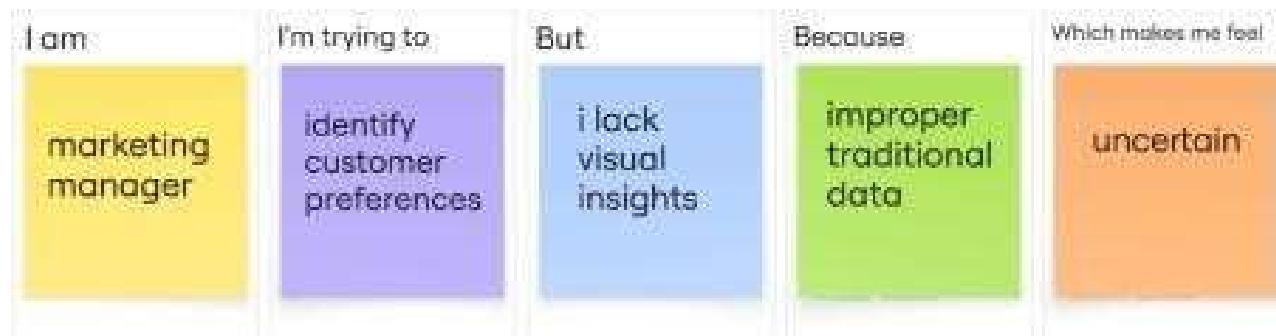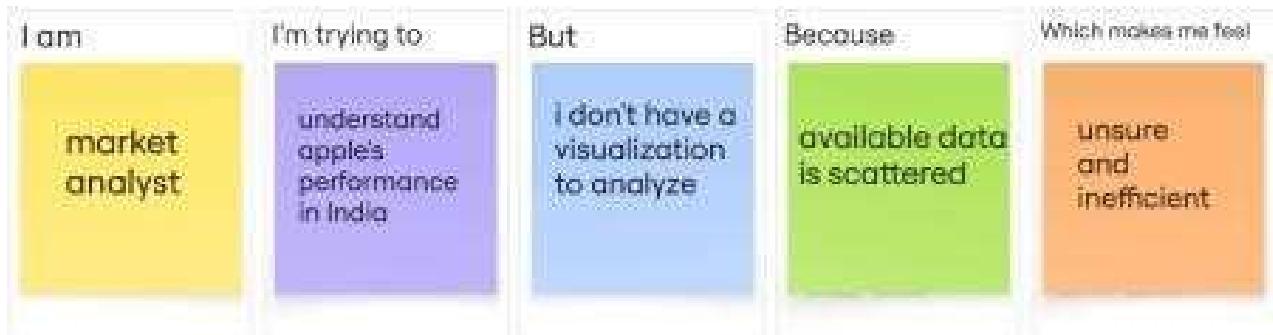# Ideation Phase
Define the Problem Statements

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

Customer Problem Statement :

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
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