

# IRevolution: A Data Driven Exploration Of Apple's iPhone Impact in India

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## 1. Introduction

- **Project Title:** IRevolution- A Data Driven Exploration of Apple's iPhone Impact in India.

- **Team Members:**

- N. Dharani – Data collection & Extraction, Data preparation, Data Visualization, Performance testing & Web Integration.
- N. Mahathi Sai Sree
- Mohith Sai
- Mohammad Abdul Rehman

## 2. Project Overview

- **Purpose:**

The purpose of this project is to analyze and visualize product placement performance across different regions and store segments. The project aims to assist businesses in making data-driven decisions for maximizing product visibility and customer reach.

- **Features:**

- Interactive Tableau Dashboard
- Tableau Story highlighting key insights and KPIs
- Embedded visualizations into a responsive HTML website
- Clean UI with section-wise layout for both dashboard and story

## 3. Architecture

- **Frontend:**

- Simple HTML5 and CSS3 website
- Responsive layout with embedded Tableau visualizations

- **Backend:**

- No backend server required (static website)
- All logic handled on client-side with Tableau JavaScript API

- **Database:**

- Not applicable (data hosted on Tableau Desktop)

## 4. Setup Instructions

- **Prerequisites:**

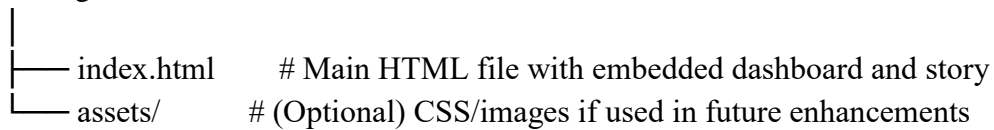
- Web browser (Chrome, Firefox, or Edge)
- Internet connection to load Tableau embeds

- **Installation:**

1. Download the index.html file
2. Open the file in a browser (double-click or right-click > Open with)

## 5. Folder Structure

StrategicProductPlacement/



## 6. Running the Application

- No server setup is needed.
- Simply open index.html in any browser.

## 7. API Documentation

- Not applicable – Tableau embeds handle all visualization via iFrames and scripts.
- Tableau JavaScript API is used to load visualizations.

## 8. Authentication

- Not applicable – Tableau Public content is publicly accessible and doesn't require authentication.

## 9. User Interface

- **Sections:**

- Header with project title
- Dashboard section with product analysis
- Story section showing visual walkthrough
- Footer with copyright

- **Design:**

- Minimal, mobile-responsive layout
- Embedded Tableau elements resize based on screen width

## 10. Testing

- **Manual testing done across:**

- Chrome
- Firefox
- Mobile view (responsive test via DevTools)

## 11. Screenshots or Demo

- Dashboard Preview:

[https://prod-apsoutheast-b.online.tableau.com/#/site/ndharani7825-8409bcc464/workbooks/465553?:origin=card\\_share\\_link](https://prod-apsoutheast-b.online.tableau.com/#/site/ndharani7825-8409bcc464/workbooks/465553?:origin=card_share_link)

- Story Preview:

[https://prod-apsoutheast-b.online.tableau.com/#/site/ndharani7825-8409bcc464/workbooks/465553?:origin=card\\_share\\_link](https://prod-apsoutheast-b.online.tableau.com/#/site/ndharani7825-8409bcc464/workbooks/465553?:origin=card_share_link)

- Live Demo:

Open index.html locally or host using GitHub Pages/Netlify.



Tableau - Iphone\_india\_analysis.mp4

## 12. Known Issues

- Tableau visualizations may take a few seconds to load on slow internet connections.
- Requires internet access to fetch from Tableau Public.

## 13. Future Enhancements

- Add filters or controls to interact with visualizations directly from the website
- Host the project using GitHub Pages for public access
- Enhance styling with a CSS framework (e.g., Bootstrap or Tailwind)
- Integrate Google Analytics to track user engagement