

Project Design Phase
Proposed Solution Template

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	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)	Apple and its stakeholder lack a centralized, interactive, and story-driven way to understand iPhone's feature-wise, region-wise, and price-wise impact in India.
2.	Idea / Solution description	Creation of intuitive visual analytics with Dark UI for great User experience with the use of eye comfort and eye feast colour palette.
3.	Novelty / Uniqueness	Instead of traditional static reports, this solution uses story-driven dashboard with real-time interactivity. The dark UI is thoughtfully chosen reduce eye strain and improve focus.
4.	Social Impact / Customer Satisfaction	Helps product and marketing teams make better decisions that align with consumer needs, especially in varied Indian markets.
5.	Business Model (Revenue Model)	This solution can be packaged as a subscription-based internal tool or consultancy model where other OEMS or market agencies can adopt the dashboard framework tailored to their brand data.
6.	Scalability of the Solution	The dashboard framework is scalable to other countries, brands, or product categories. Only the dataset and labels need to be updated-the core logic and layout remain reusable across contexts.