

## Ideation Phase

### Define the Problem Statements

Date	20 feb 2026
Team ID	LTVIP2026TMIDS37686
Project Name	irevolution: a data-driven exploration of apple's iphone impact in india using tableau
Maximum Marks	2 Marks

#### **Customer Problem Statement Template:**

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

I am	I'm trying to	But	Because	Which makes me feel
A premium smartphone buyer in India who values performance, brand reputation, and reliability	Understand if Apple's iPhone is worth purchasing compared to other smartphones	It's difficult to compare iPhone sales, pricing, and market value	No clear, data-driven dashboards highlighting iPhone performance	Confused & hesitant about purchasing decisions
A data analyst in India studying smartphone market trends	Analyze Apple's iPhone impact on sales, revenue, and market share in India	Data on smartphone trends is scattered and unclear	No centralized view of sales & regional trends for analysis	Challenged in making data-driven business strategies

Reference: <https://miro.com/templates/customer-problem-statement/>

#### **Example:**

I am  a traveler	I'm trying to  book flights on my phone	But  it takes a long time	Because  The website is not responsive and doesn't have a mobile version	Which makes me feel  Frustrated
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<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 smartphone buyer in India who prefers premium devices.	I'm trying to choose the best smartphone that offers performance, brand value, and long-term reliability.	But I am confused about whether the iPhone justifies its high price compared to other brands.	Because there is limited clear data available about iPhone sales growth, market share, and value for money in India.	Which makes me feel uncertain and hesitant before making a purchasing decision.
PS-2	I am a business analyst/retailer analyzing smartphone market performance in India.	I'm trying to understand how Apple's iPhone is performing in terms of sales, revenue, and regional growth.	But the available market data is scattered and not visualized properly for easy understanding.	Because there is no centralized dashboard that shows trends, pricing impact, and competitive comparison.	Which makes me feel challenged in making data-driven strategic decisions.