Project Design Phase
Proposed Solution Template

Date	19 FEB 2026
Team ID	LTVIP2026TMIDS24308
Project Name	iRevolution : A data-driven exploration of Apple's iPhone impact in India using Tableau
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in the proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	How might we enable Apple's market strategies to gain actionable, India-specific insights into iPhone market penetration, consumer behaviour and social-economic impact, so they can design better growth strategies.
2.	Idea / Solution description	We're building an easy-to-use, interactive Tableau dashboard that brings together sales data, model-wise comparisons, user reviews, and pricing trends for iPhones in India. This tool will help users visually explore iPhone insights, compare with other brands, and make smarter, data-backed decisions all in one place.
3.	Novelty / Uniqueness	• It's a one-stop visual platform for understanding iPhone performance in India • Combines sales data, pricing, reviews, and model popularity, all under one dashboard • Simplifies complex information into interactive charts, helping both tech and non-tech users • Useful for consumers, analysts, students and smartphone sellers alike.
4.	Social Impact / Customer Satisfaction	• Empowers users to make informed buying decisions and avoid impulse purchases. • Builds trust by reducing confusion and bringing transparency to product value. • Helps middle-income and first-time iPhone buyers understand what they're really paying for. • Makes smartphone data accessible to everyone, not just analysts.

5.	Business Model (Revenue Model)	• Start free: open access to the core dashboard. • Offer premium features like deep insights, downloadable reports, and model comparisons. • Partner with retailers or blogs for affiliate insights. • Long-term potential to license data tools to smartphone companies or educational platforms.
6.	Scalability of the Solution	• Can easily scale to include other brands (Samsung, OnePlus, etc.) or new Apple products (iPads, Macs). • Can expand regionally or globally with more datasets. • With the right UI, this could evolve into a full web/mobile app for tech shoppers. • New data sources (social media trends, pricing predictions) can be added over time.