

Project Design Phase-II
Solution Requirements (Functional & Non-functional)

Date	24 JUNE 2025
Team ID	LTVIP2025TMID52047
Project Name	iRevolution: strategic product placement analysis:unveiling sales impact using Tableau
Maximum Marks	4 Marks






Functional Requirements:

Following are the functional requirements of the proposed solution.

STRATEGIC PRODUCT PLACEMENT

Unveiling Sales Impact Using Tableau

Apple Product Performance

 Interactive KPI Dashboard <p>Highlight key performance triggers like revenue and discounts at executive touchpoints</p> <p>Tableau Implementation</p>	Strategic Placement Insight <p>Empower feature-centric targeting –e.g., tailor campaigns by which models/tech attract different customer segments</p> <p>Tableau Implementation</p>
 Quarterly Market Share Visualization <p>Enable competitive positioning by showcasing Apple's share evolution vs. competitors like Samsung</p> <p>Tableau Implementation</p>	 Pricing Pattern Insights <p>Uncover price perception barriers— informed pricing placement and bundling tactics</p> <p>Visualize pricing clusters and discount correlations with sales performance across battery/features</p>
 Geo-Map Representation <p>Strategically place promotional efforts in underperforming or high-growth Indian regions</p> <p>Use map layers with color-coded sales metrics per state</p> <p>Link to regional performance campaigns</p>	 Story-Based Dashboard Navigation <p>Guide decision-makers through Apple's growth journey using narrative placements</p> <p>Design dashboards as a sequence of "data chapters" with commentary—turn analysis into action</p>

Non-functional Requirements:

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

FR No.	Non-Functional Requirement	Description
NFR-1	Performance	Dashboards must load within 3–5 seconds even with filters applied.

NFR-2	Scalability	The framework should support future data addition (e.g., new models or regions).
NFR-3	Responsiveness	Dashboard layout should be usable on laptops and projectors during presentations.
NFR-4	Performance	The interface must be simple, readable, and require no technical background to explore.
NFR-5	Usability	Use a dark theme with eye-comfort colors and clear legends to reduce user fatigue.
NFR-6	Data Accuracy	Ensure calculations (KPIs, averages, comparisons) are correctly validated against source files.

