Project Development Phase Model Performance Test

Date	10 February 2025
Team ID	LTVIP2025TMID49338
Project Name	iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India using Tableau
Maximum Marks	passasing rableau

Model Performance Testing:

Project team shall fill the following information in model performance testing template.

S.No.	Parameter	Screenshot / Values
1.	Data Rendered	The Dataset which is used in this project is based on Apple Iphone sales in india was curated from publicly available sources that reflect real-world market data for Apple products in India, It was supplemented with like "iPhone Sales by State," "Launch Timeline," "Platform Comparison," and "Market Share Insights," to enrich the analysis. The Dataset Contains of Total 836 rows and 16 columns. The following are key attributes which are in dataset Key attributes: 1. Product name-The name of the iPhone variant listed (e.g., iPhone 13 Pro Max 128GB Blue). 2. Product price-The listed or discounted price of that specific iPhone on eCommerce platforms. 3. Battery Type 4. Models-Different variants of Apple iphone 5. Sales share 6. Country 7. Quarter 8. Revenue

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2. Data Preprocessing

The following steps are done during the data pre processing

1. Handling Missing Values

We inspected the dataset for null or missing values in key columns such as Sale Price, MRP, Ratings, and Reviews.

For numerical fields like Sale Price or MRP, rows with missing values were dropped, as pricing is critical to the analysis.

For optional fields like Star Rating or Number of Reviews, missing values were either filled with the median or zero, depending on context.

2. Data Cleaning

Removed duplicate rows to avoid bias in visualizations.

Standardized formats:

Converted Ram from strings like "2 GB" to integer 2.

Ensured all price-related columns (Sale Price, MRP) are in numeric format.

Trimmed extra spaces and unified casing for text fields like Product Name or Brand.

3. Feature Engineering

Created new fields to enhance insights:

Sales Difference = MRP - Sale Price to measure discount amount. Discount Percentage = ((MRP - Sale Price) / MRP) * 100 to analyze percentage discount.

Derived RAM category r grouped analysis.

Extracted Storage size from Product Name using text parsing.

4. Data Type Conversion

Converted all numerical features (Ratings, Prices, Reviews) to appropriate numeric types.

Date fields (if any) were converted to datetime format for time-based analysis.

3. Utilization of Filters

Below are the following filters used in the dashboard creating

1. Brand Filter

Type: Categorical filter (single or multiple select)

Field Used: Brand

Purpose: Restrict the dataset to Apple products only

Use Case: Ensure the analysis focuses solely on Apple devices by

excluding other brands if present

2. RAM Filter

Type: Categorical or grouped filter (e.g., 2GB, 4GB, 6GB)

Field Used: RAM

Purpose: Segment iPhones based on memory capacity

Use Case: Analyze how performance, price, or user ratings vary by RAM

size

3. Sales Difference Filter

Type: Numeric range slider

Field Used: Sales Difference (MRP - Sale Price)
Purpose: Highlight devices with significant price cuts

Use Case: Identify aggressively discounted models to study marketing

		strategies
		4. Star Rating Filter Type: Numeric range slider Field Used: Star Rating Purpose: Focus on customer-rated products Use Case: Explore how product popularity and sales are influenced by user feedback
		5. Price Range Filter Type: Numeric range slider Fields Used: Sale Price, MRP Purpose: Compare product segments (budget vs premium) Use Case: Study pricing strategy and how it relates to features or ratings
4.	Calculation fields Used	The Sales Difference field, calculated as MRP - Sale Price, shows the exact price reduction offered on each iPhone model. It helps identify which products have the highest flat discounts, giving insights into promotional strategies. By analyzing this field, we can detect trends such as which models are heavily discounted or how discounts vary by storage or RAM variant.

5. Dashboard design

No of Visualizations / Graphs -

- 1. Battery type distribution
- 2. Brand Price Comparsion
- 3. Model Share
- 4. Country wise best selling smartphone
- 5. Quaterly share
- 6. Annual Income
- 7. KPI year wise
- 8. Global Market Share
- 9. KPI
- 10. Model Specification

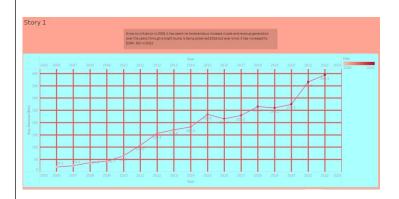




6 Story Design

No of Visualizations / Graphs -

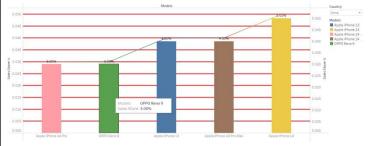
1. Since its initiation in 2006 it has seent he teremendous increase in sale and revenue generation over the years, through a slight bump is being observed 2016 but ever since it has increased to \$394 .3bn in 2022 .



2.Apple contunies to strengthen its standing in the smartphone market. The brand has risen to a position of



3.Comparative analysis amogst various other leading brands in the smartphone industry shows that iphone is yet to make its impact in India.ITS 3% market share in the global market is depicted in the line-bar graph.



4.More than 1 billon consumers currentlu use iphones .Since its intial launch more than 1.9 billon iphones have been sold iphone sales in 2021 surpassed the 2015 peak,but declined in 2022 to 232.2 million units

