

# PROJECT DESIGN PHASE

## Proposed Solution

Date	28 June 2025
Team ID	LTVIP2025TMID47490
Project Name	iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India using Tableau
Maximum Marks	4 Marks

### Proposed Solution:

☐ **Key Visualizations & KPIs**

Visualization	Purpose
KPI Cards	Quick insights into Avg. Rating, Avg. Price, Total Sales, etc.
Top Rated iPhones (Bar Chart)	Identify highest-rated iPhones by user ratings
Price vs MRP (Line Chart)	Track discount trends and pricing strategy
RAM vs Rating (Box Plot)	See how different RAM configurations affect ratings
Rating Distribution (Histogram)	Understand overall rating trends
Most Reviewed iPhones (Tree Map)	Identify which models are driving the most customer engagement
Discount vs Star Rating (Scatter)	Explore if high ratings are linked with discounts
Model Specification Table	Show specs like RAM, storage, rating in one glance
Bubble Chart (Model-wise Share)	Visualize each iPhone’s share in the Indian market