

# PROJECT DESIGN PHASE

## Problem Solution Fit

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

### Solution Fit:

This project solves the problem by using **Tableau dashboards** to:

- Monitor sales, pricing, and discount strategies.
- Analyze product performance via **ratings, reviews, and specifications**.
- Reveal user preferences using **RAM vs Ratings, Top Models, and Model Share**.
- Understand **market behavior visually** using intuitive charts like bar, bubble, box plot, etc.

✓ **Outcome:** A solution that helps **Apple, market analysts, and retailers** make informed, strategic decisions using real-time data visuals.