

## Ideation Phase

### Define the Problem Statements

Date	27 June 2025
Team ID	LTVIP2025TMID49452
Project Name	iRevolution : A Data -driven Exploration of Apple's iPhone Impact in India using Tableau
Maximum Marks	2 Marks

#### Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

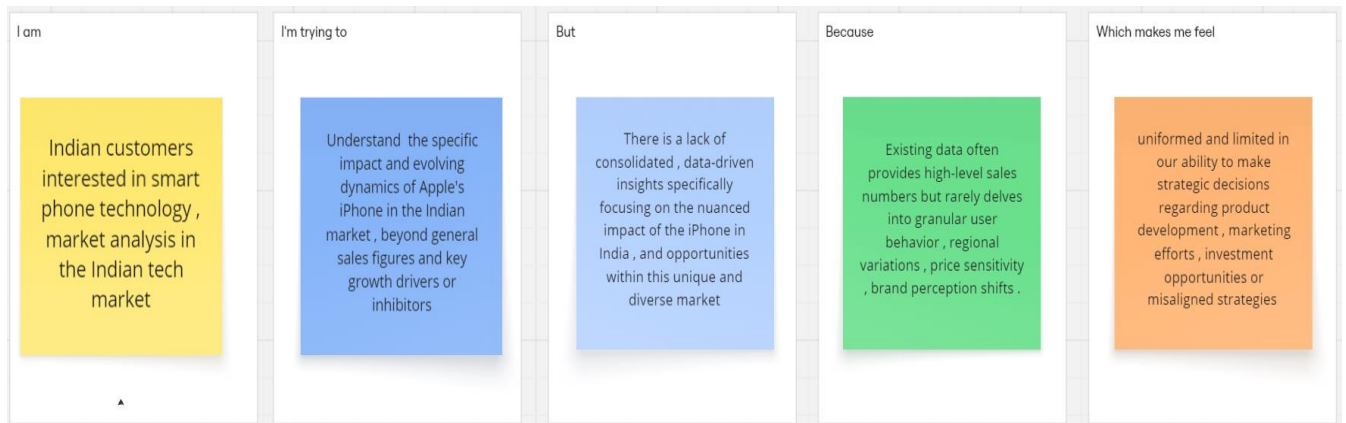
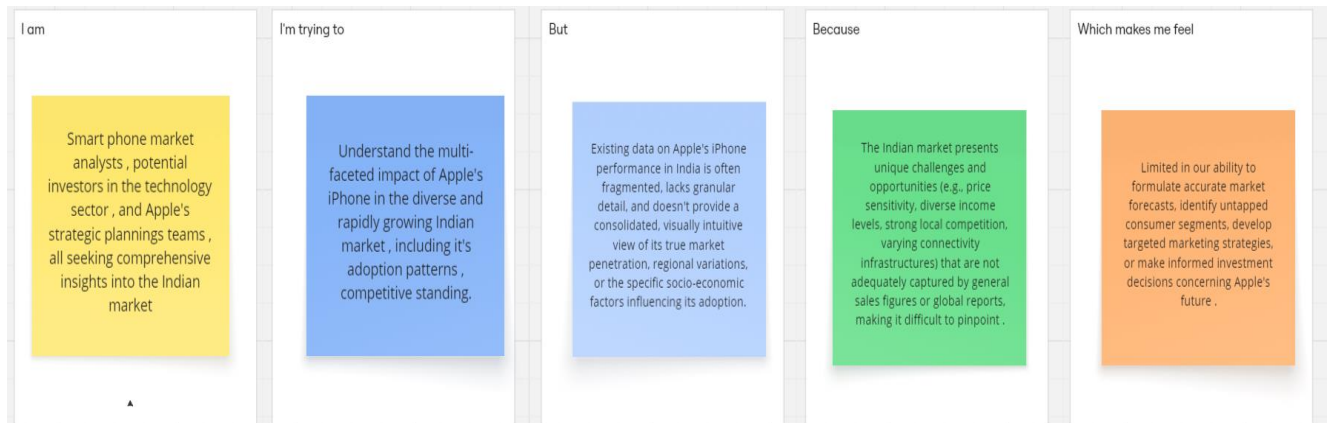
A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

#### Problem Statement:

The project, "Revolution: A Data-driven Exploration of Apple's iPhone Impact in India using Tableau," aims to analyze the profound influence of the iPhone on the Indian market, leveraging data visualization techniques in Tableau to reveal trends and patterns in consumer behaviour, market penetration, and brand perception. The core problem statement focuses on understanding how the iPhone, initially perceived as a niche luxury item, has transformed into a mainstream device and impacted various facets of the Indian mobile phone landscape.

<b>I am</b>	Describe customer with 3-4 key characteristics - <i>who are they?</i>	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the care about - <i>what are they trying to achieve?</i>	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - <i>what bothers them most?</i>	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists - <i>what needs to be solved?</i>	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	Describe the emotions from the customer's point of view - <i>how does it impact them emotionally?</i>	Describe the emotions the result from experiencing the problems or barriers

**Example:**



Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Smart phone market analysts, potential investors in the technology sector, and Apple's strategic planning teams, all seeking comprehensive insights into the Indian market	Understand the multi-faceted impact of Apple's iPhone in the diverse and rapidly growing Indian market, including its adoption, patterns, competitive standing.	Existing data on Apple's iPhone performance in India is often fragmented, lacks granular detail, and doesn't provide a consolidated, visually intuitive view of its true market penetration,	The Indian market presents unique challenges and opportunities (e.g., price sensitivity, diverse income levels, strong local competition, varying connectivity infrastructures) that are not adequately captured by general sales figures or global	Limited in our ability to formulate accurate market forecasts, identify untapped consumer segments, develop targeted marketing strategies, or make informed investment decisions concerning Apple's future .

			regional variations , or the specific socio-economic factors influencing its adoption.	reports, making it difficult to pinpoint .	
PS-2	Indian consumers interested in smartphone technology, market analysts, and potential investors in the Indian tech market.	Understand the specific impact and evolving dynamics of Apple's iPhone in the Indian market, beyond general sales figures, including user adoption patterns, competitive landscape, and key growth drivers or inhibitors.	There is a lack of consolidated, data-driven insights specifically focusing on the nuanced impact of the iPhone in India, making it difficult to fully grasp its true influence, challenges, and opportunities within this unique and diverse market.	Existing data often provides high-level sales numbers but rarely delves into granular user behaviour, regional variations, price sensitivity, brand perception shifts	Uninformed and limited in our ability to make strategic decisions regarding product development, marketing efforts, investment opportunities, or competitive positioning within the Indian smartphone ecosystem, potentially leading to missed opportunities or misaligned strategies.