

Ideation Phase

Brainstorm & Idea Prioritization Template

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

Brainstormed Ideas and Key Focus Areas:

◆ 1. Data Collection Sources

- Apple and smartphone sales reports in India (Statista, IDC, TRAI)
- Social media data (Twitter, Instagram via sentiment analysis tools or APIs)
- Survey data or secondary data on user demographics and preferences
- News/media articles on brand trends and perception

◆ 2. Target Audience

- Apple Inc. (for product strategy)
- Indian smartphone retailers and competitors
- Marketing analysts
- Indian consumers and tech enthusiasts

◆ 3. Research Questions

- How has iPhone adoption changed over the years in India?
- Which regions in India show the highest market penetration?
- What age/income groups are more likely to own iPhones?
- How is the iPhone perceived culturally and socially across India?

◆ 4. Tableau Dashboard Ideas

- **Sales Trend Line Chart:** iPhone sales over the years
- **Regional Heat Map:** Sales by state or metro cities
- **Demographics Pie Chart/Bar Chart:** Age/income groups of users
- **Sentiment Word Cloud or Bar Graph:** Social media reactions
- **Comparison Dashboards:** iPhone vs Android in sales or popularity

🔍 Project Scenarios Breakdown

✔ Scenario 1: Market Penetration and Sales Trends

- Sales growth across years
- Top-performing states/cities
- Correlation with product launch cycles
- Seasonality patterns (festive sales, end-of-year boosts)

✔ Scenario 2: User Demographics and Preferences

- Age-wise and income-wise user distribution
- Urban vs rural adoption
- Feature preferences: camera, performance, design

✔ Scenario 3: Cultural and Social Media Impact

- Public sentiment during new launches (e.g., iPhone 15)
- Hashtags and social media trends (e.g., #ShotoniPhone)
- Aspirational value and cultural relevance in youth

✂ Potential Tools and Techniques

- Tableau for dashboards and visual storytelling
- Excel/CSV files for structured data import
- Python/R for pre-processing and sentiment analysis (if needed)
- Google Forms (if primary data is required)

✂ Expected Outcomes

- A clear visualization of iPhone's evolving market role in India
- Data-backed insights for strategic marketing and user targeting
- Understanding of the emotional and cultural impact of iPhones in India
- Professional-quality Tableau dashboard with interactive elements