

Ideation Phase

Brainstorm & Idea Prioritization Template

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

Brainstorm & Idea Prioritization :

Step-1: Team Gathering, Collaboration and Select the Problem Statement



Our team gathered to discuss the customer problem statement related to understanding Apple iPhone market performance. We discussed various challenges such as scattered data, lack of visual insights, difficulty in comparing brands, and unclear revenue trends.

After discussion, we selected the main problem statement:

Businesses and analysts are unable to clearly understand Apple iPhone market performance due to scattered raw data and lack of interactive dashboards.

Step-2: Brainstorm, Idea Listing and Grouping

During brainstorming, the team generated the following ideas:



Idea List:

- Create KPI dashboard for revenue and sales
- Develop brand price comparison chart
- Create market share map visualization
- Show quarterly performance using donut chart
- Compare model-wise sales using bubble chart
- Analyze annual revenue growth using line chart
- Show battery type distribution
- Create country-wise best selling smartphone chart

Grouping of Ideas:

Category 1 – Revenue & Sales Analysis

- Annual revenue line chart
- Quarterly share donut chart
- KPI dashboard

Category 2 – Market & Brand Comparison

- Brand price comparison treemap
- Country-wise sales share
- Global market share map

Category 3 – Product Performance

- Model-wise share bubble chart

Step-3: Idea Prioritization



We prioritized ideas based on:

- Visualization using data
 - Interactive dashboard
 - Story making
 - Web integration
- High Priority Ideas:**
- KPI Dashboard
 - Annual Revenue Line Chart
 - Brand Price Comparison
 - Market Share Analysis
- Medium Priority Ideas:**
- Model-wise share
 - Country-wise share
- Low Priority Ideas:**
- Battery type distribution