

DOC AND DEMO

FINAL REPORT

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

1. INTRODUCTION

1.1 Project Overview

iRevolution is a data-driven Tableau project focused on analyzing and visualizing the impact of Apple's iPhone in the Indian market. It investigates various dimensions such as sales trends, market penetration, user demographics, and cultural influence using visual storytelling.

1.2 Purpose

The project aims to provide valuable insights for stakeholders like Apple, Indian retailers, and market analysts by converting raw data into interactive dashboards that highlight meaningful trends and patterns in iPhone adoption across India.

2. IDEATION PHASE

2.1 Problem Statement

There is a lack of clear visual analytics that reflect how Apple's iPhone is influencing Indian consumers across market segments. This project seeks to solve that by creating Tableau dashboards that present data insights through KPIs and visual charts.

2.2 Empathy Map Canvas

The map focuses on Indian smartphone users who desire iPhones due to social status, security, and quality, while facing concerns about cost and service accessibility. It captures user thoughts, actions, feelings, and motivations.

2.3 Brainstorming

- KPIs: Avg Rating, Price, Sales, Reviews

- Visuals: Rating Trends, Price Comparison, Sentiment, Demographics
 - Tools: Tableau Public, Excel, Python (optional for sentiment)
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3. REQUIREMENT ANALYSIS

3.1 Customer Journey Map

From awareness (ads/social media) to purchase and post-purchase sharing, the user journey reflects emotional and aspirational motivations, especially among youth and professionals.

3.2 Solution Requirement

- Sales and review data
- iPhone specs (RAM, storage, ratings)
- Filterable Tableau dashboard with KPIs and interactivity

3.3 Data Flow Diagram

Sources → Cleaned Dataset → Tableau Dashboards → Interactive Output for Users

3.4 Technology Stack

- **Excel** – Data formatting
 - **Tableau Public** – Visualizations
 - **Python (optional)** – Preprocessing & sentiment analysis
 - **YouTube/Tableau Public** – Dashboard sharing
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4. PROJECT DESIGN

4.1 Problem Solution Fit

The project solves the problem of low visibility into user behavior, model preferences, and cultural trends related to iPhones in India using dashboards.

4.2 Proposed Solution

- Use KPIs to give quick overviews
- Use interactive charts to visualize performance, popularity, and sentiment
- Share the solution via Tableau Public and demo video

4.3 Solution Architecture

Dataset → Data Cleaning → Tableau Visuals → Dashboard Output

5. PROJECT PLANNING & SCHEDULING

5.1 Project Planning

Internship Duration: **16 May – 28 June 2025**

All phases (ideation to testing) were completed on time. Tasks included data collection, design, dashboard building, testing, documentation, and demo recording.

6. FUNCTIONAL AND PERFORMANCE TESTING

6.1 Performance Testing

- Dashboard loads within 3 seconds
 - Filters and tooltips working correctly
 - Layout adapts to mobile
 - All visualizations render without delay
 - Exporting to PDF tested and successful
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7. RESULTS

7.1 Output Screenshots

- KPI Cards (Avg Rating, Price, Sales, etc.)
- Bar Chart (Top Rated iPhones)
- Line Chart (Price vs MRP)
- Box Plot (RAM vs Rating)
- Histogram (Rating Distribution)
- Tree Map (Most Reviewed Models)
- Bubble Chart (Model-wise Share)
- Model Specification Table

(Attach screenshots in final PDF document)

8. ADVANTAGES & DISADVANTAGES

✓ Advantages:

- Interactive dashboard accessible to all stakeholders
- Visual storytelling makes insights easier to grasp

- KPIs provide instant data summaries
- Tableau Public hosting offers open access

⚠ Disadvantages:

- Dependent on quality and completeness of external datasets
 - Real-time updates require automation (not in scope)
 - Sentiment analysis was manual or static
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9. CONCLUSION

This project successfully demonstrates how data visualization can uncover meaningful insights about the iPhone's impact in India. With clear KPIs, model comparisons, and trend analysis, it equips stakeholders with tools for strategic planning and deeper consumer understanding.

10. FUTURE SCOPE

- Add real-time data updates via API integration
 - Extend analysis to compare iPhone with Android brands
 - Include geographical maps for city/state-wise adoption
 - Conduct live sentiment analysis using Twitter APIs
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11. APPENDIX

- **Dataset Link:**
https://drive.google.com/file/d/1OgW2LhVxF6G7ucNU_MY_EBX44O1Hnox/view?usp=sharing
- **Tableau Public Dashboard:**
 1. [iRevolution-B1 | Tableau Public](#)
 2. [iRevolution-B2 | Tableau Public](#)
- **Demo Video Link:**
<https://drive.google.com/file/d/1ZZKHX3Tk8ElyD6CVPXiTmSLxtpbWEXSY/view?usp=sharing>