

Project Design Phase-II
Solution Requirements (Functional & Non-functional)

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| Date | 15 FEB 2026 |
| Team ID | LTVIP2026TMIDS73956 |
| Project Name | iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India using Tableau |
| Maximum Marks | 4 Marks |

Functional Requirements:

Following are the functional requirements of the proposed solution.

| FR No. | Non-Functional Requirement | Description |
|--------|----------------------------|---|
| NFR-1 | Performance | Dashboards must load within 3–5 seconds even with filters applied. |
| NFR-2 | Scalability | The framework should support future data addition (e.g., new models or regions). |
| NFR-3 | Responsiveness | Dashboard layout should be usable on laptops and projectors during presentations. |
| NFR-4 | Performance | The interface must be simple, readable, and require no technical background to explore. |
| NFR-5 | Usability | Use a dark theme with eye-comfort colors and clear legends to reduce user fatigue. |
| NFR-6 | Data Accuracy | Ensure calculations (KPIs, averages, comparisons) are correctly validated against source files. |

| FR No. | Functional Requirement (Epic) | Sub Requirement (Story / Sub-Task) |
|--------|--------------------------------------|---|
| FR-1 | Interactive KPI Dashboard | Displays revenue, units sold, active users, and discount percentage filtered by year and region. |
| FR-2 | Model & Spec Analytics | Allows users to compare iPhone models based on features like display size, battery type, RAM, and camera. |
| FR-3 | Quarterly Market Share Visualization | Displays brand-wise share in India across four quarters using donut and bar charts. |
| FR-4 | Pricing Pattern Insights | Visualizes average price distribution and discount trends by feature and battery type. |
| FR-5 | Geo-Map Representation | Shows Apple’s regional performance across Indian states. |

Non functional Requirements:

Following are the non-functional requirements of the proposed solution.

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|------|----------------------------------|---|
| FR-6 | Story-Based Dashboard Navigation | Sequential story view explaining Apple's performance journey with narrative captions. |
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