Project Design Phase
Proposed Solution Template

Date	24 JUNE 2025
Team ID	LTVIP2025TMID52047
Project Name	iRevolution: : strategic product placement analysis:unveiling sales impact using Tableau
Maximum Marks	2 Marks

Proposed Solution:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	apple lacks a **centralized, interactive system** to visualize **feature, price, and region-level impact** of iPhones in India. This restricts the ability to make **data-driven localization, pricing, and marketing decisions**.
2.	Idea / Solution description	An immersive **dark-themed dashboard** using **Tableau or Power BI** with drag-and-drop interactivity. Designed with **adaptive layout** for different screen sizes (mobile/desktop) and optimized for **executive storytelling**.
3.	KPIs Embedded	☑ Feature popularity by market segment ⚲ Geo-specific price elasticity 🎯 SKU-wise sales velocity ▢ Purchase funnel drop-off by region 💬 Sentiment score from social/voice-of-customer channel
4.	Social Impact / Customer Satisfaction	Boosts confidence and agility for marketing/product teams to localize campaigns and features. Helps build **trust with regional stakeholders**, reduces time spent in data prep and unlocks faster iteration cycles.
5.	Business Model (Revenue Model)	This solution can be packaged as a subscription-based internal tool or consultancy model where other OEMs or market agencies can adopt the dashboard framework tailored to their brand data.
6.	Scalability of the Solution	The dashboard framework is scalable to other countries, brands, or product categories. Only the dataset and labels need to be updated — the core logic and layout remain reusable across contexts.