

Ideation Phase

Problem Statement

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

Problem Statement:

Despite Apple's growing brand visibility in India, there is a lack of **centralized, visual, data-driven analysis** that explains how iPhone adoption has evolved in terms of **market penetration, user demographics, and cultural influence**.

This gap limits the ability of stakeholders—Apple, Indian competitors, marketers, and analysts—to make **informed decisions** related to product design, market strategy, and customer engagement.

🎯 Goal:

To build an **interactive Tableau dashboard** that clearly visualizes and interprets:

- iPhone sales and growth trends in India over time
- Regional and demographic adoption patterns
- Sentiment and cultural relevance via social media analysis

This will help stakeholders derive **strategic, actionable insights** and understand the **impact of Apple's iPhone on the Indian consumer market** beyond just sales figures.