

# Project title: I Revolution\_ A Data-driven Exploration of Apple's iPhone Impact in India using tableau

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## Project Design Phase-I - Solution Fit Template

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ Understand the existing situation in order to improve it for your target group.

Problem-Solution Fit canvas			I REvolution: A DATA-DRIVEN EXPLORATION OF APPLE'S IPHONE, IMPACT IN INDIA USING TABLEAU		
Define CS, fit into CL	<b>1. CUSTOMER SEGMENT(S)</b> CS Product Managers, Marker Analysts at Apple and Staksholders	<b>6. CUSTOMER LIMITATIONS</b> CL EC, BUDGET, DEVICES Time, Adaptation to Tabao	<b>5. AVAILABLE SOLUTIONS</b> PROS & CONS AS Generic spread sheets Bi dashboards	Explore AS, differentiate	
Focus on PR, fit into BE, understand RC	<b>2. PROBLEMS / PAINS</b> PR ITS FREQUENCY Disjointed data Weak visual insights Scattered data	<b>9. PROBLEM ROOT / CAUSE</b> RC Fragmented, static dashboards	<b>7. BEHAVIOR</b> ITS INTENSITY BE Constant spreadsheet - updates digging for meaningful numbers	Focus on PR, fit into BE, understand RC	
Identify strong TR & EM	<b>3. TRIGGERS TO ACT</b> TR Filter by year, quarter Spec-price charts	<b>10. YOUR SOLUTION</b> SL Creation of intuitive visual analytics with Dark UI for great User experience with the use of eye comfort and eye feast color palette Interactive drag-and-drop filters	<b>8. CHANNELS of BEHAVIOR</b> CH ONLINE OFFLINE	Explore online & offline CH of BE	
	<b>4. EMOTIONS</b> BEFORE / AFTER EM Confounded Confident				