

# DOCUMENTATION

Team ID: LTVIP2026TMIDS62200

## 1. KPI Dashboard

### Procedure:

- Selected key metrics such as: Total Revenue, Total Units Sold, Average Discount, and Active Users.
- Used calculated fields in Tableau to derive these values.
- Placed each KPI in a summary card format at the top of the dashboard.

### Why KPI Format?

KPI cards give a quick, executive-level snapshot of performance. These high-level metrics are ideal for the first impression and decision-making.

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## 2. Model Information (Processor, RAM, Front Camera, Color, etc.)

### Procedure:

- Pulled data from the iPhone specification dataset.
- Created a structured text table to display categorical attributes for each model.
- Enhanced it with color highlights for key specs like RAM and camera.

### Why Text Table?

A table layout allows easy comparison of specifications across models. It's simple, readable, and ideal for static categorical data.

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## 3. Bar Chart – Battery Type Distribution

### Procedure:

- Grouped data by Battery Type and counted entries for each type.
- Plotted a vertical bar chart showing the number of models per battery type.

### Why Bar Chart?

Bar charts are best for categorical distribution. This shows how Apple varies its battery types across models.

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## 4. Bubble Chart – Model-Wise Share of iPhone

### Procedure:

- Used Model Name on one axis and Share as size of bubbles.
- Colored by model to distinguish multiple releases.

### Why Bubble Chart?

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Bubble charts offer a quick view of proportion and scale. It makes it easy to identify which iPhone model dominated the market.

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## 5. Lined Bar Chart – Country-Wise Best Selling Smartphone

**Procedure:**

- Plotted countries on the X-axis and units sold on the Y-axis.
- Used color for different brands, with iPhone highlighted.

**Why Lined Bar Chart?**

Line-enhanced bars improve readability across countries. It gives a side-by-side view and comparative insight with a visual rhythm.

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## 6. Donut Chart – Quarterly Share

**Procedure:**

- Grouped data by Quarter and calculated total share for each.
- Designed as a donut chart with dynamic labeling.

**Why Donut Chart?**

Donut charts offer a modern alternative to pie charts. It's perfect for showing proportional breakdown of quarterly performance.

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## 7. Line Chart – Annual Revenue (Year-Wise)

**Procedure:**

- Plotted Year on X-axis and Total Revenue on Y-axis.
- Used calculated revenue per year with a continuous line.

**Why Line Chart?**

Line charts excel at showing trends over time. This gives a clear narrative of Apple's revenue growth in India.

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## 8. Text Table – Yearly KPI

**Procedure:**

- Created a table displaying Year, Total Units, Revenue, Discount %, etc.
- Used bold rows and conditional formatting for clarity.

**Why Text Table?**

Perfect for side-by-side numeric comparison. Analysts prefer this for exact yearly figures in reports.

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## 9. Map – Global Market Share

### Procedure:

- Used Tableau's geographic mapping to visualize Country vs iPhone Share.
- Applied gradient color coding by market share values.

### Why Map?

Maps are ideal for global data. They instantly show regional dominance and underperformance visually.

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## 10. Bar Chart – Discount by Battery Type

### Procedure:

- Grouped data by Battery Type and calculated Average Discount.
- Represented as vertical bars.

### Why Bar Chart?

It effectively shows which battery types receive more discounts, which may indicate strategic pricing tactics.

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## 11. Bar Chart – Average Price by Battery Type

### Procedure:

- Used Battery Type as dimension and calculated Average Price as measure.
- Plotted as grouped bar chart.

### Why Bar Chart?

It highlights pricing patterns based on battery types—useful for understanding cost vs. power tradeoffs.

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## 12. Bar Chart – Average Price by Display Size

### Procedure:

- Binned Display Sizes into ranges (e.g., 5.0–5.5", 5.5–6.0", etc.).
- Calculated average prices for each bin and plotted as bar chart.

### Why Bar Chart?

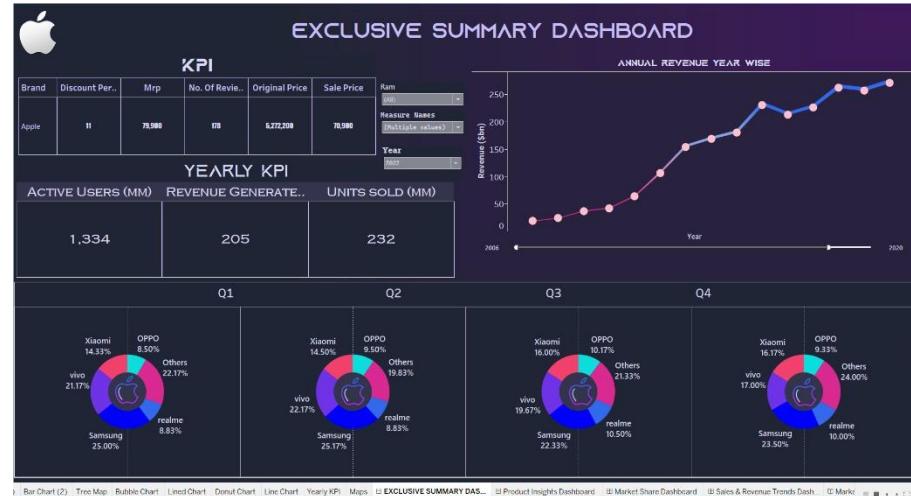
Displays a strong correlation between screen size and price, which helps product teams align specs with value perception.

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## Objective:

To understand Apple's annual revenue trends and how different smartphone brands compete in quarterly market share. This dashboard aims to provide business stakeholders with a **clear overview of revenue growth and competitive brand analysis per quarter**, helping identify growth drivers and market behavior.



## Visual Components Used:

Dashboard Name: Sales & Revenue Trends Dashboard

1. Line Chart – Annual Revenue Year-wise
2. Donut Charts (4) – Quarterly Market Share Comparison (Q1 to Q4)

## Step-by-Step Construction Process:

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## ◊ Step 1: Connect Data

- Open Tableau.
  - Connect to the Excel data source containing revenue and market share details.
  - Ensure the sheets used include **annual revenue** (Year vs Revenue) and **quarterly brand share**.
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## ◊ Step 2: Create Line Chart (Annual Revenue Year-wise)

**Purpose:** To observe Apple's growth trajectory over time.

**Process:**

- Drag Year to the Columns shelf.
  - Drag Revenue to the Rows shelf.
  - Convert it to a **Line Chart**.
  - Add Revenue to **Label** and **Tooltip**.
  - Use **color gradient** or **dual color line** to show variation over years.
  - Customize:
    - Format Y-axis: "Revenue (\$Bn)" ○ Add smooth **curves and dots** to enhance visibility.
    - Add a time-range filter (e.g., 2006–2020).
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## ◊ Step 3: Create Donut Charts for Q1, Q2, Q3, Q4

**Purpose:** Compare market share among leading smartphone brands for each quarter.

**Process (repeated for each quarter):**

- Create a new worksheet for **Q1**.
- Drag Brand to Columns.
- Drag Market Share or % Share to Rows.
- Convert to **Pie Chart** → Use dual-axis trick to create a **Donut**:
  - Use a **Circle** mark and adjust size and transparency.
  - Add Brand to color, Market Share to label.
- Filter data only for **Q1**.
- Repeat for Q2, Q3, Q4 using respective filters.
- Standardize color palette for brands across all 4 donuts (Samsung – Blue, Apple – Grey, etc.).

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## ◊ Step 4: Build the Dashboard Layout

**Purpose:** Blend the trendline and donut charts into a single, intuitive view.

**Process:**

- Create a **New Dashboard**.
  - Set fixed size: e.g., 1400 x 800 for high resolution. • Drag the **Line Chart (Annual Revenue)** to the top.
  - Add **Donut Charts** (Q1–Q4) in a 4-column horizontal container beneath.
  - Place labels ("Q1", "Q2", etc.) above each donut using text boxes.
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## ⌚ Step 5: Style and Polish

- Add a **title**: “Market Share Dashboard” and subtitle “Annual Revenue Year-wise”.
  - Add Apple logo as a **custom image** to the dashboard.
  - Apply a **modern gradient background** (blue/black).
  - Match fonts with Apple branding aesthetics (e.g., San Francisco or bold sans-serif).
  - Add interactive filters (optional): brand, year, region.
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## ⌚ Motive Behind the Dashboard Design:

Element	Purpose
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**Line Chart** Shows long-term growth in Apple's annual revenue.

**Quarterly Donuts** Compares competitive brand share every quarter — reveals market shifts.

**Unified Theme** Corporate look matches Apple's branding, aiding stakeholder trust.

This dashboard blends **time-series performance** with **competitive positioning**, making it easier to assess where Apple stands among peers **both over time and across quarters**.

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## 💡 Insights Derived:

- Apple's revenue shows **consistent growth**, especially post-2010.

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- **Samsung** dominates most quarters but sees competition from **Vivo** and **Xiaomi**.
- **OPPO** and **Realme** remain consistent but secondary players.
- Quarterly trends offer insights into **seasonal buying patterns** and **competitive disruption**.

1. **Text Table** – Model-wise Specifications
2. **Bar Chart** – Discount by Battery Type
3. **Bar Chart** – Average Price by Battery Type
4. **Bar Chart** – Average Price by Display Size
5. **Brand Filter** – Brand-wise filtering

## Dashboard 2: Product Insights Dashboard

### Objective:

To showcase a **detailed breakdown of Apple iPhone models**, their specifications, pricing, and how **battery and display specs** influence price and discount. Helps identify patterns in model specs vs market performance.



### Visual Components:

6. **⌚ Motive Behind Dashboard:**

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- To provide technical and price insights for each iPhone variant and correlate battery/display features with pricing strategy. Ideal for product analysts and retail planners.

## ◇ Dashboard 3: Market Share Dashboard

### ⌚ Objective:

To highlight the geographic dominance of Apple and country-wise top-selling smartphone models along with model-specific iPhone popularity.

### ❖ Visual Components:

- Lined Bar Charts** – Best-Selling Smartphones Country-wise
- Map Visualization** – Global Market Share by Country
- Bubble Chart** – iPhone Model-wise Share

### ⌚ Motive Behind Dashboard:

- To offer a **global picture** of Apple's impact, showing where and how iPhones dominate regionally. Supports **market expansion planning** and **regional strategy formulation**.

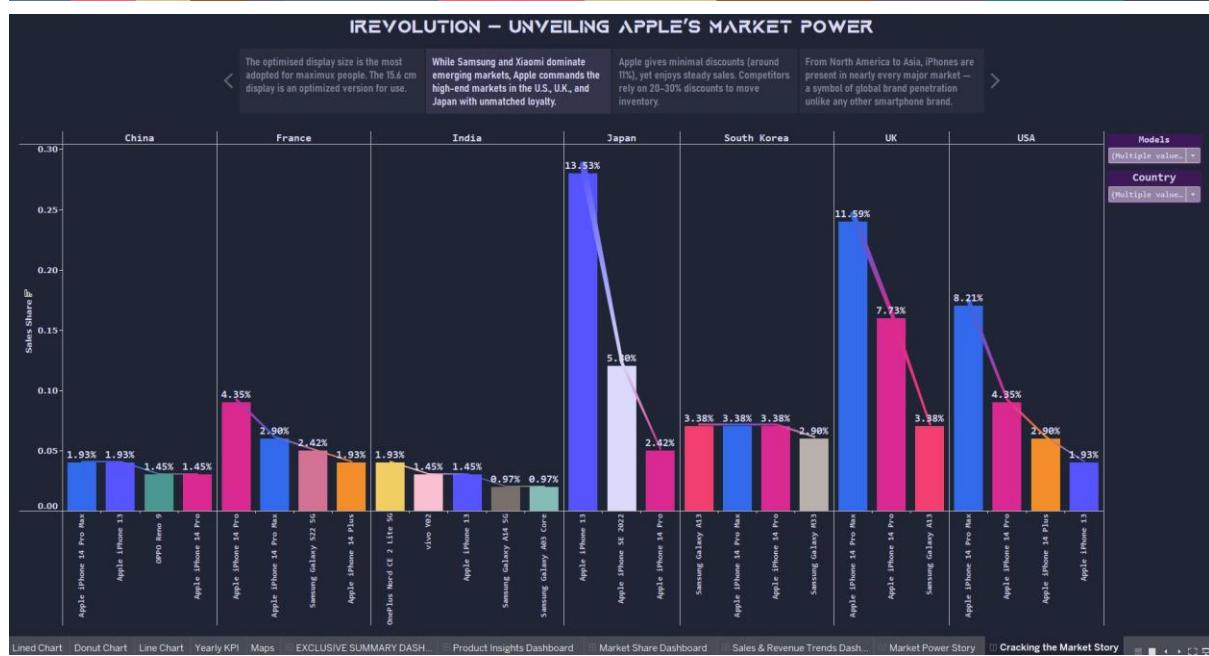
### ⌚ Summary Table of Dashboard Themes:

Dashboard	Theme	Purpose
Sales & Revenue Trends	Temporal + Competitive	Annual growth & brand competition trends
Product Insights	Technical + Financial	Model specs, pricing, display & battery influence
Market Share	Geographic + Strategic	Regional model sales and country-specific market dominance

STORIES:

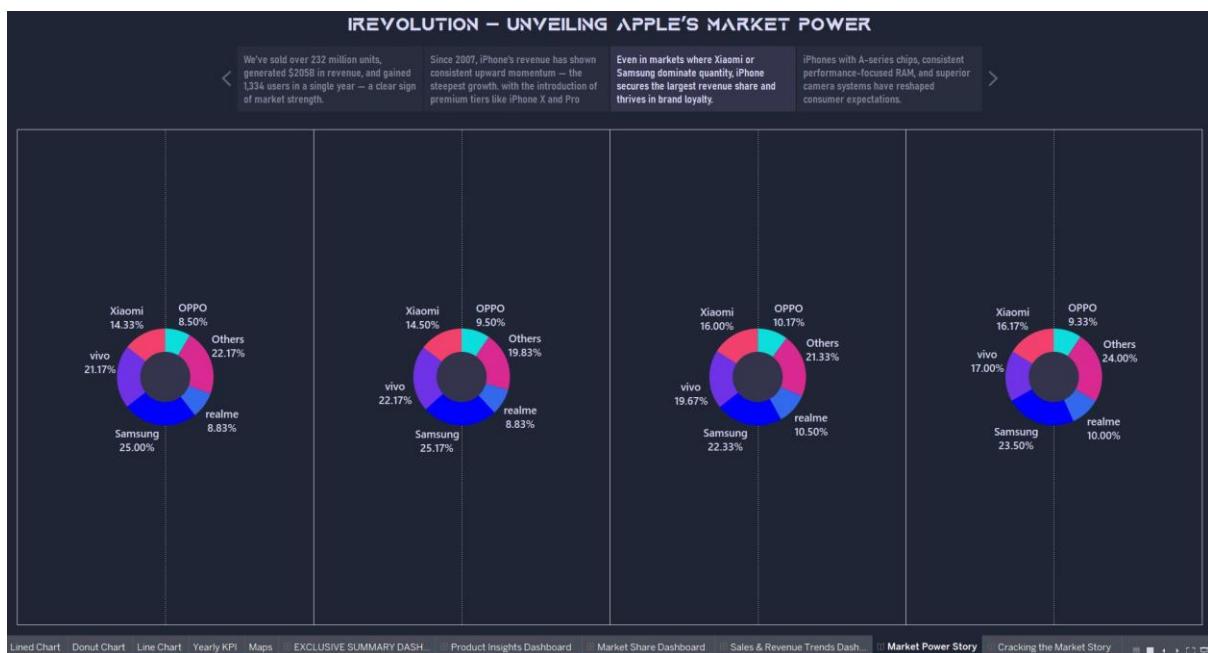
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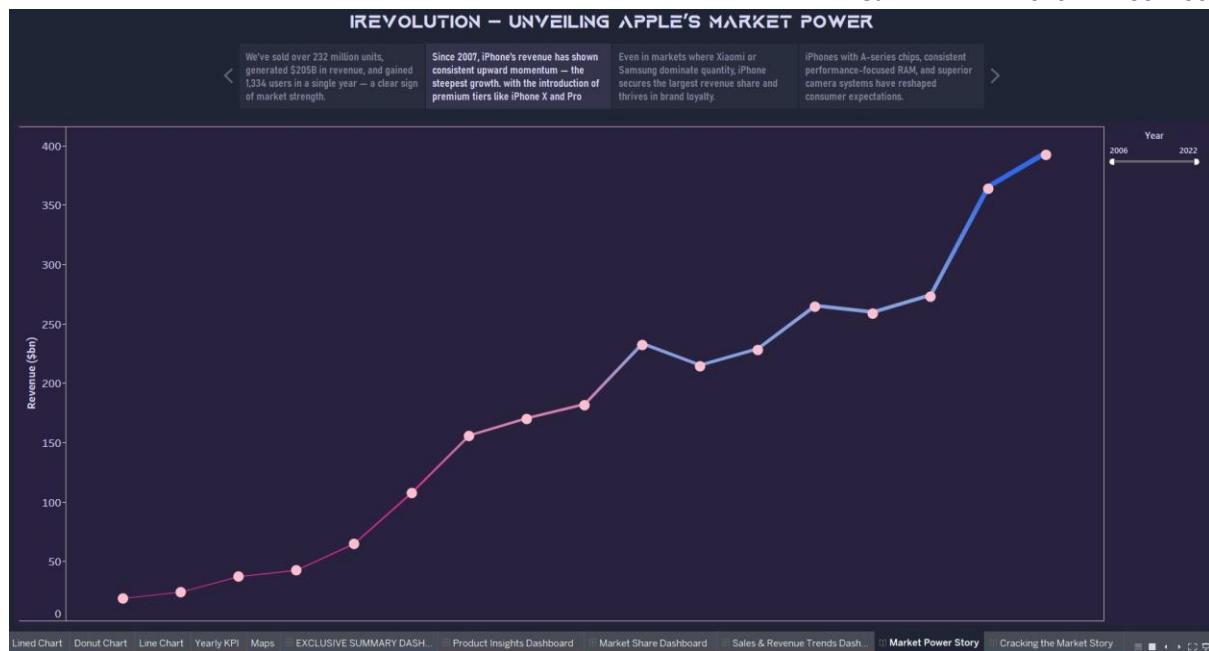
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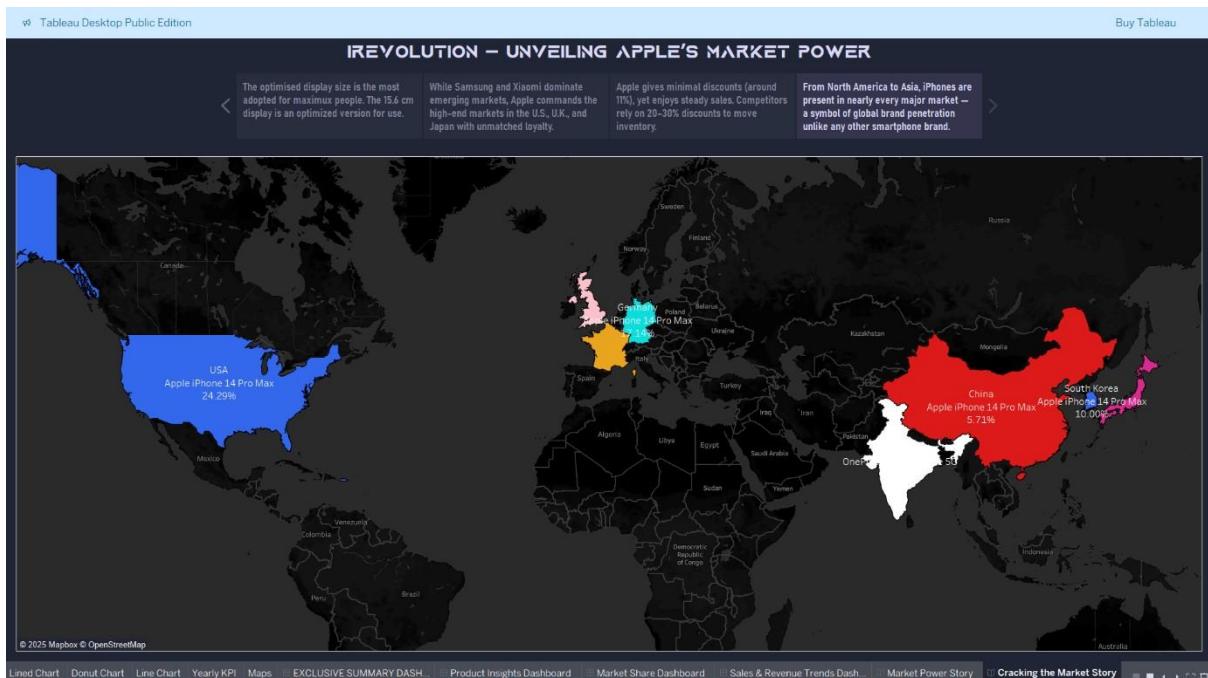
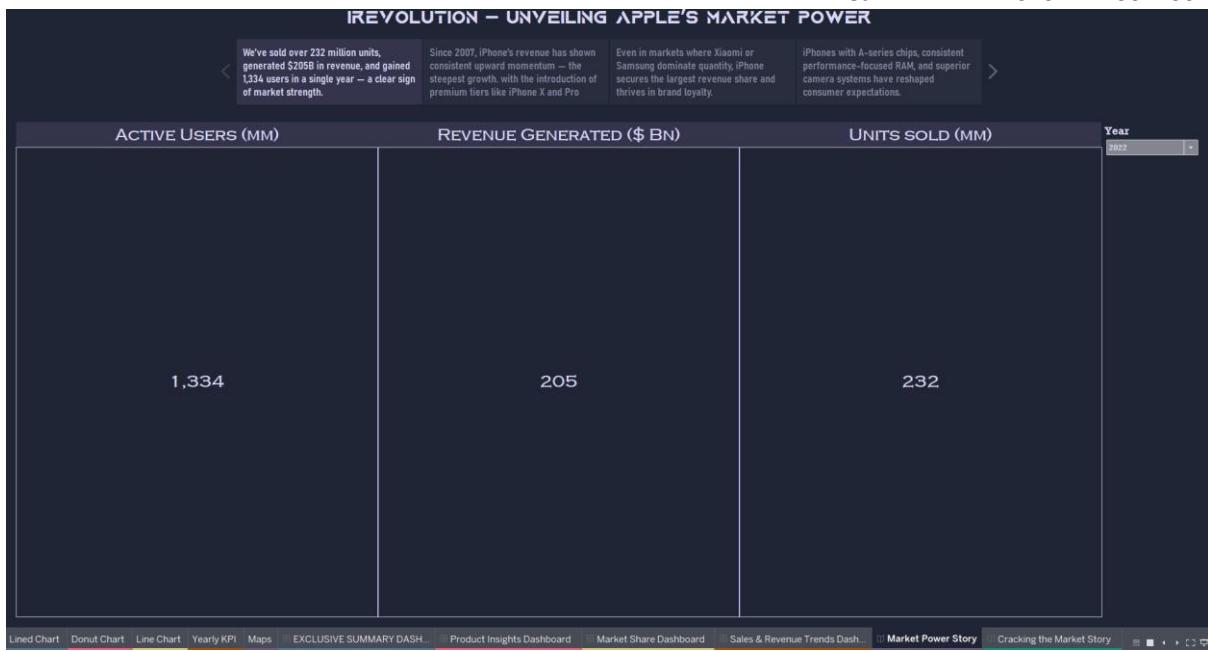
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## Story Point 1: Annual Revenue Surge (Line Chart)

**Chart Type:** Line Chart

**What It Shows:** Year-wise revenue (\$Bn) growth of iPhones from 2007 to 2022.

**Key Insight:**

- Steady rise in revenue, peaking sharply post-2017 with the introduction of premium models like iPhone X and iPhone Pro variants.
- Despite global competition, Apple's pricing power and brand loyalty drive revenue.

**Why This Visualization:**

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- The line chart clearly illustrates trends over time.
  - It helps emphasize the **sustained growth and resilience** of Apple in a competitive smartphone market.
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## Story Point 2: Market Share Comparison (Donut Chart)

⌚ **Chart Type:** Donut Charts (Year-wise comparison)

⌚ **What It Shows:** Market share percentage of various brands (Samsung, Xiaomi, Vivo, etc.) across four different years.

⌚ **Key Insight:**

- Even though **Samsung and Xiaomi** dominate in terms of quantity, **Apple maintains the highest revenue share**.
- Apple's presence in the premium segment allows it to lead in profit despite having a smaller unit share.

⌚ **Why This Visualization:**

- Donut charts are ideal for comparing part-to-whole relationships.
  - These visuals highlight how Apple retains profitability and user loyalty despite tough volume competition.
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## Story Point 3: KPI Summary (Numbers Panel)

📊 **Chart Type:** KPI Panel

⌚ **What It Shows:** Key performance metrics for 2022:

- Active Users: 1,334 MM
- Revenue Generated: \$205 Bn
- Units Sold: 232 MM

⌚ **Key Insight:**

- Massive user base and revenue figures validate Apple's dominance in premium markets.
- This panel acts as a snapshot of Apple's **unmatched brand strength**.

⌚ **Why This Visualization:**

- KPI cards provide a **quick, high-level summary** of key statistics, perfect for executives or decision-makers.
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## Story Point 4: Battery Type Distribution (Bar Chart)

⌚ **Chart Type:** Vertical Bar Chart

🔍 **What It Shows:** Usage/distribution of various battery types (Lithium, Lithium Ion, Lithium Polymer).

💡 **Key Insight:**

- Lithium Ion dominates the distribution, likely due to its balance of performance and cost-efficiency in iPhones.
- Reinforces Apple's emphasis on **performance consistency and battery innovation**.

⌚ **Why This Visualization:**

- Simple vertical bar charts clearly show category-wise comparisons.
- Helps justify why Apple sticks to certain battery types and still delivers superior performance.

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## Story Point 5: Country-wise Best-Selling iPhone (Map View)

gMaps **Chart Type:** Filled Map

🔍 **What It Shows:** Top countries buying iPhone 14 Pro Max, with share percentages (e.g., USA: 24.29%).

💡 **Key Insight:**

- USA leads, followed by strong market penetration in the UK, Germany, China, and South Korea.
- Indicates Apple's **premium dominance in both Western and selective Asian markets**.

⌚ **Why This Visualization:**

- Geographical maps highlight global penetration visually and memorably.
- Excellent for storytelling in boardrooms or investor meetings.