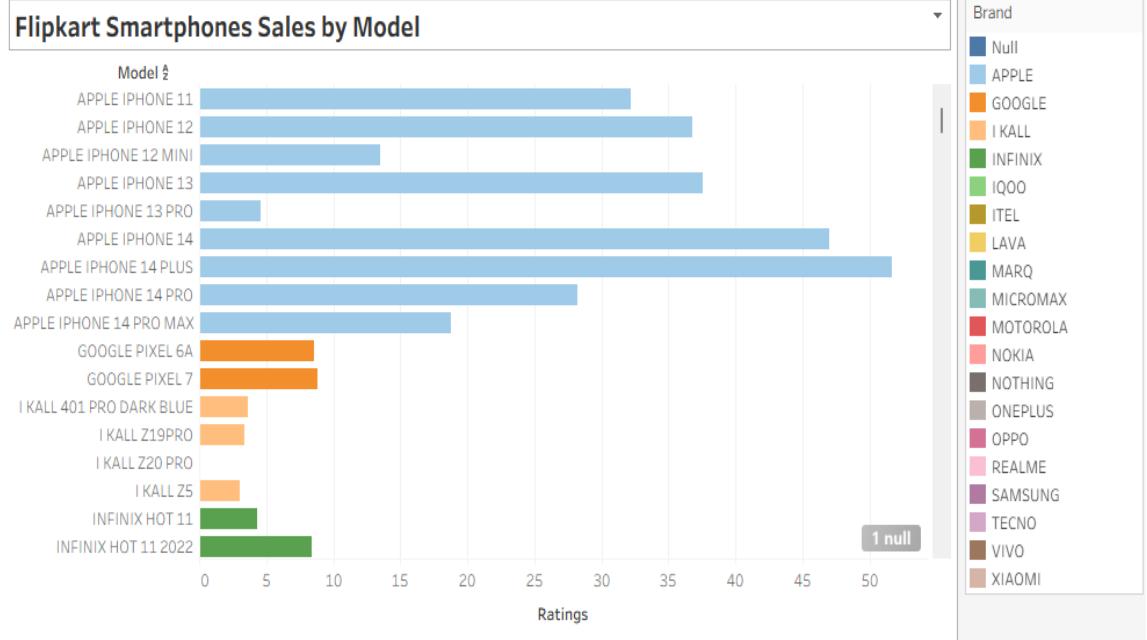


**Project Development Phase**  
**Performance Test**

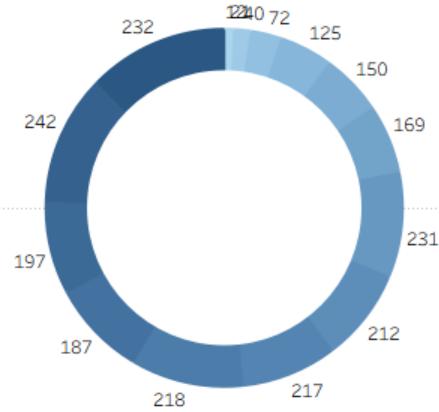
Date	20 Feb 2026
Team ID	LTVIP2026TMIDS37686
Project Name	irevolution: a data-driven exploration of apple's iphone impact in india using tableau
Maximum Marks	

**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>  <table border="1"> <caption>Estimated Data from Flipkart Smartphones Sales by Model</caption> <thead> <tr> <th>Model</th> <th>Ratings</th> </tr> </thead> <tbody> <tr><td>APPLE IPHONE 11</td><td>~32</td></tr> <tr><td>APPLE IPHONE 12</td><td>~38</td></tr> <tr><td>APPLE IPHONE 12 MINI</td><td>~14</td></tr> <tr><td>APPLE IPHONE 13</td><td>~38</td></tr> <tr><td>APPLE IPHONE 13 PRO</td><td>~5</td></tr> <tr><td>APPLE IPHONE 14</td><td>~48</td></tr> <tr><td>APPLE IPHONE 14 PLUS</td><td>~52</td></tr> <tr><td>APPLE IPHONE 14 PRO</td><td>~28</td></tr> <tr><td>APPLE IPHONE 14 PRO MAX</td><td>~19</td></tr> <tr><td>GOOGLE PIXEL 6A</td><td>~8</td></tr> <tr><td>GOOGLE PIXEL 7</td><td>~8</td></tr> <tr><td>I KALL 401 PRO DARK BLUE</td><td>~4</td></tr> <tr><td>I KALL Z19PRO</td><td>~4</td></tr> <tr><td>I KALL Z20 PRO</td><td>~4</td></tr> <tr><td>I KALL Z5</td><td>~3</td></tr> <tr><td>INFINIX HOT 11</td><td>~5</td></tr> <tr><td>INFINIX HOT 11 2022</td><td>~8</td></tr> </tbody> </table>	Model	Ratings	APPLE IPHONE 11	~32	APPLE IPHONE 12	~38	APPLE IPHONE 12 MINI	~14	APPLE IPHONE 13	~38	APPLE IPHONE 13 PRO	~5	APPLE IPHONE 14	~48	APPLE IPHONE 14 PLUS	~52	APPLE IPHONE 14 PRO	~28	APPLE IPHONE 14 PRO MAX	~19	GOOGLE PIXEL 6A	~8	GOOGLE PIXEL 7	~8	I KALL 401 PRO DARK BLUE	~4	I KALL Z19PRO	~4	I KALL Z20 PRO	~4	I KALL Z5	~3	INFINIX HOT 11	~5	INFINIX HOT 11 2022	~8
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2.	Data Preprocessing	Removed null values, corrected data types (Date, Currency, Percentage), created calculated fields, removed duplicates, standardized region names (India states).																																				

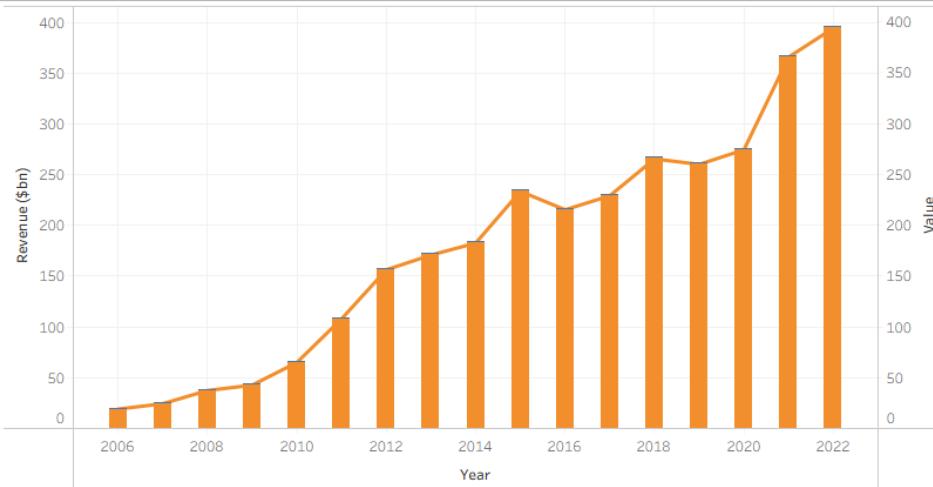
### iPhone Market Penetration



### 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	Revenue Growth %, Market Penetration %, YoY Growth, Average Selling Price (ASP), Total Sales = SUM(Sales), Profit Margin %.  <table border="1"> <tr> <td><b>Total Annual Revenue</b></td> </tr> <tr> <td>3,045</td> </tr> </table>	<b>Total Annual Revenue</b>	3,045										
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5.	Dashboard design	No. of Visualizations / Graphs – 6 (KPI Cards, Donut Chart, Bubble Chart, Line Chart, Bar Chart, Map Visualization).  <ol style="list-style-type: none"> <li>1. <b>KPI Card</b> → Total Annual Revenue</li> <li>2. <b>Area/Line Chart</b> → Annual Revenue &amp; Growth Trend</li> <li>3. <b>Bar Chart</b> → Flipkart Sales by Model</li> <li>4. <b>Donut Chart</b> → iPhone Market Penetration</li> <li>5. <b>Bubble Chart</b> → Country-wise Market Share</li> <li>6. <b>Map Visualization</b> → Country-wise Revenue Distribution</li> </ol>												
6	Story Design	No. of Visualizations / Graphs – 5 Story Points (Sales Trends, Market Share Growth, Demographic Analysis, Model-wise Performance, Strategic Insights).  <table> <thead> <tr> <th style="text-align: center;"><b>Story Point</b></th> <th style="text-align: center;"><b>Graph Used</b></th> </tr> </thead> <tbody> <tr> <td>Sales Trends</td> <td>Annual Revenue &amp; 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> </tbody> </table>	<b>Story Point</b>	<b>Graph Used</b>	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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