**Project Design Phase**

**Proposed Solution Template**

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| Date | 09 Jun 2025 |
| Team ID | LTVIP2025TMID49086 |
| Project Name | iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India using Tableau. |
| Maximum Marks | 2 Marks |

**Proposed Solution Template:**

Project team shall fill the following information in the proposed solution template.

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| **S.No.** | **Parameter** | **Description** |
|  | Problem Statement (Problem to be solved) | Lack of publicly available, India-specific data insights on iPhone usage, consumer behavior, and regional adoption trends. |
|  | Idea / Solution description | A Tableau-based interactive dashboard that visualizes iPhone’s market trends, adoption patterns, demographic insights, and brand comparisons in India using public datasets. |
|  | Novelty / Uniqueness | Unlike global market dashboards, this project uniquely focuses on India-specific data and uses visualization tools to democratize access to smartphone analytics. |
|  | Social Impact / Customer Satisfaction | Helps students, analysts, and consumers understand smartphone trends; encourages data-driven decision-making and promotes digital literacy. |
|  | Business Model (Revenue Model) | Freemium model: basic visualizations for all; premium access to deeper insights/reports for market researchers or brands (optional for future). |
|  | Scalability of the Solution | Highly scalable – additional datasets (e.g., more brands, years, states) can be integrated into the dashboard with minimal effort. |