

## Ideation Phase

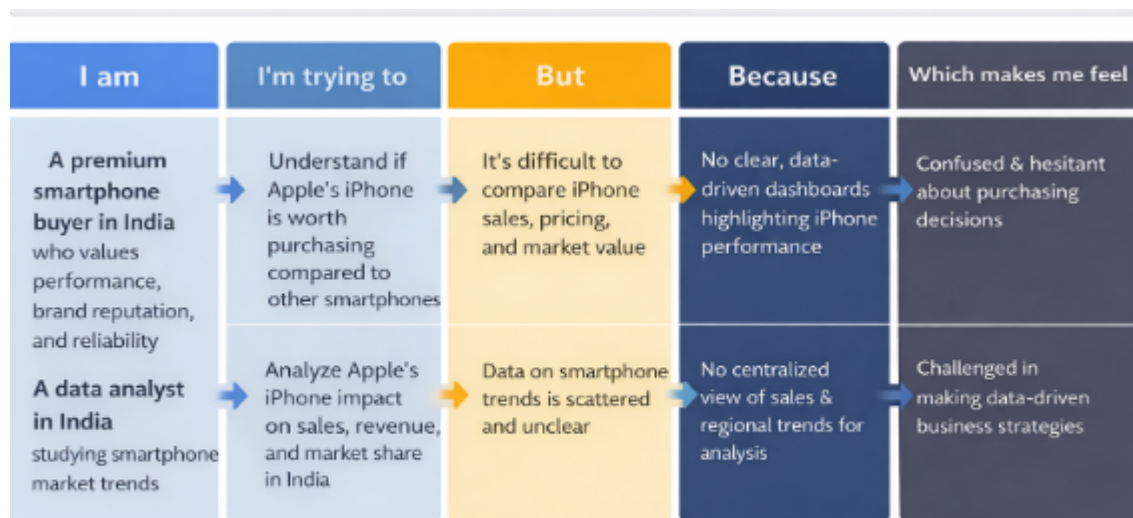
### Define the Problem Statements

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:

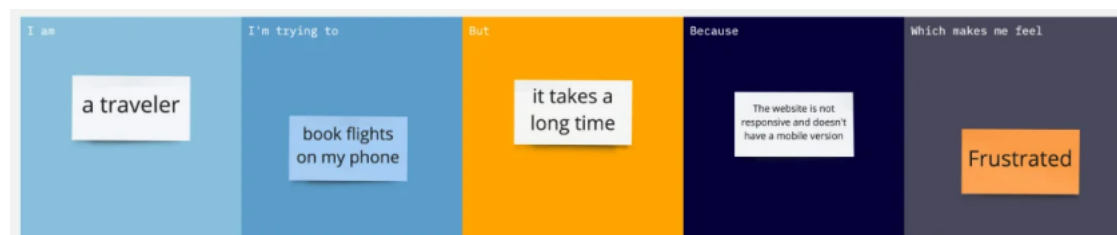
Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

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.



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

#### Example:



<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.