

Project Design Phase
Proposed Solution Template

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| Date | 26 June 2025 |
| Team ID | LTVIP2025TMID49167 |
| 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.

| S.No. | Parameter | Description |
|-------|--|---|
| 1. | Problem Statement (Problem to be solved) | In India, despite Apple's growing influence, the understanding of its market impact remains vague due to scattered data and lack of visual analytics tools. |
| 2. | Idea / Solution description | This project uses Tableau to build interactive dashboards that visualize iPhone sales trends, model popularity, pricing comparisons, and regional adoption. |
| 3. | Novelty / Uniqueness | The use of public datasets, combined with Tableau storytelling and state-wise analysis, offers a unique, data-driven perspective of Apple's Indian journey. |
| 4. | Social Impact / Customer Satisfaction | The visual insights empower consumers, tech enthusiasts, and businesses to make informed decisions and understand pricing, usage trends, and brand shifts. |
| 5. | Business Model (Revenue Model) | This solution can be extended into a dashboard subscription or consultancy service for mobile retailers, analysts, and marketers seeking smartphone insights. |
| 6. | Scalability of the Solution | Highly scalable — the same dashboard model can be adapted for other brands (Samsung, Xiaomi, etc.), regions, or even extended to other product categories. |