**PROJECT REPORT**

**iRevolution:A data driven Exploration of Apple iphone’s**

**impact in India**

**Project team:**

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**This project was all about how to use Tableau software, which involved the following steps:**

* **Empathy Map**
* **Brainstorming Map**
* **Collection and connection of data set**
* **Preparation of Visualization sheets**
* **Dashboard**
* **Story**
* **Publishing in Tableau**

**Empathy Map:**

**Our team started our project with the creation of Empathy Map. Firstly we collected the points about impact of iphones in India. We grouped the points under says, thinks, does and feels.**

**Brainstorming Map:**

**In the brainstorming Map, Each contributed 3 points regarding the impacts of iPhone in India and grouped in Brainstorming Map.**

**Collection and Connection of data set:**

**Regarding our Project Title, A dataset is been collected from the Naan Mudhalvan, Smartinternz platform and connected the dataset to the Tableau.**

**Preparation of Visualization sheets:**

**We ourselves created 5 questions on consumer’s point of view and tried to answer these questions through visualization sheets using Bar graphs, donut chart and histogram.**

**Dashboard:**

**We created a dashboard placing all the visualization sheets in single dashboard.**

**Story:**

**After the completion of dashboard, We have created a story section in which we extracted the observations from the visualization sheets.**

**Publishing in Tableau:**

**We have published our dashboard and story in our team leader’s Tableau public ID.**

**Conclusion:**

**From this project we learned to analyse a dataset and the usage of tableau software.**