

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

Date	24 June 2025
Team ID	PNT2025TMID08078
Project Name	A Data-driven Exploration of Apple's iPhone Impact in India
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)	Businesses struggle to understand iPhone's market trends, pricing, and consumer behavior in India.
2.	Idea / Solution description	A <b>Tableau dashboard</b> showing iPhone sales, demand, and competition in India.
3.	Novelty / Uniqueness	<b>Real-time data + regional insights</b> Helps predict future trends.
4.	Social Impact / Customer Satisfaction	Helps companies make better decisions, leading to <b>fair pricing</b> and <b>better products</b> for Indian customers.
5.	Business Model (Revenue Model)	<b>Free basic dashboard + paid advanced features</b> (e.g., AI predictions, competitor analysis).
6.	Scalability of the Solution	Works for <b>small businesses</b> to <b>large companies</b> . Can add more data