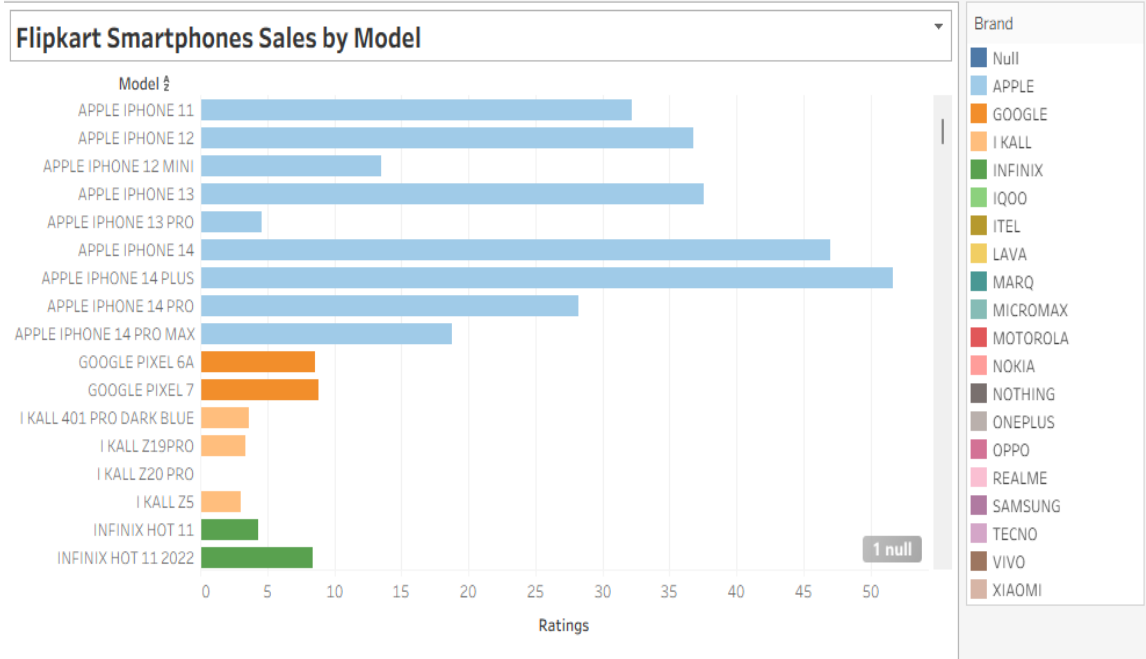


Project Development Phase Performance Test

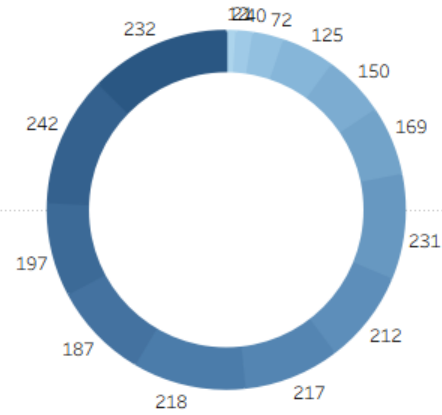
Date	20 Feb 2026
Team ID	LTVIP2026TMIDS37686
Project Name	irevolution: a data-driven exploration of apple's iphone impact in india using tab
Maximum Marks	

Model Performance Testing:

Project team shall fill the following information in model performance testing template.

S.No.	Parameter	Screenshot / Values
1.	Data Rendered	<p>Sales Data, Market Share Data, Quarterly Performance Data, Demographic Data successfully loaded into Tableau (Excel/CSV source). Total Records: ~5,000+ rows.</p> 
2.	Data Preprocessing	Removed null values, corrected data types (Date, Currency, Percentage), created calculated fields, removed duplicates, standardized region names (India states).

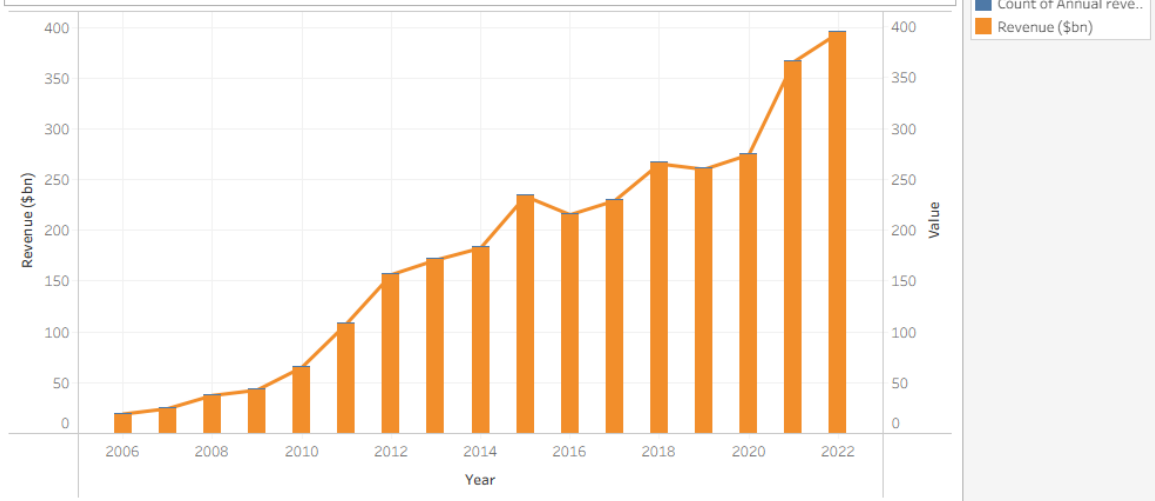
iPhone Market Penetration



3. Utilization of Filters

Filters used: Year, Quarter, Model Name, Region/State, Price Range. Interactive dashboard filters enabled for dynamic analysis.

Annual Revenue and Growth Trend



4.	Calculation fields Used	<div>Revenue Growth %, Market Penetration %, YoY Growth, Average Selling Price (ASP), Total Sales = SUM(Sales), Profit Margin %.</div> <div><div>Total Annual Revenue</div><div>3,045</div></div>												
5.	Dashboard design	<div>No. of Visualizations / Graphs – 6 (KPI Cards, Donut Chart, Bubble Chart, Line Chart, Bar Chart, Map Visualization).</div> <div><div>1. KPI Card → Total Annual Revenue</div><div>2. Area/Line Chart → Annual Revenue & Growth Trend</div><div>3. Bar Chart → Flipkart Sales by Model</div><div>4. Donut Chart → iPhone Market Penetration</div><div>5. Bubble Chart → Country-wise Market Share</div><div>6. Map Visualization → Country-wise Revenue Distribution</div></div>												
6	Story Design	<div>No. of Visualizations / Graphs – 5 Story Points (Sales Trends, Market Share Growth, Demographic Analysis, Model-wise Performance, Strategic Insights).</div> <div><table><tr><th>Story Point</th><th>Graph Used</th></tr><tr><td>Sales Trends</td><td>Annual Revenue & Growth Chart</td></tr><tr><td>Market Share Growth</td><td>Donut Chart + Bubble Chart</td></tr><tr><td>Demographic Analysis</td><td>Map Visualization</td></tr><tr><td>Model-wise Performance</td><td>Bar Chart</td></tr><tr><td>Strategic Insights</td><td>KPI + Growth %</td></tr></table></div>	Story Point	Graph Used	Sales Trends	Annual Revenue & Growth Chart	Market Share Growth	Donut Chart + Bubble Chart	Demographic Analysis	Map Visualization	Model-wise Performance	Bar Chart	Strategic Insights	KPI + Growth %
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