
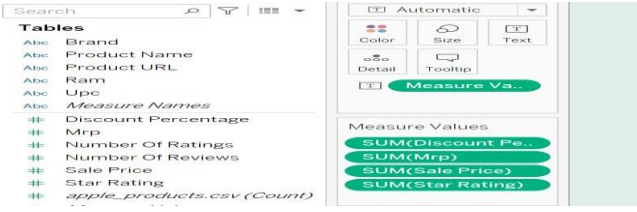
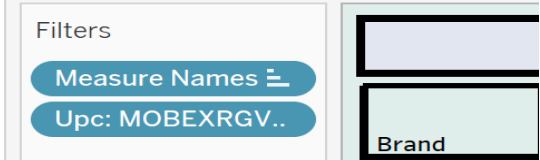
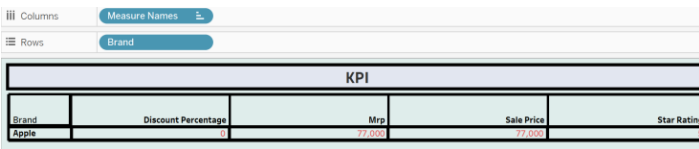


Project Development Phase Performance Test

Date	04 February 2026
Team ID	LTVIP2026TMIDS61983
Project Name	I Revolution_ A Data-driven Exploration of Apple's iPhone Impact in India using tableau
Maximum Marks	

Model Performance Testing:

S.No.	Parameter	Screenshot / Values
1.	Data Rendered	
2.	Data Preprocessing	
3.	Utilization of Filters	
4.	Calculation fields Used	
5.	Dashboard design	

Model wise share

- Apple iPhone 14 Pro Max: 17.00%
- Apple iPhone 14: 17.00%
- Apple iPhone 14: 17.00%

Annual Revenue (2006-2022)

Year	Avg. Revenue (\$bn)
2006	37.4
2007	37.4
2008	37.4
2009	37.4
2010	156.3
2011	108.0
2012	182.6
2013	233.6
2014	182.6
2015	229.2
2016	229.2
2017	229.2
2018	229.2
2019	229.2
2020	274.5
2021	274.5
2022	394.3

KPI

Brand	Discount Percentage	Mrp	Sale Price	Star Rating
Apple	0	77,000	77,000	5

Country wise best selling smartphone

Brand	Share
Samsung Galaxy A03 Core	2%
Samsung Galaxy A14 5G	2%
Apple iPhone 13	3%
vivo Y02	3%
OnePlus Nord CE 2 Lite 5G	4%

Quarterly-share

Brand	Share
Xiaomi	12.34%
OPPO	12.34%
Others	28.28%
vivo	22.37%
Samsung	29.05%
realme	7.97%

Global Market Share

India: 4.00%
OnePlus Nord CE 2 Lite 5G: 4.00%

Model specification

Model	Processor	Front Cam	Rear Camera	Colour	Price
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Yellow	59,900
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Red	59,900
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	White	59,900
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Blue	59,900
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Red	59,900
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Blue	59,900
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Red	59,900
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Blue	59,900
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Red	59,900
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Blue	59,900

Brand Price Comparison

Brand	Model	Price
APPLE	iPhone 11	59,900
SAMSUNG	Galaxy A03	19,999
VIVO	Nord CE 2 Lite 5G	19,999
OPPO	Nord CE 2 Lite 5G	19,999
MOTOROLA	Edge 2023	17,999
REALME	12 Pro 5G	17,999
TECNO	Cam 16	17,999
POCO	Pro 5G	17,999
REDMI	12 Pro 5G	17,999
OPPO	Nord CE 2 Lite 5G	19,999
VIVO	Nord CE 2 Lite 5G	19,999
SAMSUNG	Galaxy A03	19,999
APPLE	iPhone 11	59,900

KPI-2

Active Users (mm)	Revenue Generated	Units sold (mm)
25.00	13.00	20.70

Battery Type Distribution

Battery Type	Count
Lithium Ion	23,652
Lithium Polymer	38,315

6 Story Design

iphone_story

ge competition, the iPhone is approximately 3% of the global market while steadily shows strong demand for flagship models, with the iPhone 14 Pro Max and iPhone 14 leading at 1.7% each, followed Dashboard 1 highlights Apple's iPhone market performance through model-wise share, strong competition among leading This dashboard 2 provides a comprehensive view of the global smartphone market by showcasing Apple

Global Market Share

India: 4.00%
OnePlus Nord CE 2 Lite 5G: 4.00%

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APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	Red	59,900
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VIVO	Nord CE 2 Lite 5G	19,999
SAMSUNG	Galaxy A03	19,999
APPLE	iPhone 11	59,900

Yearly KPI

Active User..	REVENUE GE..	UNITS SOLD (..
1,334	205	232