

**Project Design Phase-II**  
**Solution Requirements (Functional & Non-functional)**

|               |   |
|---------------|---|
| Date          | 28 June 2025  |
| Team ID       | LTVIP2025TMID49452  |
| Project Name  | iRevolution: A Data -driven Exploration of Apple's iPhone Impact in India using Tableau |
| Maximum Marks | 4 Marks   |

**Functional Requirements:**

Following are the functional requirements of the proposed solution.

| FR No. | Functional Requirement (Epic)        | Sub Requirement (Story / Sub-Task)  |
|--------|--------------------------------------|---|
| FR-1   | Interactive KPI Dashboard            | Display revenue, units sold, active users, and discount percentage filtered by year and region.           |
| FR-2   | Model & Spec Analysis                | Allows users to compare iPhone models based on features like display size, battery type, RAM, and camera. |
| FR-3   | Quarterly Market Share Visualization | Displays brand-wise share in India across four quarters using donut and bar charts.                       |
| FR-4   | Pricing Pattern Insights             | Visualizes average price distribution and discount trends by feature and battery type.                    |
| FR-5   | Geo-Map Representation               | Shows Apple's regional performance across Indian states.  |
| FR-6   | Story-Based Dashboard Navigation     | Sequential story view explaining Apple's performance journey with narrative captions.                     |

**Non-functional Requirements:**

Following are the non-functional requirements of the proposed solution.

| FR No. | Non-Functional Requirement | Description   |
|--------|----------------------------|---|
| NFR-1  | <b>Usability</b>           | Use a dark theme with eye-comfort colours and clear legends to reduce user-fatigue.             |
| NFR-2  | <b>Security</b>            | Ensure calculations (KPIs, averages, comparisons) are correctly validated against source files. |
| NFR-3  | <b>Responsiveness</b>      | Dashboard layout should be usable on laptops and projectors during presentations.               |
| NFR-4  | <b>Performance</b>         | The interface must be simple, readable, and require no technical background to explore.         |
| NFR-5  | <b>Availability</b>        | Dashboards must load within 3-5 seconds even with filters applied.                              |
| NFR-6  | <b>Scalability</b>         | The framework should future data addition.  |