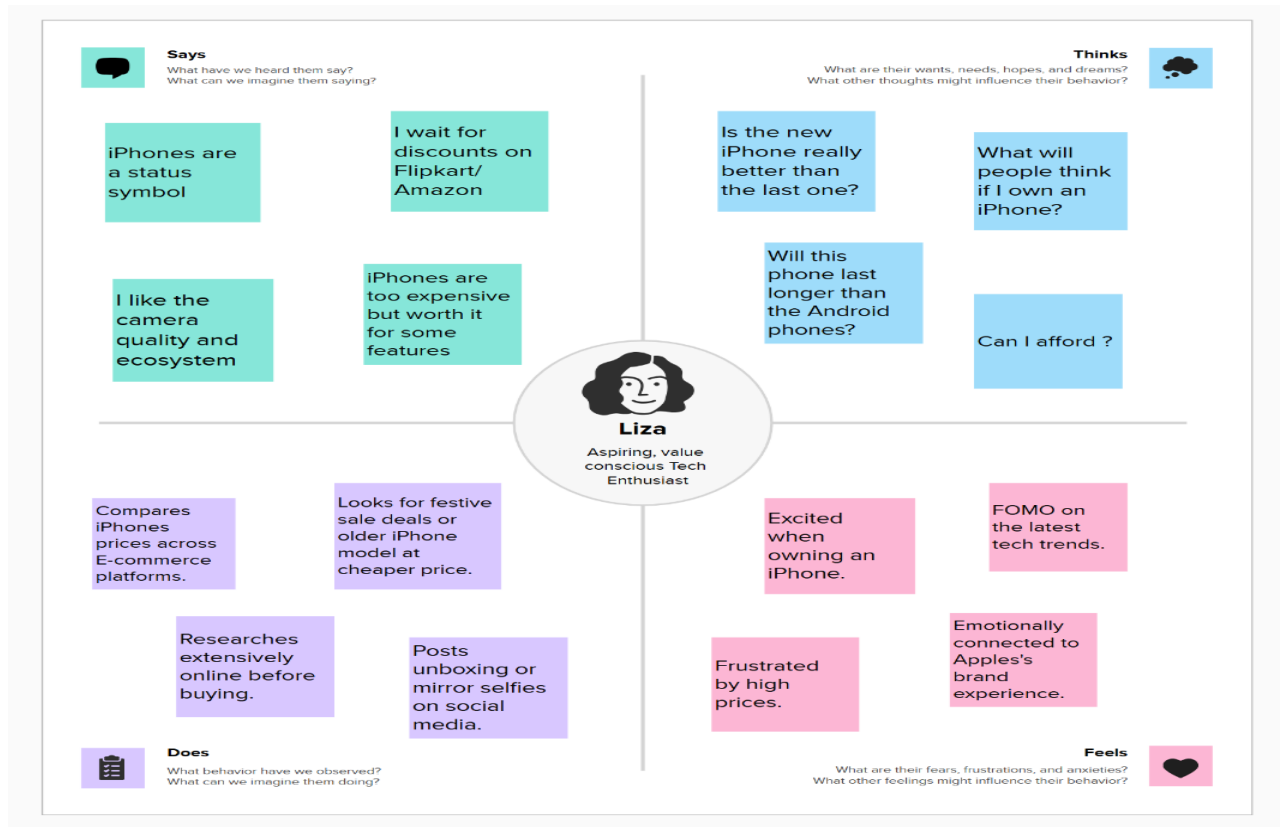
Problem Statement 2:



Problem Statement (PS)	I am	I'm trying to	But	Because	Which makes me feel
PS-1	Smartphone Buyer	Find a smartphone that balances brand value, features and cost	iPhones are expensive and it's hard to justify the extra price.	There is no clear, centralized comparison of long-term benefits.	Conflicted between aspiration and affordability.
PS-2	Apple Market Strategist or Analyst	Understand the iPhone's market Impact in India	Most data are global, fragmented or lacks India-specific insights.	Research on India's unique consumer behaviour and economic factors is limited.	Uncertain about how to expand Apple's market share effectively.

2.2 Empathy Map Canvas

Team : Ashish Kumar, Shrirang Bondre



2.3. Brainstorming



Brainstorm & idea prioritization

iRevolution : A data-driven exploration of Apple's iPhone impact in India using Tableau

🕒 10 minutes to prepare

🕒 1 hour to collaborate

👤 2 people

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

PROBLEM

How might we enable Apple's market strategies to gain actionable, India-specific insights into iPhone market penetration, consumer behaviour and social-economic impact, so they can design better growth strategies ?



Key rules of brainstorming

To run a smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.



Go for volume.



If possible, be visual.

2

Brainstorm

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

10 minutes

TIP
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

Person 1

Visualize iPhone sales growth

Show the impact of iPhone penetration on consumer lifestyles

Analyze consumer behaviour towards price changes, discounts, EMI offers & sales periods.

Link revenue growth to iPhone sales and users.

Compare iPhone with Android competitors in terms of features, ratings & pricing.

Person 2

Map consumer choices using product specifications.

Identify top-selling iPhone models by geography.

Visualize quarterly market shares.

Analyze reviews from E-commerce and social media to capture satisfaction & complaints.

Revenue breakdown by regions.

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 can break it up into smaller sub-groups.

20 minutes

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Market & Sales Analysis

Visualize iPhone sales growth

Identify top-selling iPhone models by geography.

Compare iPhone with Android competitors in terms of features, ratings & pricing.

Visualize quarterly market shares.

Consumer behaviour & Economics

Map consumer choices using product specifications.

Analyze consumer behaviour towards price changes, discounts, EMI offers & sales periods.

Revenue Generated

Link revenue growth to iPhone sales and users.

Revenue breakdown by regions.

Cultural & Trend Impact

Show the impact of iPhone penetration on consumer lifestyles

Sentiment & Feedback

Analyze reviews from E-commerce and social media to capture satisfaction & complaints.

4

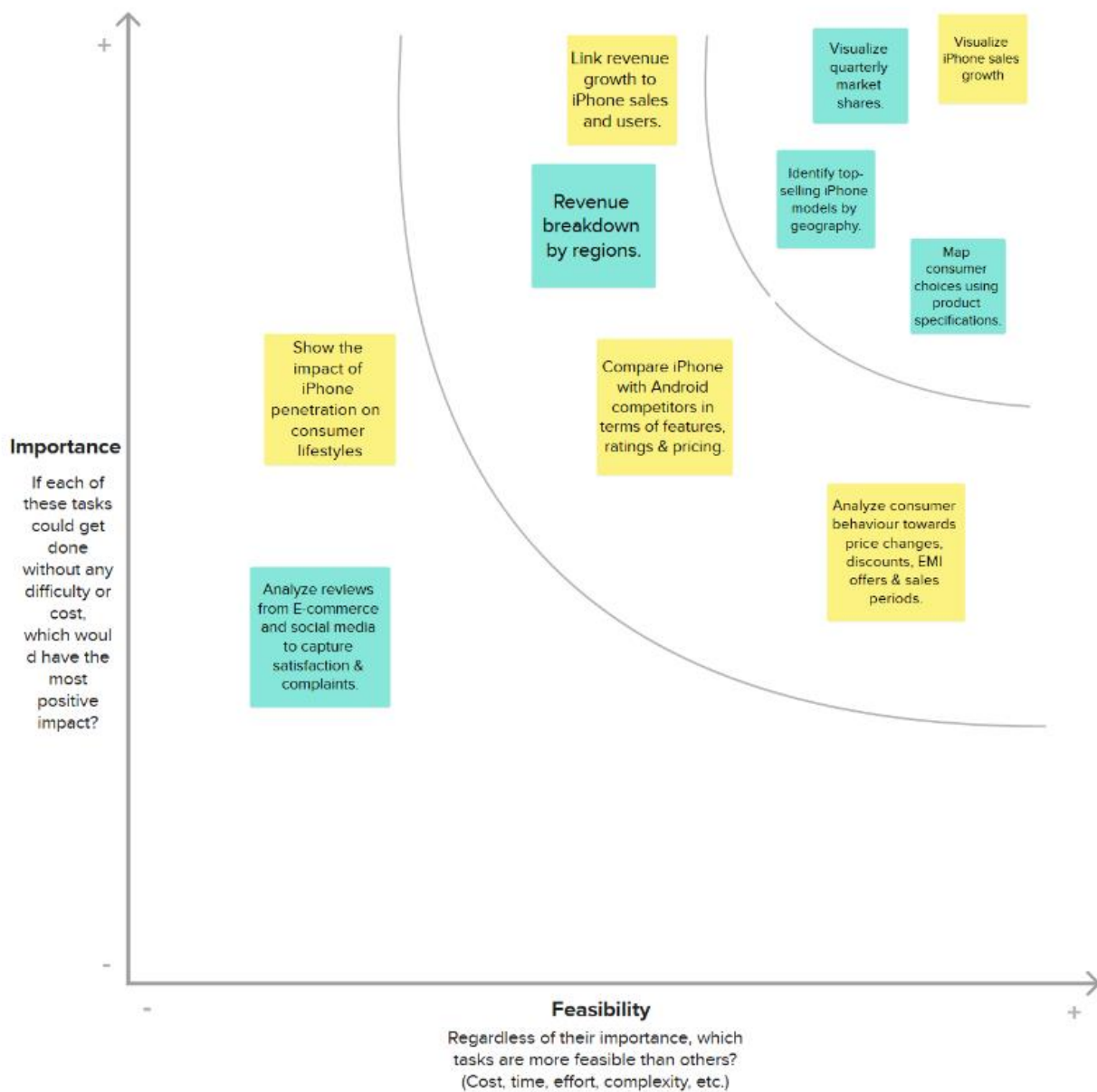
Prioritize

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












TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.



3. REQUIREMENT ANALYSIS

3.1. Customer Journey Map

 Scenario: An Indian consumer's journey from discovering to using an iPhone	 Entice How does someone become aware of this service?	 Enter What do people experience as they begin the process?	 Engage In the core moments in the process, what happens?	 Exit What do people typically experience as the process finishes?	 Extend What happens after the experience is over?
 Experience steps What does the person (or people) at the center of this scenario typically experience in each step?	<div>Sees iPhone ads on TV/ Social media</div> <div>Notifies friends using iPhones</div>	<div>Compares prices online</div> <div>Checks Flipkar/ Amazon reviews</div>	<div>Sets up iPhone</div> <div>Uses camera, iCloud, Facetime etc.</div>	<div>Faces slowdown or battery decline</div> <div>Considers upgrading</div>	<div>Buys new iPhone</div> <div>Refers brand to friends</div>
 Interactions What interactions do they have at each step along the way? ■ People: Who do they see or talk to? ■ Places: Where are they?	<div>People: Friends, influencers, sales reps</div> <div>Places: YouTube, Instagram, Flipkart, retail stores</div>	<div>People: Salesperson, online reviewers</div> <div>Places: Amazon, Reliance Digital, Flipkart</div>	<div>People: Apple Support, friends for setup help</div> <div>Place: Settings, App Store, iCloud</div>	<div>People: Service centre staff, buyers</div> <div>Places: Apple Store, OLX, Flipkart</div>	<div>People: Friends, Apple reps</div> <div>Places: Apple community forums, support app</div>
 Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<div>I want to own a premium phone</div> <div>I want a good camera and long-lasting performance. I want to stand out</div>	<div>I want a secure and Durable device</div> <div>Help me find the best value iPhone</div>	<div>I want great camera and security</div> <div>Stay connected and productive</div>	<div>Should I upgrade or Repair?</div> <div>Can I sell this at good price ?</div>	<div>Stay in the Apple Ecosystem</div> <div>Keep my data and apps secure</div>
 Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<div>Watching aesthetic iPhone content</div> <div>First Hand Experience at Apple Store</div>	<div>Discovering discounts or sale offers</div> <div>Easy EMI calculations</div>	<div>iOS interface smoothness</div> <div>Camera Performance</div>	<div>Good resale value for recent models</div> <div>Trade in availability</div>	<div>Ecosystem continuity</div> <div>Long-term trust in brand</div>
 Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<div>Price Shock</div> <div>Uncertainty about resale value</div>	<div>High Import duties</div> <div>No charger in the box</div>	<div>Limited Customization</div> <div>Lack of expandable storage</div>	<div>Battery performance decline</div> <div>High repair costs</div>	<div>Difficulty in transferring data to android</div> <div>Accessories costs more than alternative</div>
 Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested?	<div>Showcase affordable older models</div> <div>Promote EMI offers clearly</div>	<div>Bundle Offers with accessories</div> <div>Transparent trade-in process</div>	<div>Offer regional language tutorial</div> <div>Affordable AppCare in India</div>	<div>Clear Upgrade Plans</div> <div>Loyalty Programs</div>	<div>Referral reward program</div> <div>Affordable cross-device sync</div>

3.2 Solution requirement

Functional Requirements:

Following are the functional requirements of the proposed solution.

Team : Ashish Kumar, Shrirang Bondre

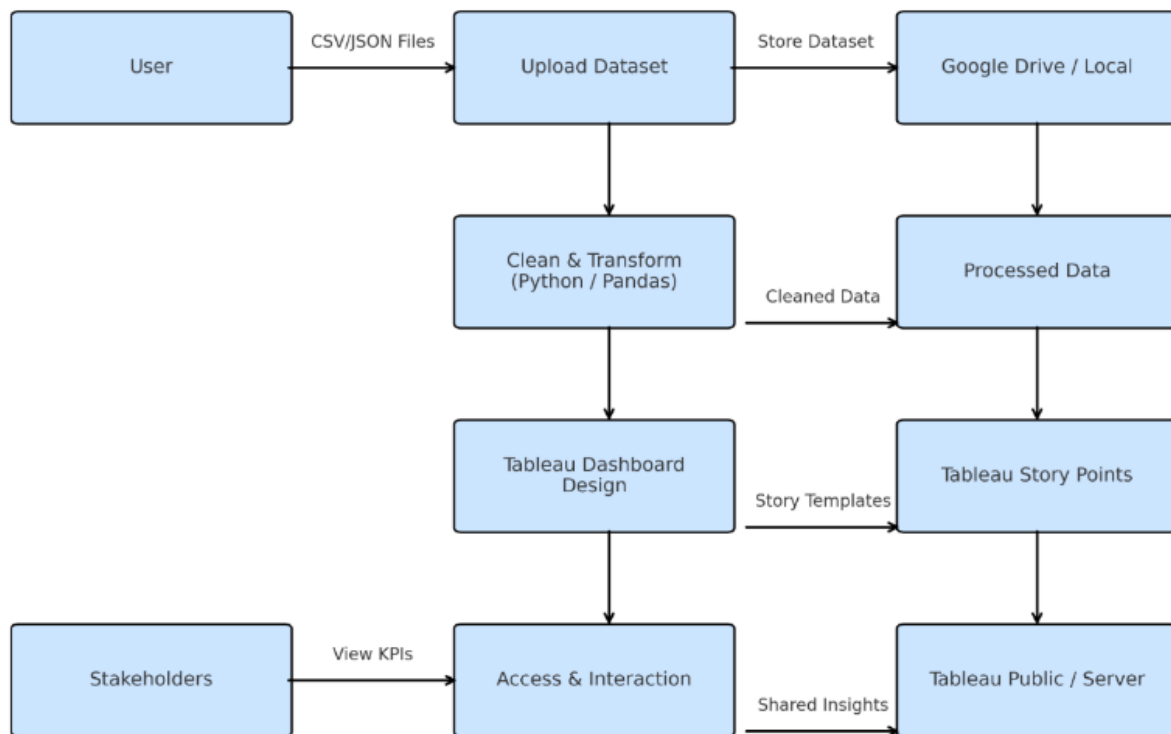
FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	Interactive KPI Dashboard	Display revenue, units sold, active users and discount percentage filtered by year and region.
FR-2	Model & Specification Analytics	Allows users to compare iPhone models based on features like display size, battery type, RAM and camera.
FR-3	Quarterly Market Share Visualization	Displays brand-wise share in India across four quarters using Donut and Bar charts.
FR-4	Pricing Pattern Insights	Visualizes average price distribution and discount trends by feature and battery type.
FR-5	Geo-Map Representation	Shows Apple's regional performance across Indian states.
FR-6	Story-based Dashboard Navigation	Sequential story view explaining Apple's performance journey with narrative captions.

Non-functional Requirements:

Following are the non-functional requirements of the proposed solution.

FR No.	Non-Functional Requirement	Description
NFR-1	Usability	Dashboards are user-friendly, intuitive and responsive on various devices.
NFR-2	Security	Ensuring all uploaded datasets are stored locally or in secure cloud storage with restricted access.
NFR-3	Reliability	Dashboards should display data consistently without visual or data loss or misrepresentation.
NFR-4	Performance	Dashboards must load within 2-4 seconds even with filters applied.
NFR-5	Availability	Dashboards must be available via Tableau Public/Server with 99.9% uptime.
NFR-6	Scalability	The framework should support future data addition (e.g. new models or regions).

3.3 Data Flow Diagram



3.4 Technology Stack

S. No.	Component	Tools/Technology	Purpose
1	Data Source	CSV, xlsx, JSON files	Raw smartphone sales and specification data.
2	Data Processing	Tableau Prep Builder	Handling missing values and data inconsistencies.
3	Visualization	Tableau Desktop	Creating Interactive Dashboard and Stories.
4	Storage	Google Drive / Local	Storing Raw and Processed Datasets.
5	Collaboration	Google Docs	Team Communication and report writing.

6	Deployment	Tableau Public / Server	Dashboards sharing and stakeholder access.
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4. Project Design

4.1. Proposed Solution Fit

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> >Urban india smartphone buyers (age 18-40) > Influencers, tech-reviewers, analysts and students. > Price conscious yet aspirational . 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> >High iPhone pricing compared to average income > Limited EMI options in tier 2,3 cities > Confusion due to multiple models and specifications 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> > Android phones with similar features with lower price > Mid-range alternatives from Xiaomi,Samsung,OnePlus > Buying older iPhones at discounted rates. 	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> > Compare Apple's offerings with competitors > Evaluate value from consumer reviews and specs > Track pricing trends and market growth. 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> > Lack of centralized,visualized insights for iPhone pricing, model value and user sentiment in india > Data is scattered(Flipkart, Apple) > Consumers make decisions based on incomplete information. 	7. BEHAVIOUR BE <ul style="list-style-type: none"> > Search on YouTube and Google for comparisons > Rely on influencers opinions and review articles. > Ask friends or visit store to explore features . 	
Focus on J&P, tap into BE, understand RC	3. TRIGGERS TR <ul style="list-style-type: none"> > Festive sales like Big Billion Days or Diwali > Social media trend or Influencer promotion > Launch of new iPhone models. 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> > A tableau based interactive dashboard analyzing: <ol style="list-style-type: none"> 1. iPhone model-wise pricing, rating and trend analysis 2. Comparisons with android alternatives 3. Regional market share and sentiment patterns 4. Helps consumers make informed, data-backed decision 	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE <ul style="list-style-type: none"> > YouTube (Tech reviews) > Flipkart, Amazon product pages > Google search companies > Forums(Reddit,Quora, Apple Community) 	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM Before: <ul style="list-style-type: none"> > Confused ,unsure about specs and price value > FOMO due to social hype After: <ul style="list-style-type: none"> > Confident, proud after buying an iPhone > Satisfaction with the camera quality. 		8.2 OFFLINE <ul style="list-style-type: none"> > Apple authorized stores > Retail electronics chains (Croma, Reliance digital) > Word of mouth from friends/family. 	

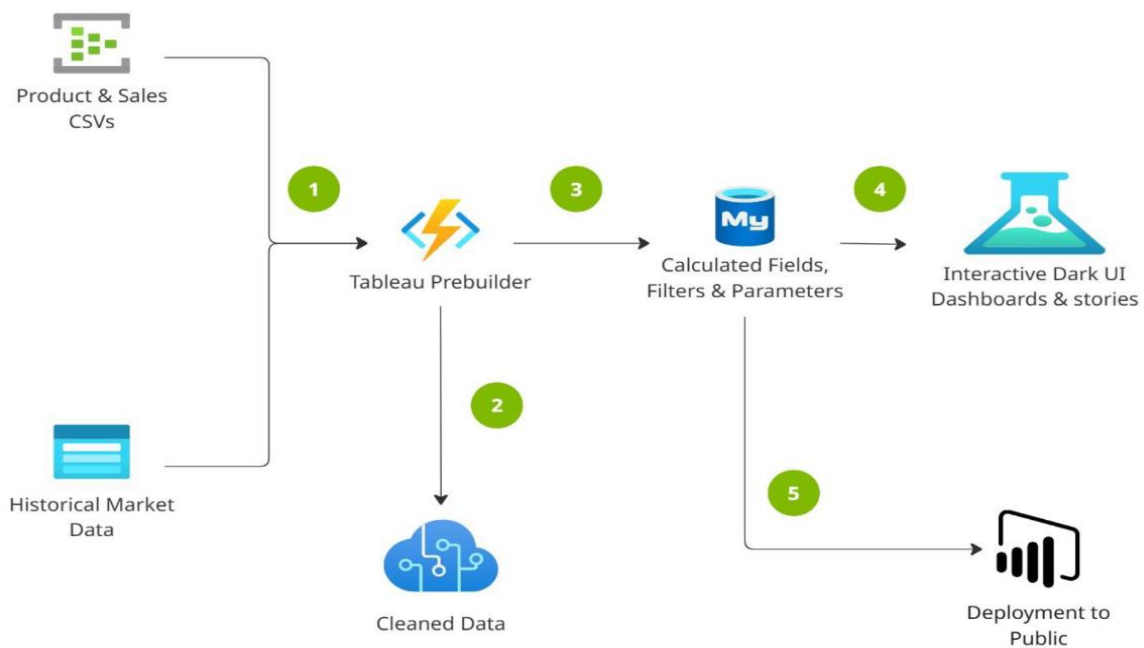
4.2. Proposed Solution

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	How might we enable Apple's market strategies to gain actionable, India-specific insights into iPhone market penetration, consumer behaviour and social-economic impact, so they can design better growth strategies.
2.	Idea / Solution description	We're building an easy-to-use, interactive Tableau dashboard that brings together sales data, model-wise comparisons, user reviews,

		and pricing trends for iPhones in India. This tool will help users visually explore iPhone insights, compare with other brands, and make smarter, data-backed decisions all in one place.
3.	Novelty / Uniqueness	<ul style="list-style-type: none"> • It's a one-stop visual platform for understanding iPhone performance in India • Combines sales data, pricing, reviews, and model popularity, all under one dashboard • Simplifies complex information into interactive charts, helping both tech and non-tech users • Useful for consumers, analysts, students and smartphone sellers alike.
4.	Social Impact / Customer Satisfaction	<ul style="list-style-type: none"> • Empowers users to make informed buying decisions and avoid impulse purchases. • Builds trust by reducing confusion and bringing transparency to product value. • Helps middle-income and first-time iPhone buyers understand what they're really paying for. • Makes smartphone data accessible to everyone, not just analysts.
5.	Business Model (Revenue Model)	<ul style="list-style-type: none"> • Start free: open access to the core dashboard. • Offer premium features like deep insights, downloadable reports, and model comparisons. • Partner with retailers or blogs for affiliate insights. • Long-term potential to license data tools to smartphone companies or educational platforms.
6.	Scalability of the Solution	<ul style="list-style-type: none"> • Can easily scale to include other brands (Samsung, OnePlus, etc.) or new Apple products (iPads, Macs). • Can expand regionally or globally with more datasets.

		<ul style="list-style-type: none"> With the right UI, this could evolve into a full web/mobile app for tech shoppers. New data sources (social media trends, pricing predictions) can be added over time.
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4.3. Solution Architecture



5. PROJECT PLANNING & SCHEDULING

5.1. Project Planning

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6. FUNCTIONAL & PERFORMANCE TESTING

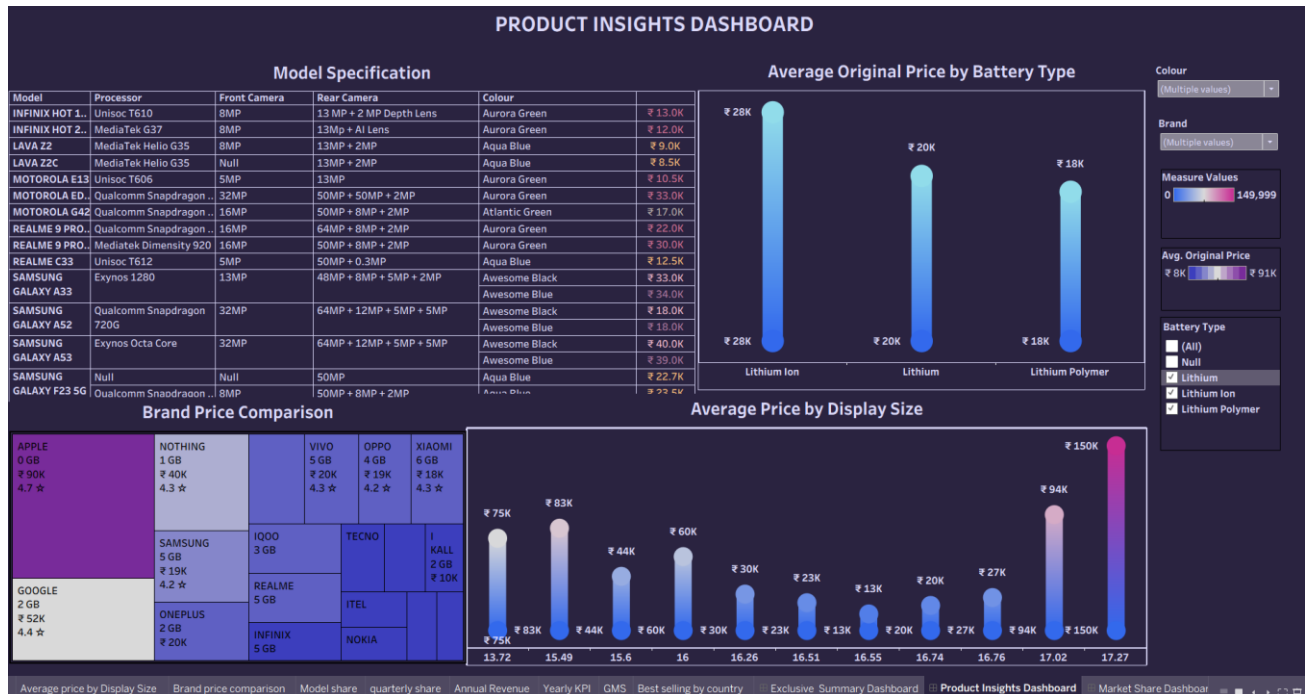
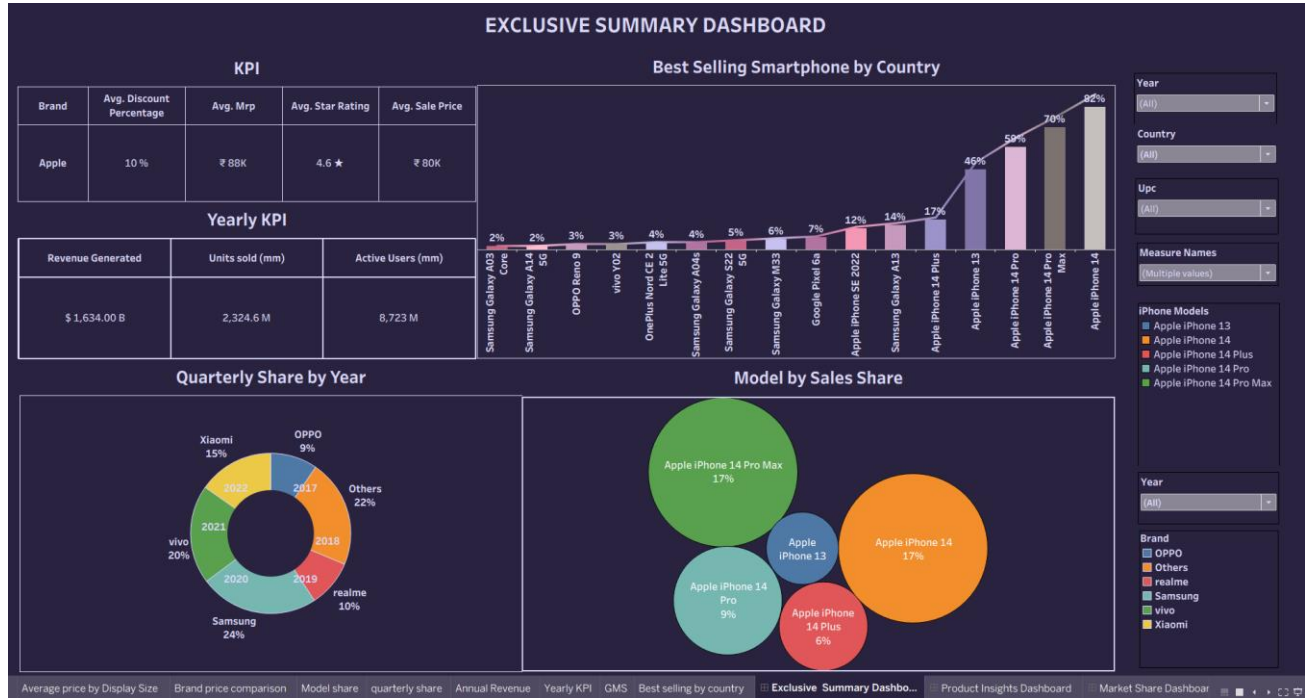
6.1. Performance Testing

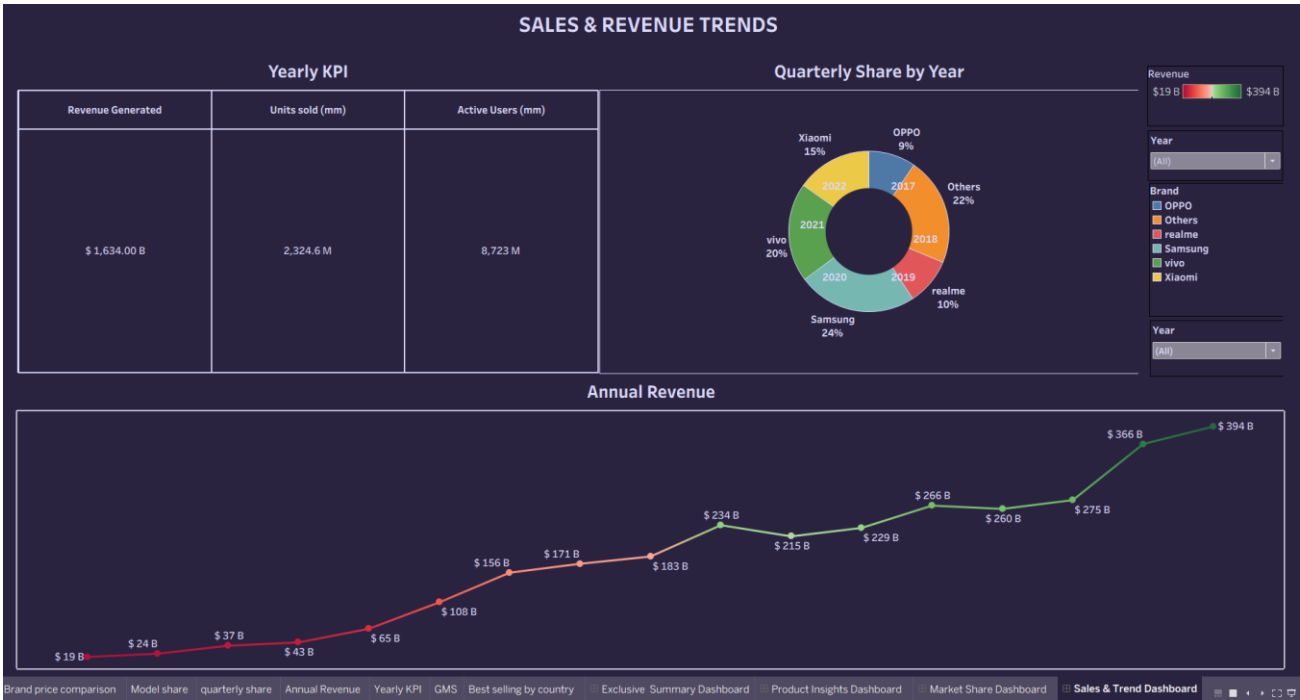
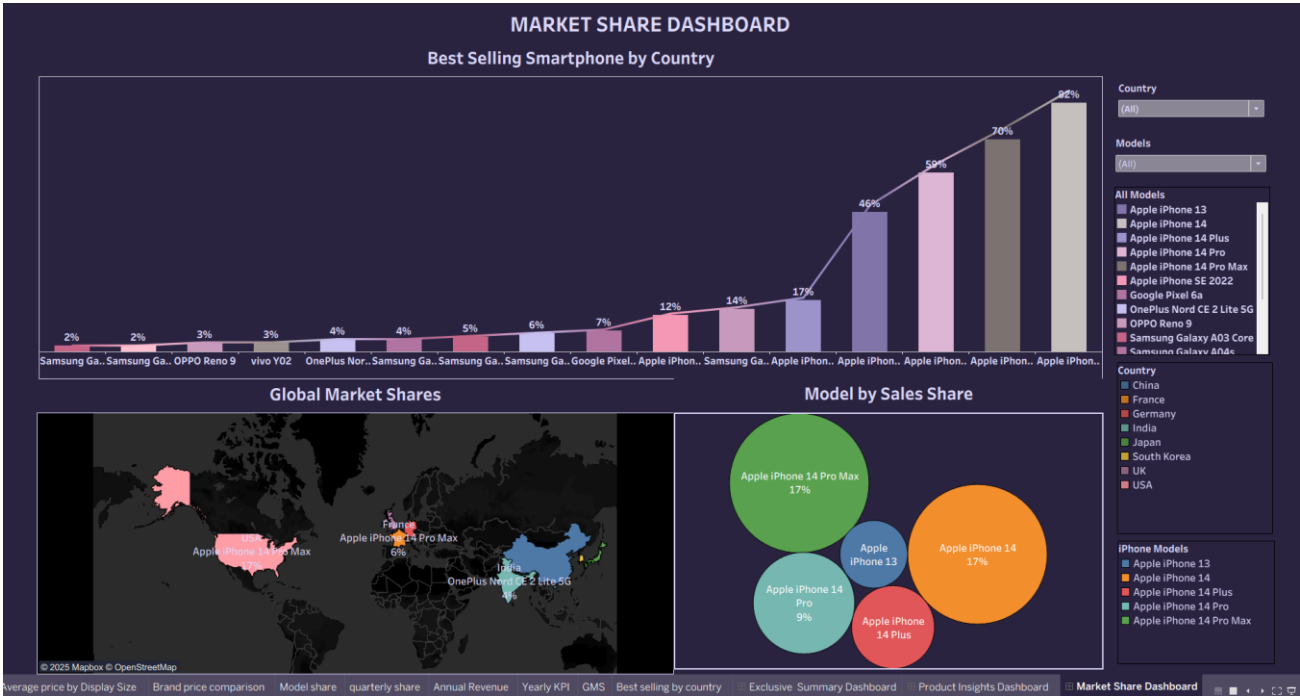
S.No.	Parameter	Screenshot / Values
1.	Data Rendered	Rendered from cleaned CSV files with Apple iPhone specifications, regional sales, quarterly performance, annual revenues, etc. Loaded ~ 800+ rows.
2.	Data Preprocessing	Handling NULL values, feature mappings applied for battery type, standardized formats, removing data inconsistencies, display size, model grouping and quarter classifications.
3.	Utilization of Filters	Applied Tableau Filters for Brand, Year, RAM, Display size, Battery Type and Quarter. All responsive under 2-3 seconds.
4.	Calculation fields Used	<ul style="list-style-type: none">• Average Price by Spec• Discount Percentage• Revenue Trends by Year• Brand-wise Quarterly Share• KPI Metrics
5.	Dashboard design	No of Visualizations / Graphs – 4 Dashboards
6	Story Design	No of Visualizations / Graphs – 2 stories with 4 story points each

7. RESULTS

7.1. Output Screenshots

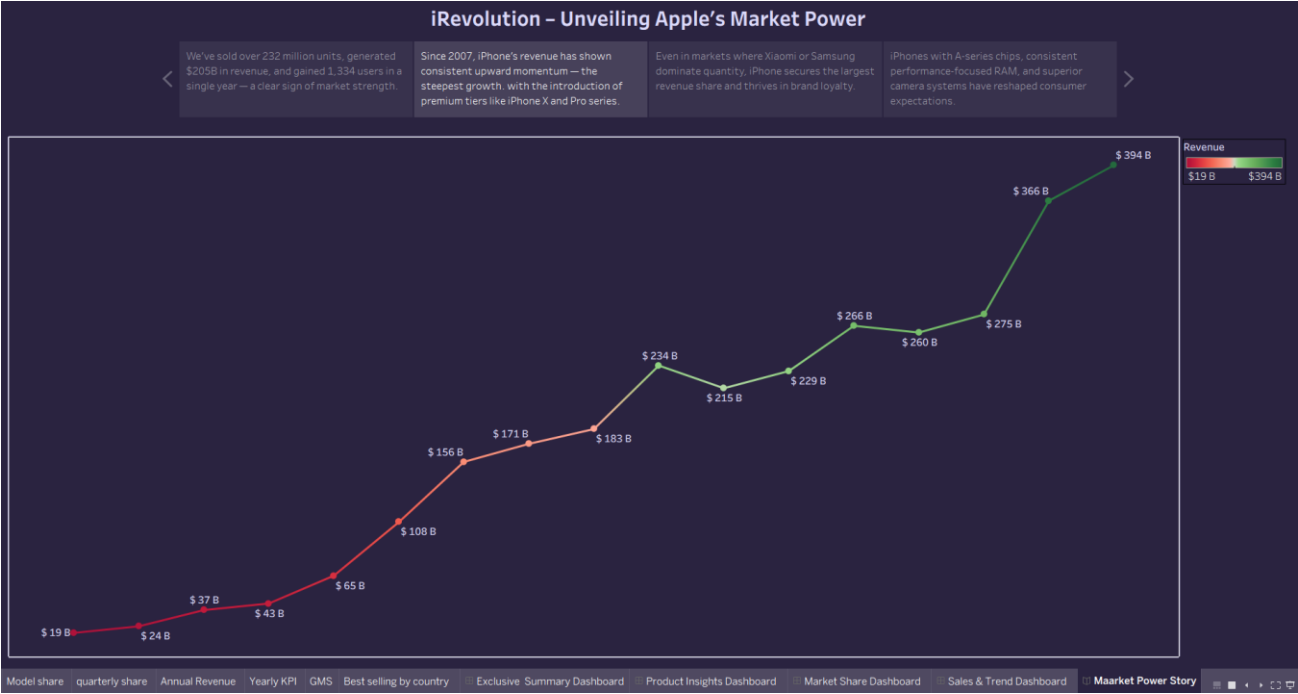
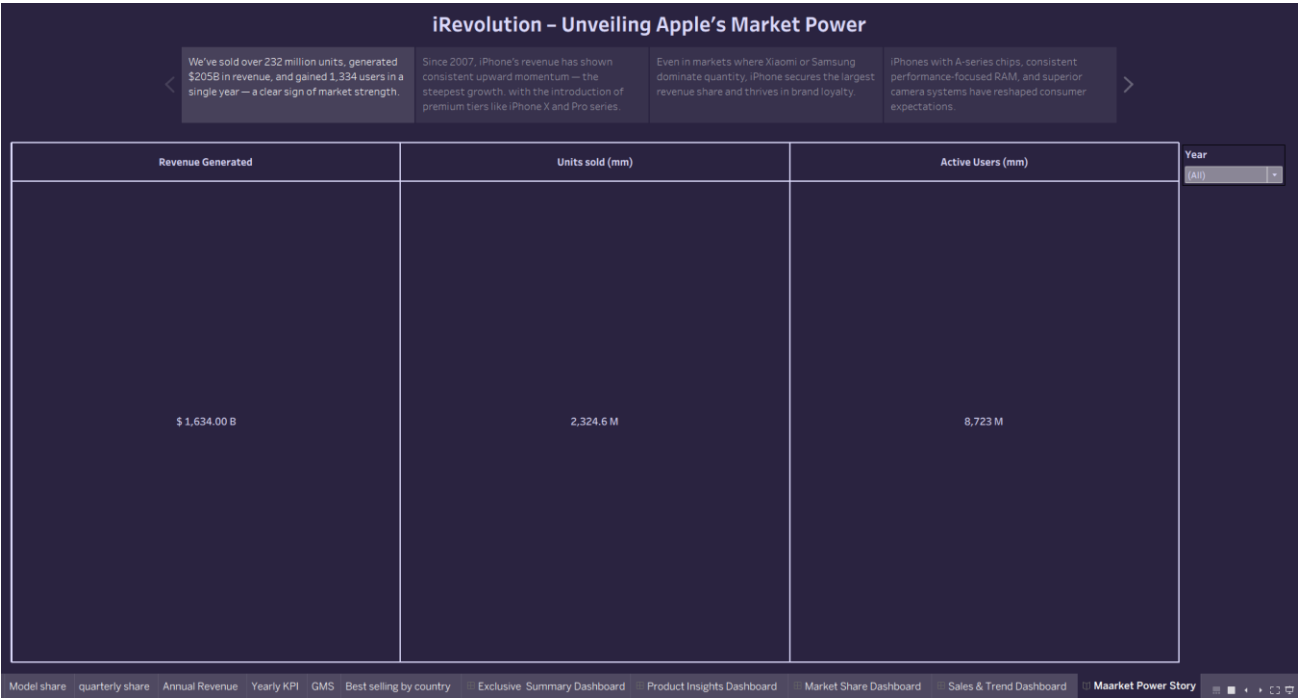
Dashboards:

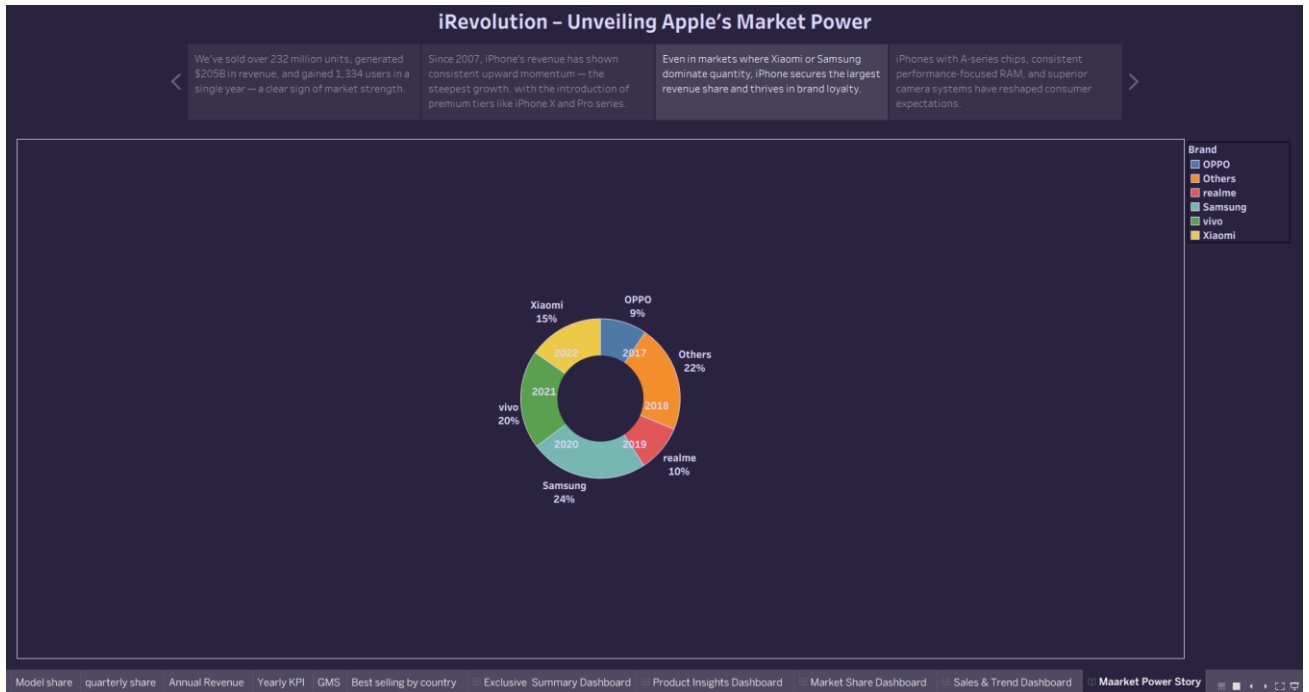




Story 1 Outputs:

Team : Ashish Kumar, Shrirang Bondre





iRevolution – Unveiling Apple's Market Power

We've sold over 232 million units, generated \$205B in revenue, and gained 1,334 users in a single year — a clear sign of market strength.

Since 2007, iPhone's revenue has shown consistent upward momentum — the steepest growth, with the introduction of premium tiers like iPhone X and Pro series.

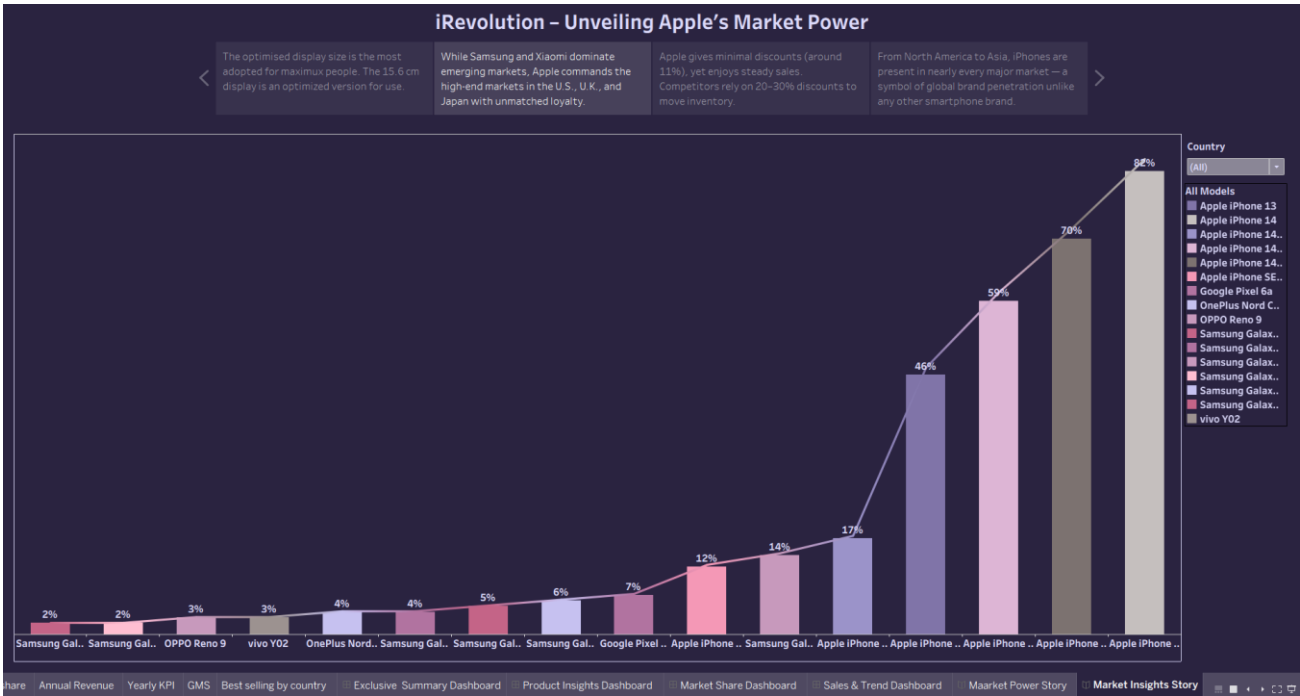
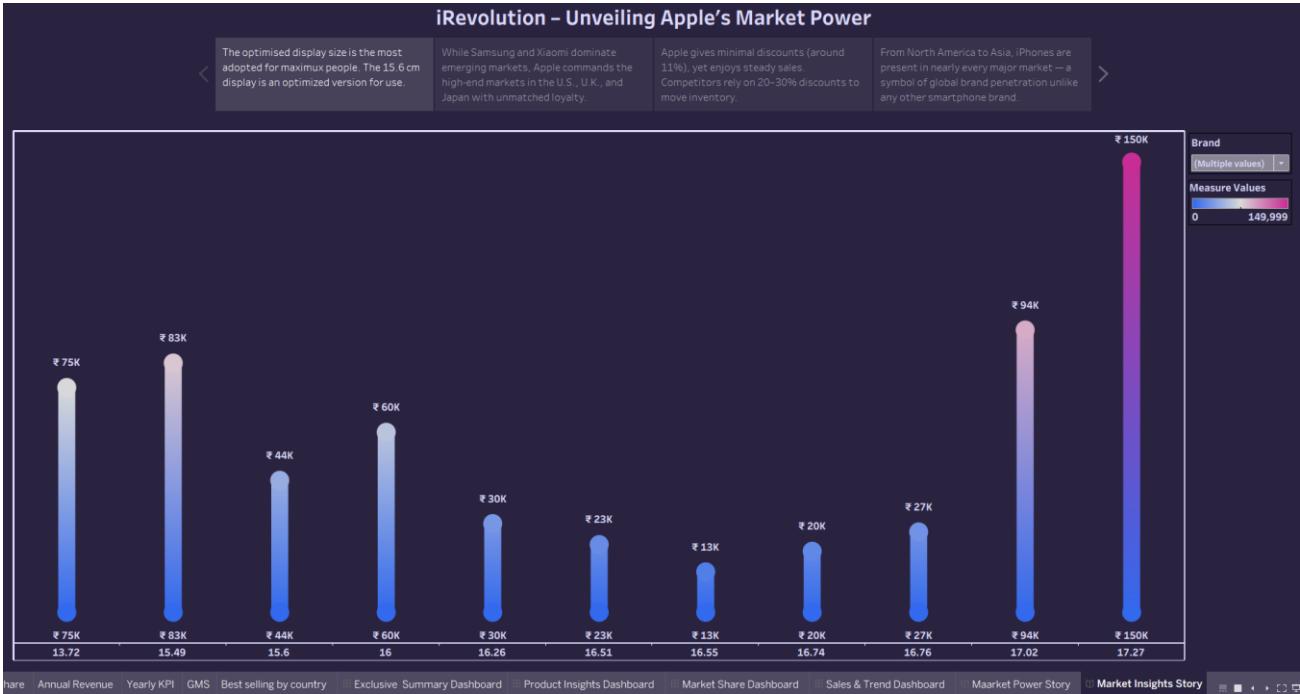
Even in markets where Xiaomi or Samsung dominate quantity, iPhone secures the largest revenue share and thrives in brand loyalty.

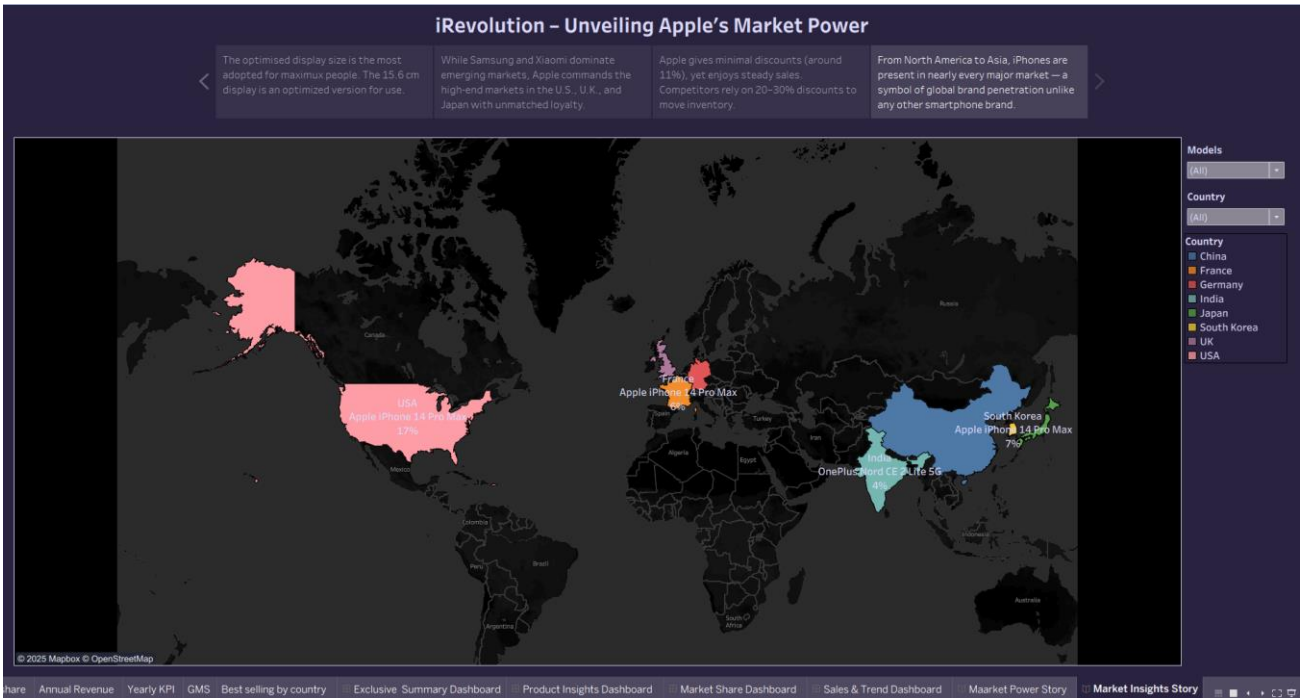
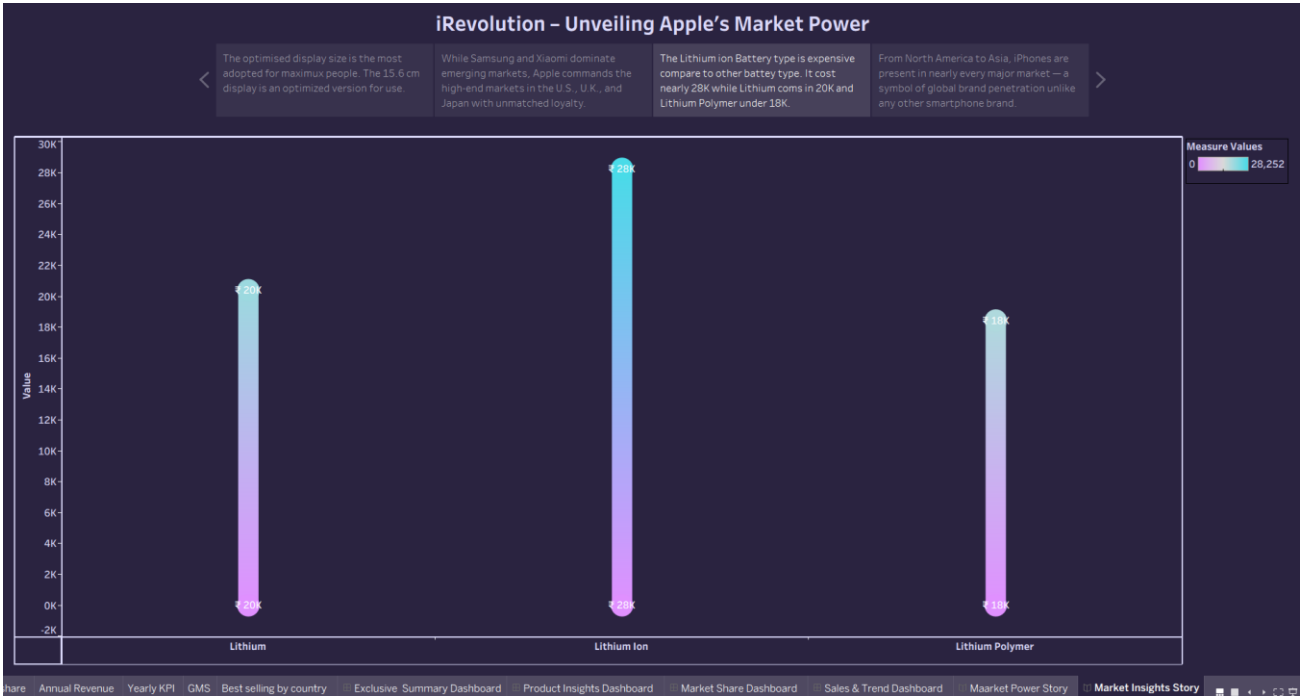
IPhones with A-series chips, consistent performance-focused RAM, and superior camera systems have reshaped consumer expectations.

Model	Processor	Front Camera	Rear Camera	Colour		Colour
INFINIX HOT 11 2022	Unisoc T610	8MP	13 MP + 2 MP Depth Lens	Aurora Green	₹ 13.0K	(Multiple values)
INFINIX HOT 20 PLAY	MediaTek G37	8MP	13Mp + AI Lens	Aurora Green	₹ 12.0K	
LAVA 22	MediaTek Hello G35	8MP	13MP + 2MP	Aqua Blue	₹ 9.0K	
LAVA 22C	MediaTek Hello G35	Null	13MP + 2MP	Aqua Blue	₹ 8.5K	
MOTOROLA E13	Unisoc T606	5MP	13MP	Aurora Green	₹ 10.5K	
MOTOROLA EDGE 30	Qualcomm Snapdragon 778G Plus	32MP	50MP + 50MP + 2MP	Aurora Green	₹ 33.0K	
MOTOROLA G42	Qualcomm Snapdragon 680	16MP	50MP + 8MP + 2MP	Atlantic Green	₹ 17.0K	
REALME 9 PRO 5G	Qualcomm Snapdragon 695	16MP	64MP + 8MP + 2MP	Aurora Green	₹ 22.0K	
REALME 9 PRO+ 5G	Mediatek Dimensity 920	16MP	50MP + 8MP + 2MP	Aurora Green	₹ 30.0K	
REALME C33	Unisoc T612	5MP	50MP + 0.3MP	Aqua Blue	₹ 12.5K	
SAMSUNG GALAXY A33	Exynos 1280	13MP	48MP + 8MP + 5MP + 2MP	Awesome Black	₹ 33.0K	
				Awesome Blue	₹ 34.0K	
SAMSUNG GALAXY A52	Qualcomm Snapdragon 720G	32MP	64MP + 12MP + 5MP + 5MP	Awesome Black	₹ 18.0K	
				Awesome Blue	₹ 18.0K	
SAMSUNG GALAXY A53	Exynos Octa Core	32MP	64MP + 12MP + 5MP + 5MP	Awesome Black	₹ 40.0K	
				Awesome Blue	₹ 39.0K	
SAMSUNG GALAXY F23 5G	Null	Null	50MP	Aqua Blue	₹ 22.7K	
	Qualcomm Snapdragon 750G	8MP	50MP + 8MP + 2MP	Aqua Blue	₹ 23.5K	

Model share quarterly share Annual Revenue Yearly KPI GMS Best selling by country Exclusive Summary Dashboard Product Insights Dashboard Market Share Dashboard Sales & Trend Dashboard **Maarket Power Story**

Story 2 Outputs:





8. ADVANTAGES & DISADVANTAGES

Team : Ashish Kumar, Shrirang Bondre

- **Advantages:**
 - **User- Friendly Dashboards:** Intuitive interface
 - **Reusable Framework:** The dashboard model can be reused for other smartphone brands or markets by simply updating the dataset.
 - **Time-Saving:** Reduces the manual workload for analysts by providing ready-to-explore visualizations.
 - **Interactive Insights:** Real-time filtering and data slicing allow users to extract exactly what they need without manual intervention.
 - **Data-Driven Decision Making:** Helps strategists, marketers and executives make smarter, evidence-based decisions.
- **Disadvantages:**
 - **Platform Limitation:** Tableau Public may limit some functionality such as real-time backend connection and publishing privacy.
 - **Static Structure in Story:** While dashboards are interactives, Tableau stories have limited flexibility in dynamic narration.
 - **Dependence on Data Accuracy:** Insights are only as good as the quality of input data: inaccurate or outdated datasets could mislead.

9. CONCLUSION

The iRevolution project successfully demonstrates how data visualization, combined with user-centered design, can drive meaningful insights into Apple's iPhone performance in India. By integrating sales, pricing, feature-based specs, and regional market data into interactive Tableau dashboards, the project not only simplifies complex analytics but also empowers decision-makers to act with confidence. This end-to-end effort—from ideation to deployment—shows the real-world value of design thinking and data storytelling in business intelligence.

10. FUTURE SCOPE

- **Multi-brand Integration:** Extend the current dashboard to include competitor analysis (e.g., Samsung, Xiaomi).
- **Real-Time Data Connection:** Integrate live data sources (APIs or Google Sheets) to keep the dashboards updated automatically.
- **Sentiment Analysis Layer:** Add customer feedback and review analysis to supplement numeric insights with qualitative data.
- **Mobile Optimization:** Redesign dashboards for optimal viewing on tablets and mobile devices.
- **AI-Powered Forecasting:** Use predictive analytics to project future sales, pricing trends, or regional performance.

11. APPENDIX

Dataset Link :

<https://docs.google.com/spreadsheets/d/1p1ZWaYcEuFl5UNFcmNvpkXi3JnoHamut/edit?gid=1877446487#gid=1877446487>

GitHub & Project Demo Link:

<https://github.com/Ashish-kumar18/iRevolution-A-data-driven-exploration-of-Apple-s-iPhone-impact-in-India-using-Tableau>

Demo url:

<https://drive.google.com/file/d/1OWT66upgN2PIQZY4NpKlamE2f0H6lsl7/view?usp=sharing>

Tableau Public Link:

https://public.tableau.com/views/SmartbridgeProjectIR/ExclusiveSummaryDashboard?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link