

Project Design Phase
Proposed Solution Template

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| Date | 31 January 2026 |
| Team ID | LTVIP2026TMIDS61983 |
| Project Name | iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India using Tableau |
| Maximum Marks | 2 Marks |

Proposed Solution:

| S.No. | Parameter | Description |
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| 1. | Problem Statement (Problem to be solved) | Apple and its stakeholders lack a centralized, interactive, and story-driven way to understand iPhone's feature-wise, region-wise, and price-wise impact in India. This limits confident, data-backed decisions. |
| 2. | Idea / Solution description | Creation of intuitive visual analytics with Dark UI for great User experience with the use of eye comfort and eye feast color palette Interactive drag-and-drop filters |
| 3. | Novelty / Uniqueness | Instead of traditional static reports, this solution uses story-driven dashboards with real-time interactivity. The dark UI is thoughtfully chosen to reduce eye strain and improve focus. KPIs are dynamically aligned to user-selected filters — not just fixed charts. |
| 4. | Social Impact / Customer Satisfaction | Helps product and marketing teams make better decisions that align with consumer needs, especially in varied Indian markets. Encourages a data-first mindset, improves visibility, and cuts analysis time |
| 5. | Business Model (Revenue Model) | This solution can be packaged as a subscription-based internal tool or consultancy model where other OEMs or market agencies can adopt the dashboard framework tailored to their brand data. |
| 6. | Scalability of the Solution | The dashboard framework is scalable to other countries, brands, or product categories. Only the dataset and labels need to be updated — the core logic and layout remain reusable across contexts. |