

# PROJECT REPORT

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Team ID:  
LTVIP2026TMIDS24308

## 1. INTRODUCTION

### 1.1. Project Overview

The iRevolution project aims to explore and analyze the impact of Apple's iPhone in the Indian market using powerful visual analytics. By leveraging Tableau, this project brings together multiple dimensions of iPhone-related data such as pricing, specifications, reviews, discounts, and market share to deliver clear, interactive dashboards. It transforms complex datasets into intuitive visual stories, helping stakeholders derive insights faster and more effectively.

### 1.2. Purpose

The main purpose of this project is to assist product analysts, marketing teams, and decision-makers in understanding how various iPhone models perform across different Indian regions and quarters. By using a data-driven approach, the project provides a platform to explore trends in sales, user preferences, and key performance indicators, thus encouraging smarter decision-making in pricing, promotion, and feature planning.

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## 2. IDEATION PHASE

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## 2.1. Problem Statement

### Problem Statement 1:



### Problem Statement 2:



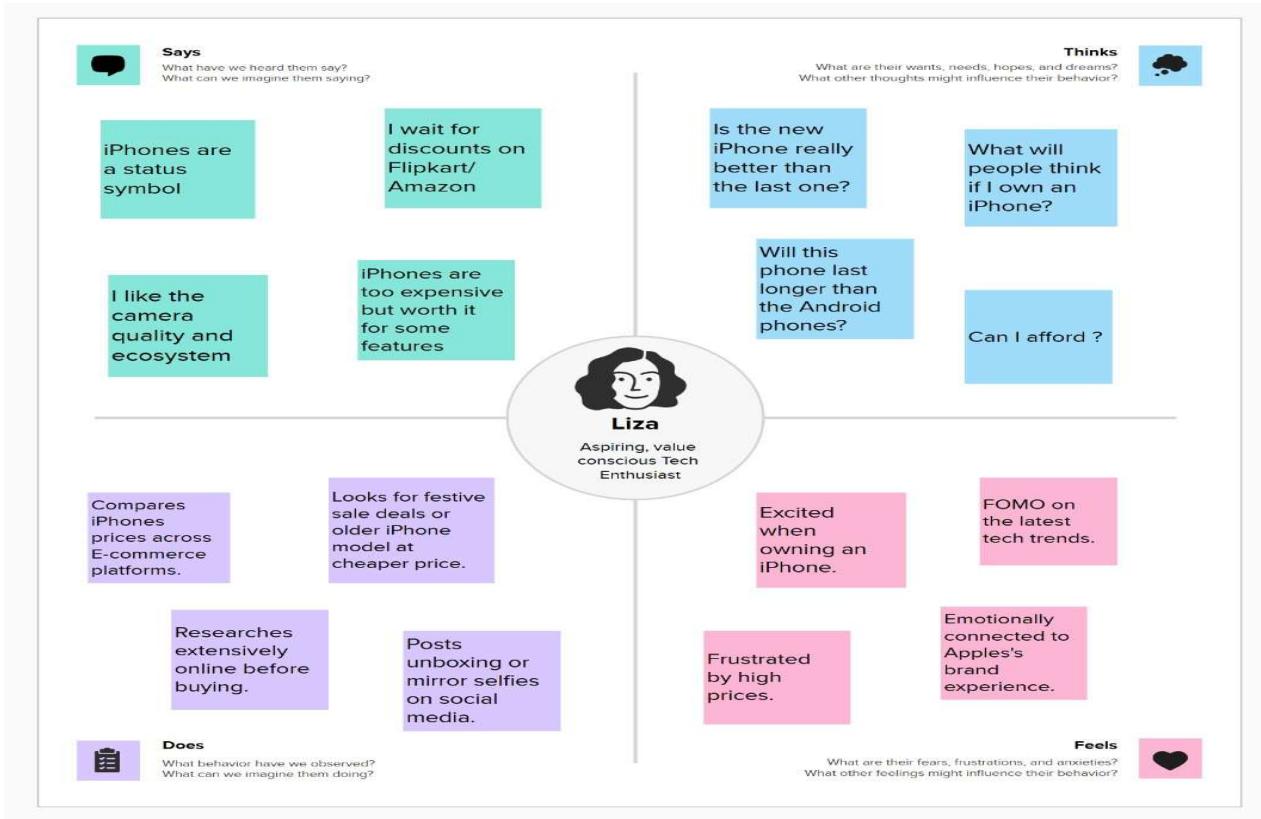
Problem Statement (PS)	I am	I'm trying to	But	Because	Which makes me feel
PS-1	Smartphone Buyer	Find a smartphone that balances brand value, features and cost	iPhones are expensive and it's hard to justify the extra price.	There is no clear, centralized comparison of long-term benefits.	Conflicted between aspiration and affordability.
PS-2	Apple Market Strategist or Analyst	Understand the iPhone's market impact in India	Most data are global, fragmented or lacks India-specific insights.	Research on India's unique consumer behaviour and economic factors is limited.	Uncertain about how to expand Apple's market share effectively.

## 2.2 Empathy Map Canvas

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## 2.3. Brainstorming

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Template



## Brainstorm & idea prioritization

**iRevolution** : A data-driven exploration of Apple's iPhone impact in India using Tableau

- ⌚ 10 minutes to prepare
- ⌚ 1 hour to collaborate
- 👤 2 people

1

### Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⌚ 5 minutes

#### PROBLEM

**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 ?**



#### Key rules of brainstorming

To run an smooth and productive session

- |                 |                        |
|-----------------|------------------------|
| Stay in topic.  | Encourage wild ideas.  |
| Defer judgment. | Listen to others.      |
| Go for volume.  | If possible, be visual |

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**2**

**Brainstorm**

Write down any ideas that come to mind that address your problem statement.

⌚ 10 minutes

**TIP**  
You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

**Person 1**

- Visualize iPhone sales growth
- Show the impact of iPhone penetration on consumer lifestyles
- Analyze consumer behaviour towards price changes, discounts, EMI offers & sales periods.
- Compare iPhone with Android competitors in terms of features, ratings & pricing.

**Person 2**

- Map consumer choices using product specifications.
- Identify top-selling iPhone models by geography.
- Visualize quarterly market shares.
- Analyze reviews from E-commerce and social media to capture satisfaction & complaints.
- Revenue breakdown by regions.

**3**

**Group ideas**

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

⌚ 20 minutes

**TIP**  
Add a common title tag to all sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

**Market & Sales Analysis**

- Visualize iPhone sales growth
- Identify top-selling iPhone models by geography.
- Compare iPhone with Android competitors in terms of features, ratings & pricing.
- Visualize quarterly market shares.

**Consumer behaviour & Economics**

- Map consumer choices using product specifications.
- Analyze consumer behaviour towards price changes, discounts, EMI offers & sales periods.

**Revenue Generated**

- Link revenue growth to iPhone sales and users.
- Revenue breakdown by regions.

**Cultural & Trend Impact**

- Show the impact of iPhone penetration on consumer lifestyles

**Sentiment & Feedback**

- Analyze reviews from E-commerce and social media to capture satisfaction & complaints.

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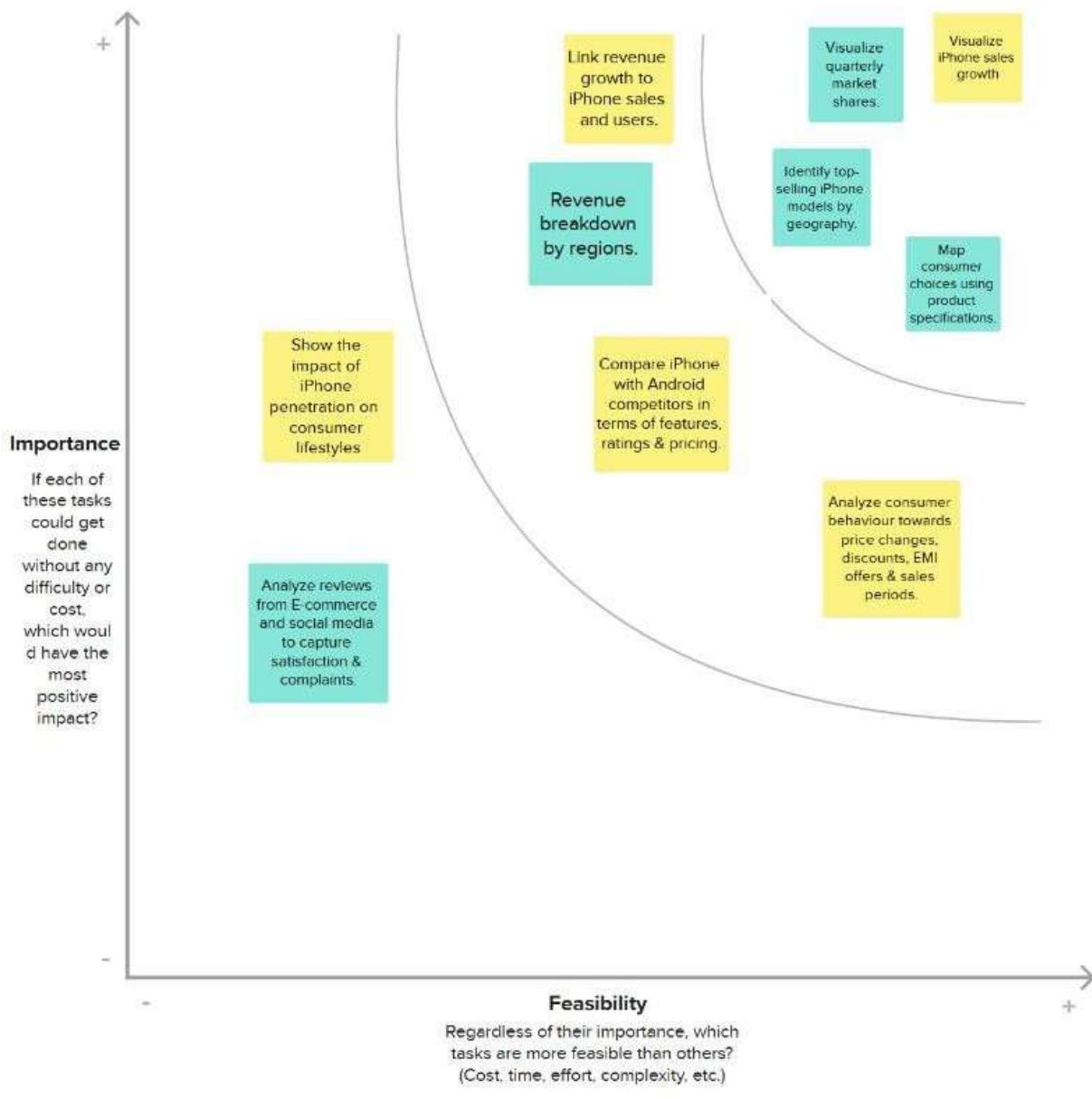
## Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⌚ 20 minutes

TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.



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## 3. REQUIREMENT ANALYSIS

### 3.1. Customer Journey Map

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Scenario: An Indian consumer's journey from discovering to using an iPhone	Entice	Enter	Engage	Exit	Extend					
<b>Experience steps</b> What does the person (or people) at the center of this scenario typically experience in each step?	Sees iPhone ads on TV/ Social media	Notices friends using iPhones	Compares prices online	Checks Flipkart/ Amazon reviews	Sets up iPhone	Uses camera, iCloud/Facetime etc.	Faces slowdown or battery decline	Considers upgrading	Buys new iPhone	Refers brand to friends
<b>Interactions</b> What interactions do they have at each step along the way?  ▪ People: Who do they see or talk to? ▪ Places: Where are they?	People: Friends,influencers,sales reps	Places: Youtube, Instagram,Flipkart/retail stores	People: Salesperson, online reviewers	Places: Amazon, Reliance Digital,Flipkart	People: Apple Support, friends for setup help	Place: Settings App Store, iCloud	People: Service centre staff, buyers	Places: Apple Store, OLX, Flipkart	People: Friends, Apple reps	Places: Apple community forums,supports app
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	I want to own a premium phone	I want a good camera and long-lasting performance. I want to stand out	I want a secure and Durable device	Help me find the best value iPhone	I want great camera and security	Stay connected and productive	Should I upgrade or Repair?	Can I sell this at good price ?	Stay in the Apple Ecosystem	Keep my data and apps secure
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	Watching aesthetic iPhone content	First Hand Experience at Apple Store	Discovering discounts or sale offers	Easy EMI calculations	iOS interface smoothness	Camera Performance	Good resale value for recent models	Trade-in availability	Ecosystem continuity	Long-term trust in brand
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	Price Shock	Uncertainty about resale value	High import duties	No charger in the box	Limited Customization	Lack of expandable storage	Battery performance decline	High repair costs	Difficulty in transferring data to android	Accessories costs more than alternative
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	Showcase affordable older models	Promote EMI offers clearly	Bundle Offers with accessories	Transparent trade-in process	Offer regional language tutorial	Affordable AppCare in India	Clear Upgrade Plans	Loyalty Programs	Referral reward program	Affordable cross-device sync

## 3.2 Solution requirement

### Functional Requirements:

Following are the functional requirements of the proposed solution.

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FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	Interactive KPI Dashboard	Display revenue, units sold, active users and discount percentage filtered by year and region.
FR-2	Model & Specification 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.
FR-6	Story-based Dashboard Navigation	Sequential story view explaining Apple's performance journey with narrative captions.

## Non-functional Requirements:

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

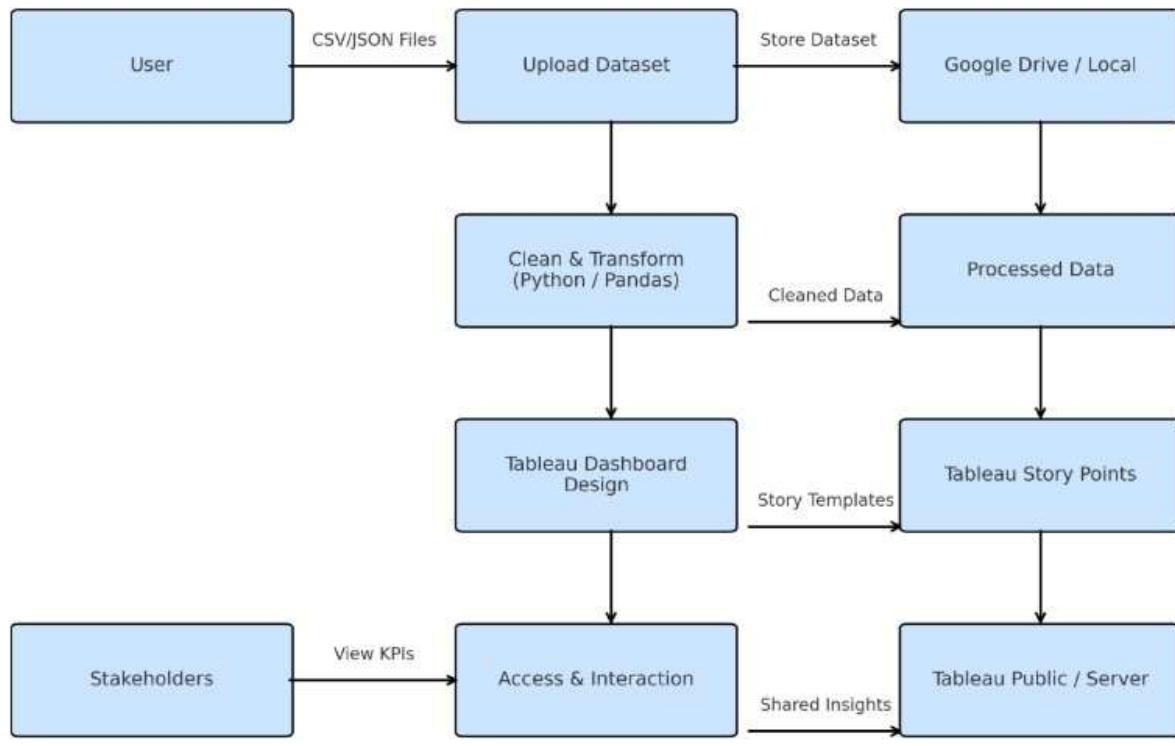
FR No.	Non-Functional Requirement	Description
NFR-1	<b>Usability</b>	Dashboards are user-friendly, intuitive and responsive on various devices.
NFR-2	<b>Security</b>	Ensuring all uploaded datasets are stored locally or in secure cloud storage with restricted access.
NFR-3	<b>Reliability</b>	Dashboards should display data consistently without visual or data loss or misrepresentation.
NFR-4	<b>Performance</b>	Dashboards must load within 2-4 seconds even with filters applied.
NFR-5	<b>Availability</b>	Dashboards must be available via Tableau Public/Server with 99.9% uptime.
NFR-6	<b>Scalability</b>	The framework should support future data addition (e.g. new models or regions).

## 3.3 Data Flow Diagram

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## 3.4 Technology Stack

S. No.	Component	Tools/Technology	Purpose
1	Data Source	CSV, xlsx, JSON files	Raw smartphone sales and specification data.
2	Data Processing	Tableau Prep Builder	Handling missing values and data inconsistencies.
3	Visualization	Tableau Desktop	Creating Interactive Dashboard and Stories.
4	Storage	Google Drive / Local	Storing Raw and Processed Datasets.
5	Collaboration	Google Docs	Team Communication and report writing.

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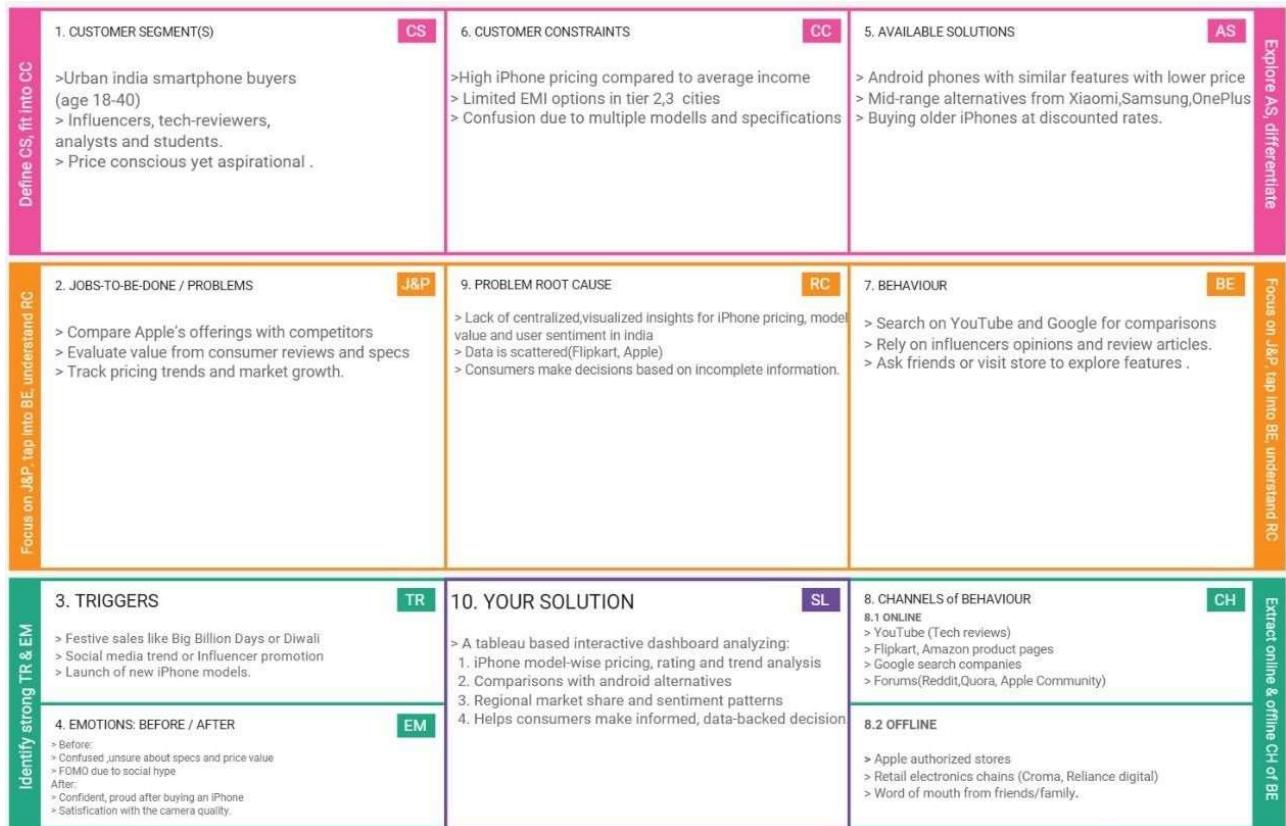
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Deployment	Tableau Public / Server	Dashboards sharing and stakeholder access.
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## 4. Project Design

### 4.1. Proposed Solution Fit



### 4.2. Proposed Solution

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,

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		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	<ul style="list-style-type: none"><li>• It's a one-stop visual platform for understanding iPhone performance in India</li><li>• Combines sales data, pricing, reviews, and model popularity, all under one dashboard</li><li>• Simplifies complex information into interactive charts, helping both tech and non-tech users</li><li>• Useful for consumers, analysts, students and smartphone sellers alike.</li></ul>
4.	Social Impact / Customer Satisfaction	<ul style="list-style-type: none"><li>• Empowers users to make informed buying decisions and avoid impulse purchases.</li><li>• Builds trust by reducing confusion and bringing transparency to product value.</li><li>• Helps middle-income and first-time iPhone buyers understand what they're really paying for.</li><li>• Makes smartphone data accessible to everyone, not just analysts.</li></ul>
5.	Business Model (Revenue Model)	<ul style="list-style-type: none"><li>• Start free: open access to the core dashboard.</li><li>• Offer premium features like deep insights, downloadable reports, and model comparisons.</li><li>• Partner with retailers or blogs for affiliate insights.</li><li>• Long-term potential to license data tools to smartphone companies or educational platforms.</li></ul>
6.	Scalability of the Solution	<ul style="list-style-type: none"><li>• Can easily scale to include other brands (Samsung, OnePlus, etc.) or new Apple products (iPads, Macs).</li><li>• Can expand regionally or globally with more datasets.</li></ul>

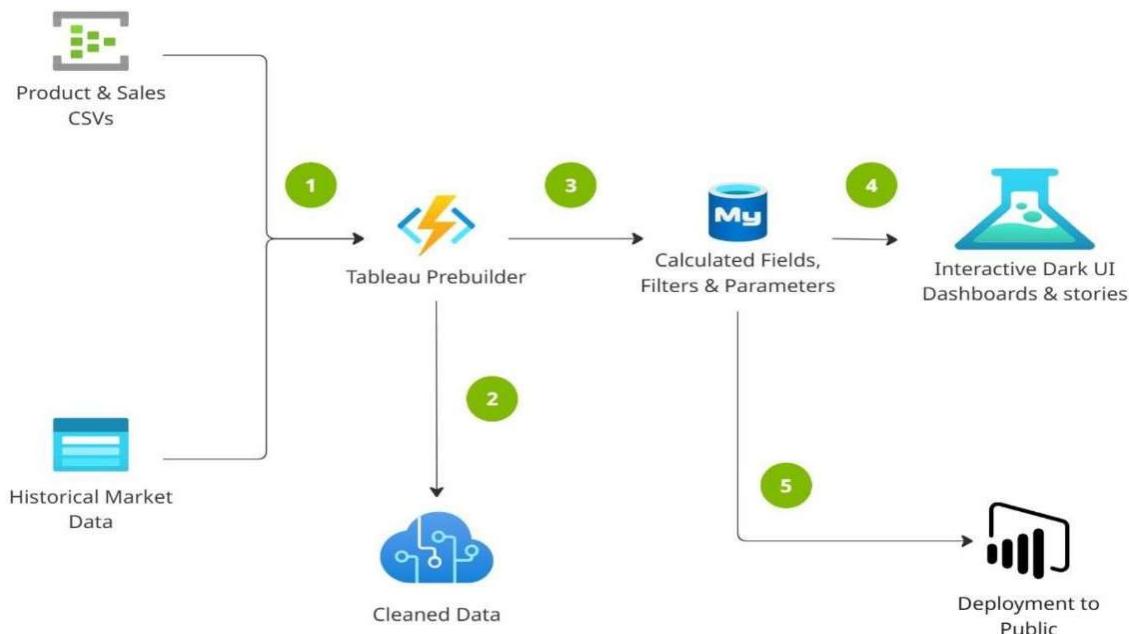
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		<ul style="list-style-type: none"><li>With the right UI, this could evolve into a full web/mobile app for tech shoppers.</li><li>New data sources (social media trends, pricing predictions) can be added over time.</li></ul>
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## 4.3. Solution Architecture



## 5. PROJECT PLANNING & SCHEDULING

### 5.1. Project Planning

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.

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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	<ul style="list-style-type: none"><li>• It's a one-stop visual platform for understanding iPhone performance in India</li><li>• Combines sales data, pricing, reviews, and model popularity, all under one dashboard</li><li>• Simplifies complex information into interactive charts, helping both tech and non-tech users</li><li>• Useful for consumers, analysts, students and smartphone sellers alike.</li></ul>
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	Scalability of the Solution	<ul style="list-style-type: none"><li>• Can easily scale to include other brands (Samsung, OnePlus, etc.) or new Apple products (iPads, Macs).</li><li>• Can expand regionally or globally with more datasets.</li><li>• With the right UI, this could evolve into a full web/mobile app for tech shoppers.</li><li>• New data sources (social media trends, pricing predictions) can be added over time.</li></ul>
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## 6. FUNCTIONAL & PERFORMANCE TESTING

### 6.1. Performance Testing

S.No.	Parameter	Screenshot / Values
1.	Data Rendered	Rendered from cleaned CSV files with Apple iPhone specifications, regional sales, quarterly performance, annual revenues, etc. Loaded ~ 800+ rows.
2.	Data Preprocessing	Handling NULL values, feature mappings applied for battery type, standardized formats, removing data inconsistencies, display size, model grouping and quarter classifications.
3.	Utilization of Filters	Applied Tableau Filters for Brand, Year, RAM, Display size, Battery Type and Quarter. All responsive under 2-3 seconds.
4.	Calculation fields Used	<ul style="list-style-type: none"><li>• Average Price by Spec</li><li>• Discount Percentage</li><li>• Revenue Trends by Year</li><li>• Brand-wise Quarterly Share</li><li>• KPI Metrics</li></ul>
5.	Dashboard design	No of Visualizations / Graphs – 4 Dashboards
6	Story Design	No of Visualizations / Graphs – 2 stories with 4 story points each

## 7. RESULTS

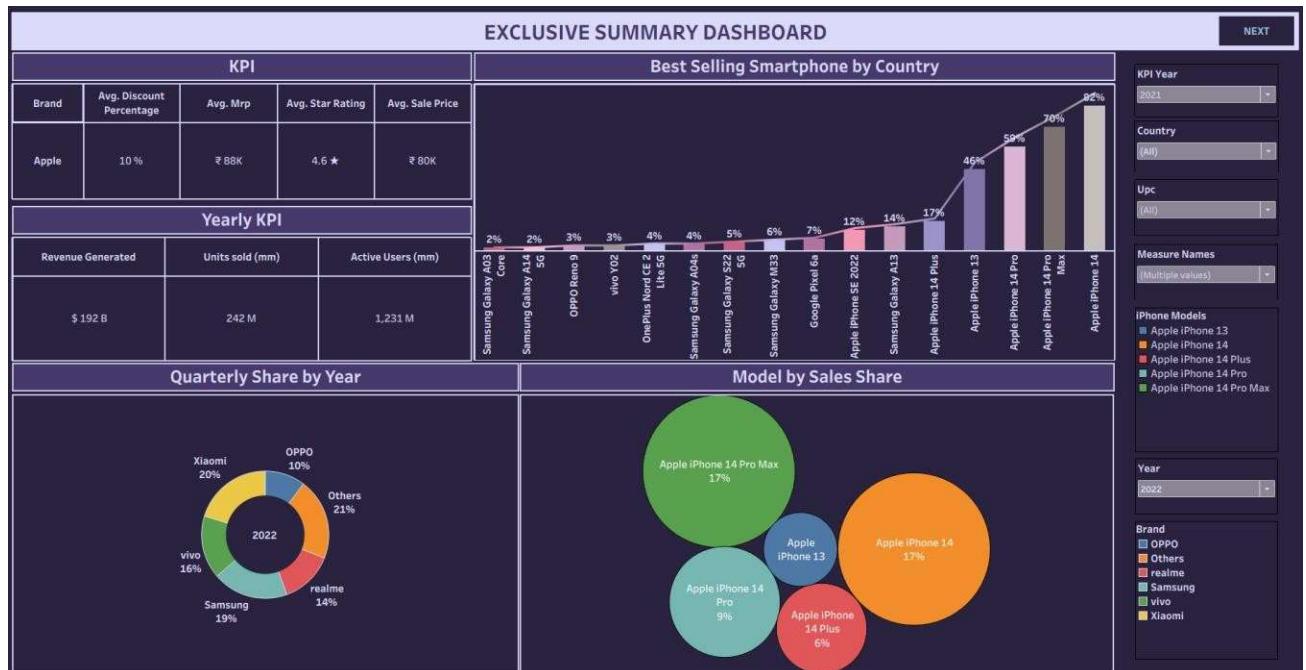
### 7.1. Output Screenshots

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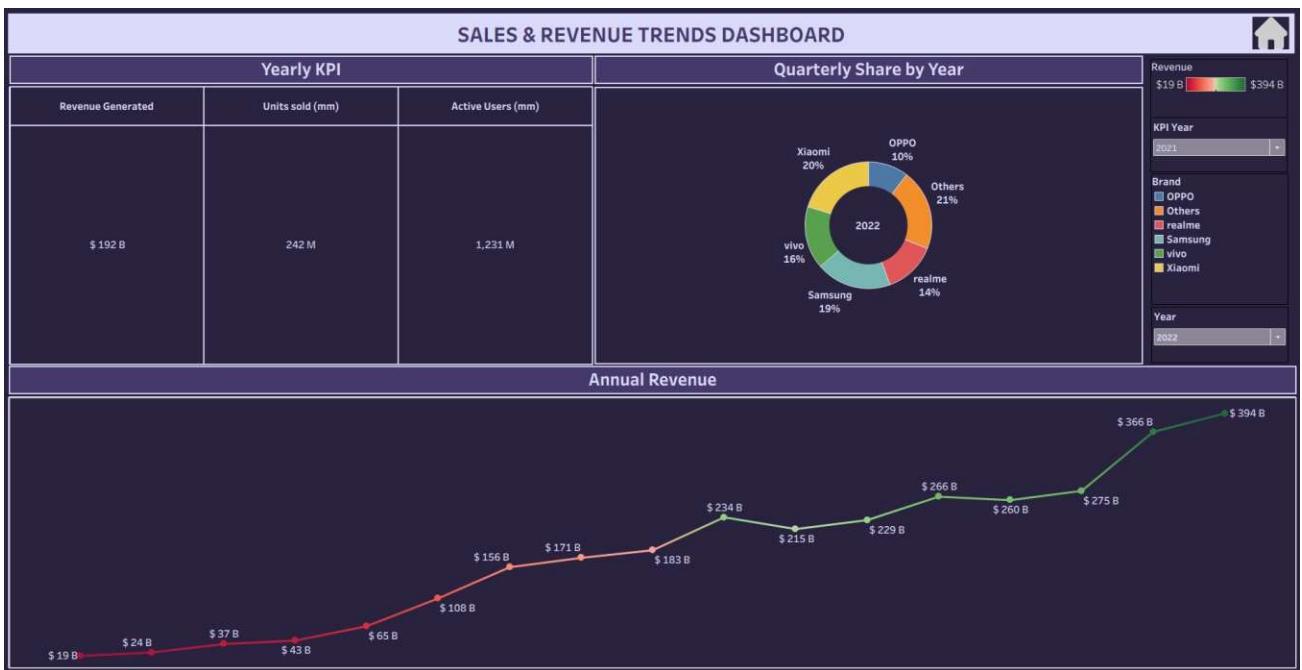
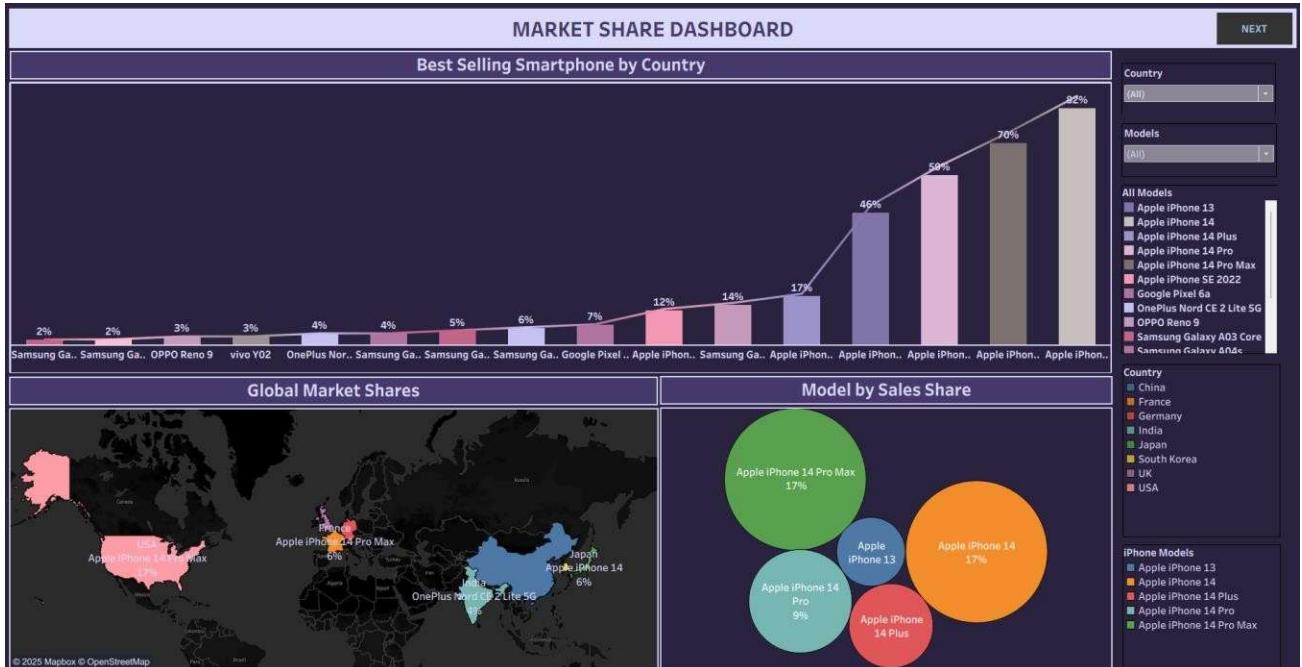
## Dashboards:



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**Story 1 Outputs:**

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iRevolution – Unveiling Apple's Market Power			
Revenue Generated	Units sold (mm)	Active Users (mm)	KPI Year
\$ 205 B	232 M	1.334 M	2022



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**iRevolution – Unveiling Apple's Market Power**

Model	Processor	Front Came..	Rear Camera	Colour	Price
APPLE IPHONE 11	A Bionic Chip	12MP	12MP + 12MP	White	₹ 46K
APPLE IPHONE 12	A Bionic Chip with Next Generation Neural Engine	12MP	12MP + 12MP	Purple	₹ 60K
APPLE IPHONE 14	A Bionic Chip, Core	12MP	12MP + 12MP	Purple	₹ 85K
APPLE IPHONE 14 PLUS	A Bionic Chip, Core	12MP	12MP + 12MP	Purple	₹ 103K
INFINIX NOTE 12I	Mediatek Helio G85	8MP	50 MP + 2 MP + QVGA	Alpine White	₹ 13K
POCO X5 PRO 5G	Qualcomm Snapdragon 778G	16MP	108MP + 8MP + 2MP	Astral Black	₹ 27K
REALME 9 5G SE	Qualcomm Snapdragon 778G	16MP	48MP + 2MP + 2MP	Azuro Glow	₹ 26K
SAMSUNG GALAXY A33	Exynos 1280	13MP	48MP + 8MP + 5MP + 2MP	Awesome Black	₹ 33K
SAMSUNG GALAXY A52	Qualcomm Snapdragon 720G	32MP	64MP + 12MP + 5MP + 5MP	Awesome Black	₹ 18K
SAMSUNG GALAXY A53	Exynos Octa Core	32MP	64MP + 12MP + 5MP + 5MP	Awesome Black	₹ 40K
SAMSUNG GALAXY F04	Mediatek Helio P35	5MP	13MP + 2MP	Jade Purple	₹ 11K

Colour: Alpine White, Astral Black, Awesome Black, Azuro Glow, Jade Purple, Purple, White

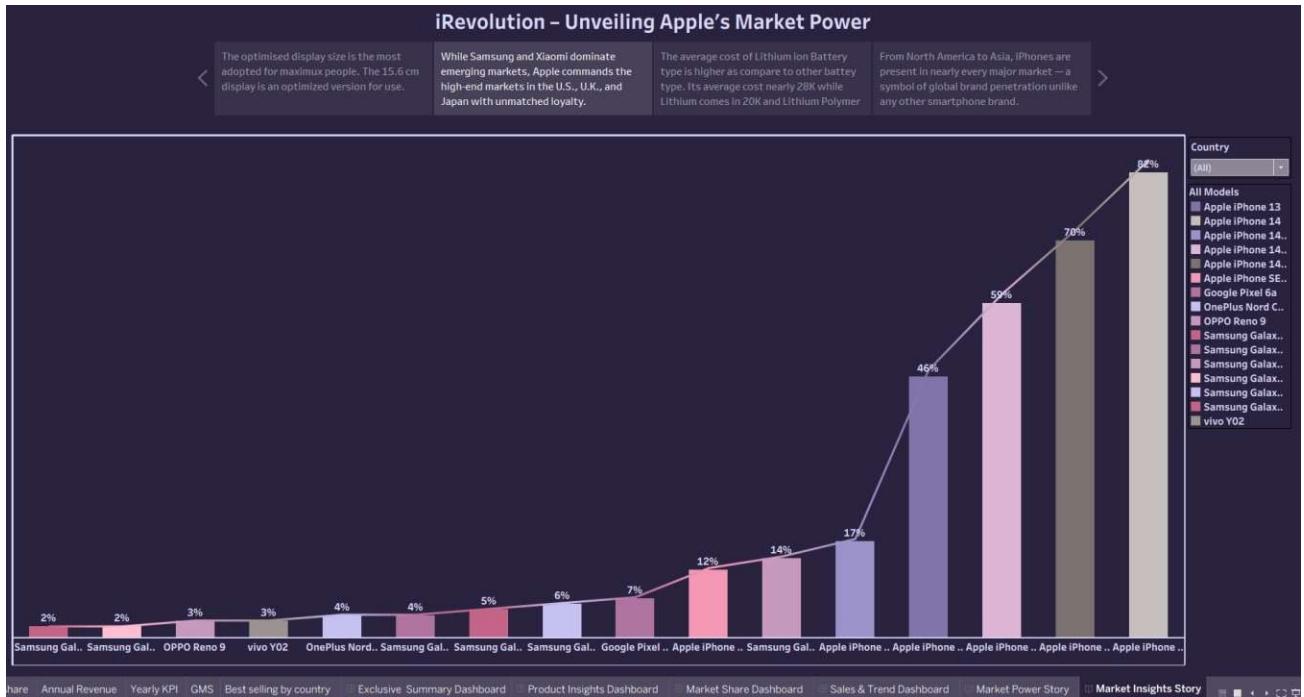
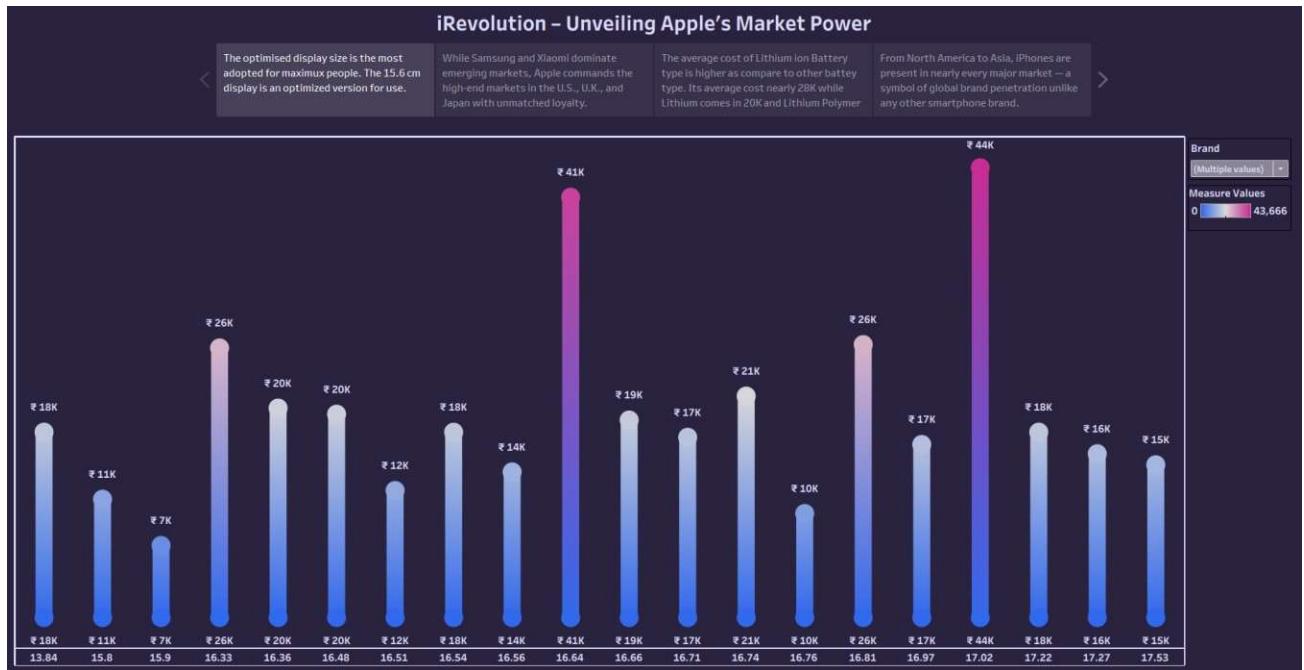
Share Annual Revenue Yearly KPI GMS Best selling by country Exclusive Summary Dashboard Product Insights Dashboard Market Share Dashboard Sales & Trend Dashboard Market Power Story Market Insights Story

## Story 2 Outputs:

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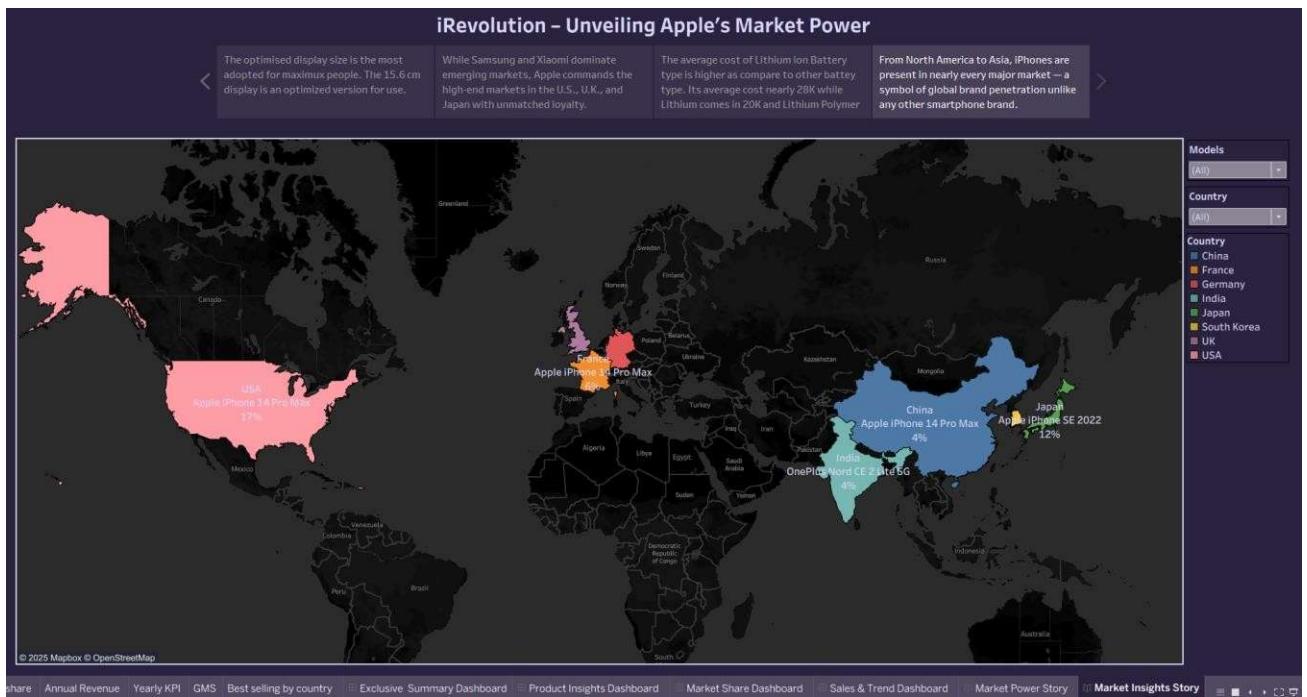
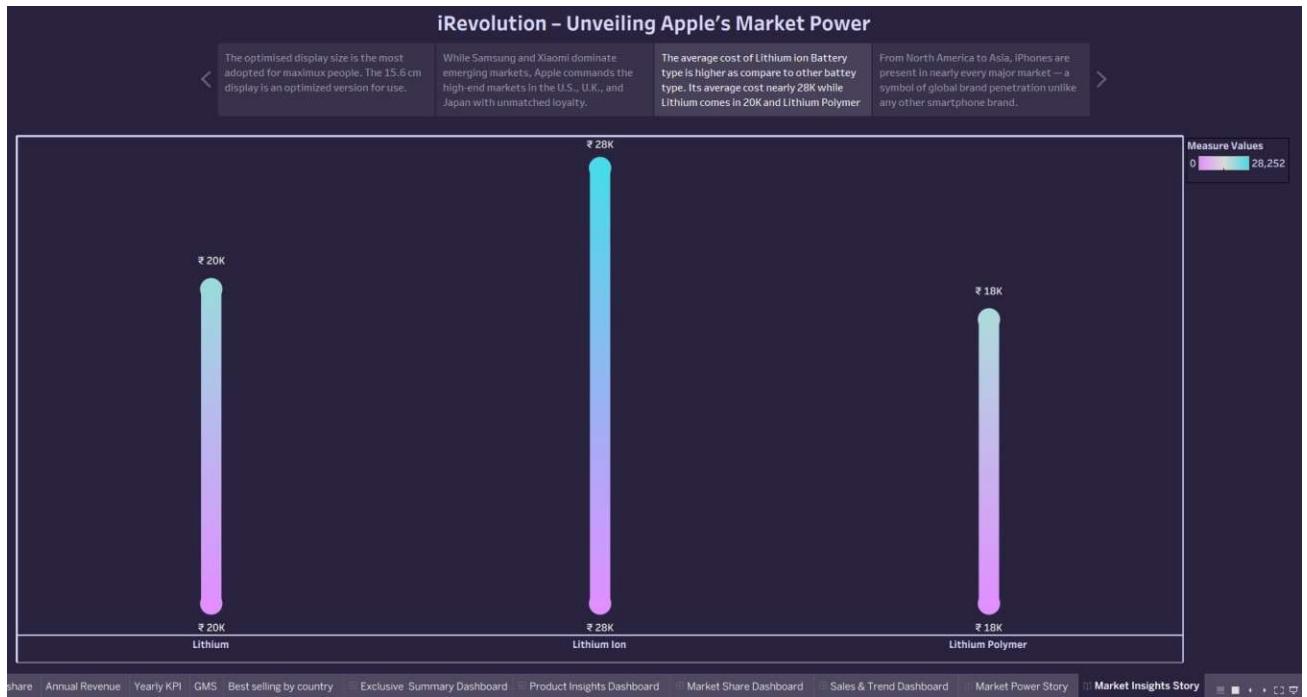
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## 8. ADVANTAGES & DISADVANTAGES

- **Advantages:**

- **User-Friendly Dashboards:** Intuitive interface
- **Reusable Framework:** The dashboard model can be reused for other smartphone brands or markets by simply updating the dataset.
- **Time-Saving:** Reduces the manual workload for analysts by providing ready-to-explore visualizations.
- **Interactive Insights:** Real-time filtering and data slicing allow users to extract exactly what they need without manual intervention.
- **Data-Driven Decision Making:** Helps strategists, marketers and executives make smarter, evidence-based decisions.

- **Disadvantages:**

- **Platform Limitation:** Tableau Public may limit some functionality such as real-time backend connection and publishing privacy.
- **Static Structure in Story:** While dashboards are interactives, Tableau stories have limited flexibility in dynamic narration.
- **Dependence on Data Accuracy:** Insights are only as good as the quality of input data: inaccurate or outdated datasets could mislead.

## 9. CONCLUSION

The iRevolution project successfully demonstrates how data visualization, combined with user-centered design, can drive meaningful insights into Apple's iPhone performance in India. By integrating sales, pricing, feature-based specs, and regional market data into interactive Tableau dashboards, the project not only simplifies complex analytics but also empowers decision-makers to act with confidence. This end-to-end effort—from ideation to deployment—shows the real-world value of design thinking and data storytelling in business intelligence.

## 10. FUTURE SCOPE

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- **Multi-brand Integration:** Extend the current dashboard to include competitor analysis (e.g., Samsung, Xiaomi).
- **Real-Time Data Connection:** Integrate live data sources (APIs or Google Sheets) to keep the dashboards updated automatically.
- **Sentiment Analysis Layer:** Add customer feedback and review analysis to supplement numeric insights with qualitative data.
- **Mobile Optimization:** Redesign dashboards for optimal viewing on tablets and mobile devices.
- **AI-Powered Forecasting:** Use predictive analytics to project future sales, pricing trends, or regional performance.

## 11. APPENDIX

**Dataset Link :**

<https://docs.google.com/spreadsheets/d/1p1ZWaYcEuFI5UNFcmNvpkXi3JnoHamut/edit?+gid=1877446487&pli=1&gid=1877446487#gid=1877446487>

**GitHub & Project Demo Link:**

<https://github.com/YLSSVyshnavi/iRevolution-A-data-driven-exploration-of-Apples-iPhone-impact-in-India-using-Tableau/tree/main>