

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

Date	15 February 2025
Team ID	LTVIP2025TMID49338
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)	There is a lack of India-specific insights on how Apple's iPhones perform across different quarters, models, and regions.Stakeholders face difficulty making data-backed decisions due to scattered and generalized global data.A focused dashboard can help identify customer behavior, sales trends, and model preferences in India.
2.	Idea / Solution description	We designed an interactive Tableau dashboard using product data like model names, prices, battery types, sales share, and revenue. The dashboard allows users to filter by quarter, region, or model and analyze the evolution of iPhone impact in India. Data is sourced from DB2 and processed via Cognos to ensure accuracy and real-time updates.
3.	Novelty / Uniqueness	<b>1.</b> Our solution connects product-level attributes with customer behavior in an India-specific context. <b>2.</b> Most existing tools show global or generalized trends, while ours zooms in on regional insights. <b>3.</b> It uniquely combines visual storytelling with sales and technical specifications of Apple iPhones.
4.	Social Impact / Customer Satisfaction	This project helps users understand which iPhone models suit which customer segments across India.It supports better product positioning and customer engagement strategies.The insights can reduce marketing waste and improve satisfaction by meeting real user needs.
5.	Business Model (Revenue Model)	We can offer the dashboard as a paid subscription service to marketing agencies and tech analysts. Customized reports can be generated for regional smartphone vendors or Apple resellers. Freemium models with basic access and premium features can also be considered.
6.	Scalability of the Solution	he dashboard can scale to include other Apple products like iPads or MacBooks. It can also be expanded to analyze competitor brands or additional countries. Automated data pipelines and filters allow flexible additions without redesigning the core.