Ideation Phase Define the Problem Statements

Date	17 JULY 2025
Team ID	PNT2025TMID09693
Project Name	iPhone revolution data analytics project 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.

Customer Problem Statement

Product strategist at Apple India Marketing lead responsible for strategist at Apple India Apple India Market analyst supporting a product performance arrowing for apple's year growth and pricing team Market impact Market analyst supporting Apple's regional performance review for India Market impact Market analyst supporting Apple's regional performance review for India Market impact Market impact Market analyst supporting Apple's regional performance review for India Market impact Market impact Market analyst supporting Apple's regional performance review for India Market impact Market analyst supporting indian institution of the impact institution of the insights Market impact Market analyst supporting indian institution of the impact insight in the during dashovar and uncertain about indifferent regions in different insights Market analyst stated dashboards are insight instituted insight in the current dashovation to tending instituted and unsure theody in different regions in different insights The current data instituted and unsure the current dashboards are insight in distributed in sight in the current dashboards are insight in distributed in the current dashboards are infinitely in sight in the current da	lam	I'm try	ring to	В	ut		Because		Which makes me feel	
Senior executive preparing a product Apple's regional performance performance performance pricing team market impact solution and an organization and product performance performa	Product respons strategist at quari	ing lead IPhi iible for (like terly batte one highe aigns ur	one features qua e display size, perfo ery type) drive across er adoption in plan rban Indian spi	arterly ormance s India to region- secific	compare regional sales trends and share patterns	unified, visual way to correlate specs with sales in different	is scattered across Excel sheets and lacks narrative	dashboards are generic and not tailored to the Indian market	from real user behavior and uncertain about feature	and unsure how to justify localized ad
miro	preparing a suppo product Apple's r performance pricing	analyst st orting App regional year	a compelling battery tory about displa ele's year-on-influence r growth and price p rket impact amon	y type and ay specs ce average erception ng Indian	receive are dry numbers and static charts without strategic	or visualize these patterns quickly using	storytelling layer that connects KPIs to actionable	reports are tabular and not built for interactive	from the data and worried the review won't influence	manual workflow that delays insights

Problem Statement (PS)	l am	I'm trying to	But	Because	Which makes me feel
PS-1	a product strategist	find which iPhone features drive adoption in urban India	data is scattered and not visual	there's no unified dashboard	unsure about feature decisions
PS-2	a marketing lead	track regional performance for iPhone campaigns	I can't compare trends across quarters and states	dashboards aren't India-specific	frustrated and uncertain on promotions
PS-3	Senior executive	present iPhone growth in India clearly	reports lack storytellin g and visual appeal	there's no narrative-dri ven dashboard	disengaged and ineffective
PS-4	market analyst	link features like battery/displ ay to price	I can't visualize patterns easily	tools are static and not interactive	slowed down and stuck