Ideation Phase Define the Problem Statements

Date	24 JUNE 2025		
Team ID	LTVIP2025TMID47767		
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.

Customer Problem Statement

l am	I'm trying to	But	Because	Which makes me feel
Product responsible for strategist at quarterly iPhone campaigns	Identify which IPhone features (like display size, battery type) drive urban Indian markets Evaluate Apple's quarterly quarterly performance across India to plan region- specific promotions	I find it hard to compare unified, visual regional sales trends and share patterns in one view I don't have a unified, visual way to correlate specs with sales in different regions	The current data is scattered dashboards are across Excel generic and not sheets and lacks tailored to the narrative Indian market insights context	Disconnected from real user behavior and uncertain about feature decisions Frustrated and unsure how to justify localized ad spend
Senior executive preparing a supporting product Apple's regional performance review for India	Tell a compelling battery type and display specs influence average price perception among Indian consumers	The visuals I receive are dry numbers and static charts without strategic narrative I can't isolate or visualize these patterns quickly using current tools	There's no data storytelling layer that connects KPIs to actionable insights Our current reports are tabular and not built for interactive analysis	Disengaged Stuck in a from the data and worried the review won't influence decision-makers Stuck in a manual workflow that delays insights

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Problem	I am	I'm trying to	But	Because	Which makes me feel
Statement (PS)					
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