Project Title: I-Revolution – A Data-Driven Exploration of Apple's iPhone Impact in India

Project Design Phase-I - Solution Fit Template

Team ID: **LTVIP2026TMIDS47508**

1. CUSTOMER SEGMENT(S) (CS)

• Market Researchers
• Data Analysts
• Business Strategists
• Students & Academic Researchers
• Policy Makers
• Technology Enthusiasts

2. JOBS-TO-BE-DONE / PROBLEMS (J&P)

• Analyze iPhone sales growth in India
• Compare Apple market share with competitors
• Study pricing impact on Indian consumers
• Understand urban vs rural adoption
• Evaluate economic and digital impact

3. TRIGGERS (TR)

• New iPhone launches
• News about Apple revenue in India
• Smartphone market growth reports
• Academic research requirements

4. EMOTIONS: BEFORE / AFTER (EM)

Before: Confused, Uncertain, Data Overload
After: Confident, Clear Understanding, In Control

5. AVAILABLE SOLUTIONS (AS)

• News articles and blogs
• Excel-based manual analysis
• Paid market research reports
• Government data portals

Constraints:
• High cost
• Scattered data
• No interactive dashboards

6. CUSTOMER CONSTRAINTS (CC)

• Limited budget
• Limited analytics skills
• Time constraints
• Limited access to premium datasets

7. BEHAVIOUR (BE)

• Search online reports
• Compare statistics from multiple sources
• Use Excel for analysis
• Follow tech & financial news

CHANNELS OF BEHAVIOUR (CH)

ONLINE

• Google
• Financial websites
• Government portals
• YouTube tech channels
• LinkedIn

OFFLINE

• Research papers
• Business meetings
• Industry seminars

9. PROBLEM ROOT CAUSE (RC)

• Rapid smartphone market growth
• Need for data-driven decisions
• Lack of centralized iPhone-focused analytics platform

10. YOUR SOLUTION (SL)

I-Revolution is a centralized analytics platform that:
• Collects and cleans iPhone sales data
• Performs trend analysis
• Provides interactive dashboards
• Generates downloadable reports

The solution is cost-effective, user-friendly, and provides consolidated insights.