

## Ideation Phase

### Define the Problem Statements

Team ID	LTVIP2026TMIDS36712
Project Name	iRevolution: A Data-driven Exploration of Apple's iPhone Impact in India using Tableau

#### Customer Problem Statement :

I am	I'm trying to	But	Because	Which makes me feel
market analyst	understand apple's performance in India	i don't have a visualization to analyze	available data is scattered	unsure and inefficient

I am	I'm trying to	But	Because	Which makes me feel
marketing manager	identify customer preferences	i lack visual insights	improper traditional data	uncertain

<b>Problem Statement (PS)</b>	<b>I am (Customer)</b>	<b>I'm trying to</b>	<b>But</b>	<b>Because</b>	<b>Which makes me feel</b>
PS-1	I am a business analyst	I'm trying to understand Apple iPhone market performance in India	But I don't have clear visual insights	Because the data is scattered across multiple sheet	Which makes me feel confused and unable to take decisions
PS-2	I am a marketing manager	I'm trying to compare brand price, revenue and market share	But the raw data is difficult to interpret	Because there are no clear dashboard or KPIs	Which make me feel uncertain about strategy planning