

**Project Design Phase**  
**Proposed Solution Template**

Date	15 February 2025
Team ID	LTVIP2025TMID49000
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.