

DOCUMENTATION

Team ID: LTVIP2025TMID51735

1. KPI Dashboard

Procedure:

- Selected key metrics such as: Total Revenue, Total Units Sold, Average Discount, and Active Users.
- Used calculated fields in Tableau to derive these values.
- Placed each KPI in a summary card format at the top of the dashboard.

Why KPI Format?

KPI cards give a quick, executive-level snapshot of performance. These high-level metrics are ideal for the first impression and decision-making.

2. Model Information (Processor, RAM, Front Camera, Color, etc.)

Procedure:

- Pulled data from the iPhone specification dataset.
- Created a structured text table to display categorical attributes for each model.
- Enhanced it with color highlights for key specs like RAM and camera.

Why Text Table?

A table layout allows easy comparison of specifications across models. It's simple, readable, and ideal for static categorical data.

3. Bar Chart – Battery Type Distribution

Procedure:

- Grouped data by Battery Type and counted entries for each type.
- Plotted a vertical bar chart showing the number of models per battery type.

Why Bar Chart?

Bar charts are best for categorical distribution. This shows how Apple varies its battery types across models.

4. Bubble Chart – Model-Wise Share of iPhone

Procedure:

- Used Model Name on one axis and Share as size of bubbles.
- Colored by model to distinguish multiple releases.

Why Bubble Chart?

Bubble charts offer a quick view of proportion and scale. It makes it easy to identify which iPhone model dominated the market.

5. Lined Bar Chart – Country-Wise Best Selling Smartphone

Procedure:

- Plotted countries on the X-axis and units sold on the Y-axis.
- Used color for different brands, with iPhone highlighted.

Why Lined Bar Chart?

Line-enhanced bars improve readability across countries. It gives a side-by-side view and comparative insight with a visual rhythm.

6. Donut Chart – Quarterly Share

Procedure:

- Grouped data by Quarter and calculated total share for each.
- Designed as a donut chart with dynamic labeling.

Why Donut Chart?

Donut charts offer a modern alternative to pie charts. It's perfect for showing proportional breakdown of quarterly performance.

7. Line Chart – Annual Revenue (Year-Wise)

Procedure:

- Plotted Year on X-axis and Total Revenue on Y-axis.
- Used calculated revenue per year with a continuous line.

Why Line Chart?

Line charts excel at showing trends over time. This gives a clear narrative of Apple's revenue growth in India.

8. Text Table – Yearly KPI

Procedure:

- Created a table displaying Year, Total Units, Revenue, Discount %, etc.
- Used bold rows and conditional formatting for clarity.

Why Text Table?

Perfect for side-by-side numeric comparison. Analysts prefer this for exact yearly figures in reports.

9. Map – Global Market Share

Procedure:

- Used Tableau's geographic mapping to visualize Country vs iPhone Share.
- Applied gradient color coding by market share values.

Why Map?

Maps are ideal for global data. They instantly show regional dominance and underperformance visually.

10. Bar Chart – Discount by Battery Type

Procedure:

- Grouped data by Battery Type and calculated Average Discount.
- Represented as vertical bars.

Why Bar Chart?

It effectively shows which battery types receive more discounts, which may indicate strategic pricing tactics.

11. Bar Chart – Average Price by Battery Type

Procedure:

- Used Battery Type as dimension and calculated Average Price as measure.
- Plotted as grouped bar chart.

Why Bar Chart?

It highlights pricing patterns based on battery types—useful for understanding cost vs. power tradeoffs.

12. Bar Chart – Average Price by Display Size

Procedure:

- Binned Display Sizes into ranges (e.g., 5.0–5.5", 5.5–6.0", etc.).
- Calculated average prices for each bin and plotted as bar chart.

Why Bar Chart?

Displays a strong correlation between screen size and price, which helps product teams align specs with value perception.

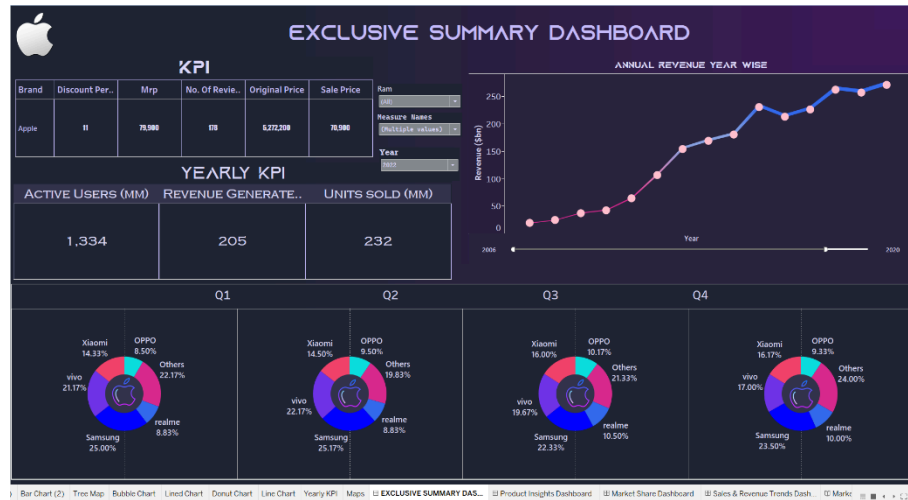
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 Dashboard Name: **Sales & Revenue Trends Dashboard**

Objective:

To understand Apple's annual revenue trends and how different smartphone brands compete in quarterly market share. This dashboard aims to provide business stakeholders with a **clear overview of revenue growth** and **competitive brand analysis per quarter**, helping identify growth drivers and market behavior.



Visual Components Used:

1. **Line Chart** – Annual Revenue Year-wise
2. **Donut Charts (4)** – Quarterly Market Share Comparison (Q1 to Q4)

Step-by-Step Construction Process:

◆ Step 1: Connect Data

- Open Tableau.
- Connect to the Excel data source containing revenue and market share details.
- Ensure the sheets used include **annual revenue** (Year vs Revenue) and **quarterly brand share**.

◆ Step 2: Create Line Chart (Annual Revenue Year-wise)

Purpose: To observe Apple's growth trajectory over time.

Process:

- Drag Year to the Columns shelf.
- Drag Revenue to the Rows shelf.
- Convert it to a **Line Chart**.
- Add Revenue to **Label** and **Tooltip**.
- Use **color gradient** or **dual color line** to show variation over years.

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- Customize:
 - Format Y-axis: "Revenue (\$Bn)"
 - Add smooth **curves and dots** to enhance visibility.
 - Add a time-range filter (e.g., 2006–2020).
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♦ Step 3: Create Donut Charts for Q1, Q2, Q3, Q4

Purpose: Compare market share among leading smartphone brands for each quarter.

Process (repeated for each quarter):

- Create a new worksheet for **Q1**.
 - Drag Brand to Columns.
 - Drag Market Share or % Share to Rows.
 - Convert to **Pie Chart** → Use dual-axis trick to create a **Donut**:
 - Use a **Circle** mark and adjust size and transparency.
 - Add Brand to color, Market Share to label.
 - Filter data only for **Q1**.
 - Repeat for Q2, Q3, Q4 using respective filters.
 - Standardize color palette for brands across all 4 donuts (Samsung – Blue, Apple – Grey, etc.).
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♦ Step 4: Build the Dashboard Layout

Purpose: Blend the trendline and donut charts into a single, intuitive view.

Process:

- Create a **New Dashboard**.
 - Set fixed size: e.g., 1400 x 800 for high resolution.
 - Drag the **Line Chart (Annual Revenue)** to the top.
 - Add **Donut Charts** (Q1–Q4) in a 4-column horizontal container beneath.
 - Place labels ("Q1", "Q2", etc.) above each donut using text boxes.
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🎨 Step 5: Style and Polish

- Add a **title**: "Market Share Dashboard" and subtitle "Annual Revenue Year-wise".
- Add Apple logo as a **custom image** to the dashboard.
- Apply a **modern gradient background** (blue/black).

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- Match fonts with Apple branding aesthetics (e.g., San Francisco or bold sans-serif).
- Add interactive filters (optional): brand, year, region.

Motive Behind the Dashboard Design:

Element	Purpose
Line Chart	Shows long-term growth in Apple's annual revenue.
Quarterly Donuts	Compares competitive brand share every quarter — reveals market shifts.
Unified Theme	Corporate look matches Apple’s branding, aiding stakeholder trust.

This dashboard blends **time-series performance** with **competitive positioning**, making it easier to assess where Apple stands among peers **both over time and across quarters**.

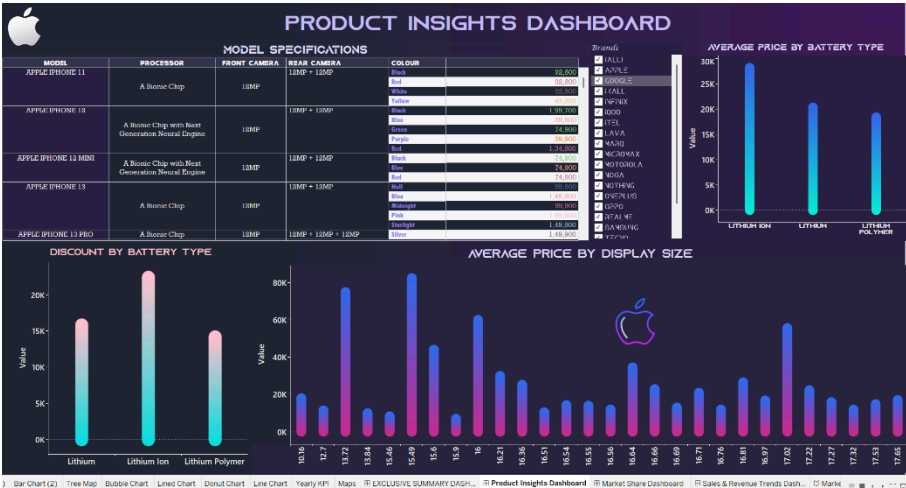
Insights Derived:

- Apple’s revenue shows **consistent growth**, especially post-2010.
- **Samsung** dominates most quarters but sees competition from **Vivo** and **Xiaomi**.
- **OPPO** and **Realme** remain consistent but secondary players.
- Quarterly trends offer insights into **seasonal buying patterns** and **competitive disruption**.

Dashboard 2: Product Insights Dashboard

Objective:

To showcase a **detailed breakdown of Apple iPhone models**, their specifications, pricing, and how **battery and display specs** influence price and discount. Helps identify patterns in model specs vs market performance.



Visual Components:

1. **Text Table** – Model-wise Specifications
2. **Bar Chart** – Discount by Battery Type

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3. **Bar Chart** – Average Price by Battery Type
4. **Bar Chart** – Average Price by Display Size
5. **Brand Filter** – Brand-wise filtering
6. 🧠 **Motive Behind Dashboard:**
7. To provide **technical and price insights** for each iPhone variant and **correlate battery/display features** with pricing strategy. Ideal for **product analysts** and **retail planners**.

◆ Dashboard 3: Market Share Dashboard

🎯 Objective:

To highlight the **geographic dominance** of Apple and **country-wise top-selling smartphone models** along with model-specific iPhone popularity.

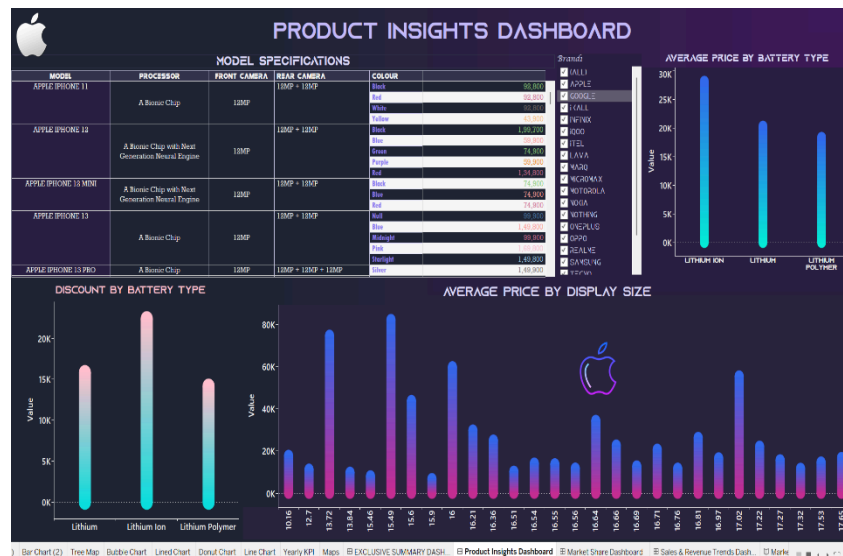
🧩 Visual Components:

1. **Lined Bar Charts** – Best-Selling Smartphones Country-wise
2. **Map Visualization** – Global Market Share by Country
3. **Bubble Chart** – iPhone Model-wise Share
4. 🧠 **Motive Behind Dashboard:**
5. To offer a **global picture** of Apple's impact, showing where and how iPhones dominate regionally. Supports **market expansion planning** and **regional strategy formulation**.

📌 Summary Table of Dashboard Themes:

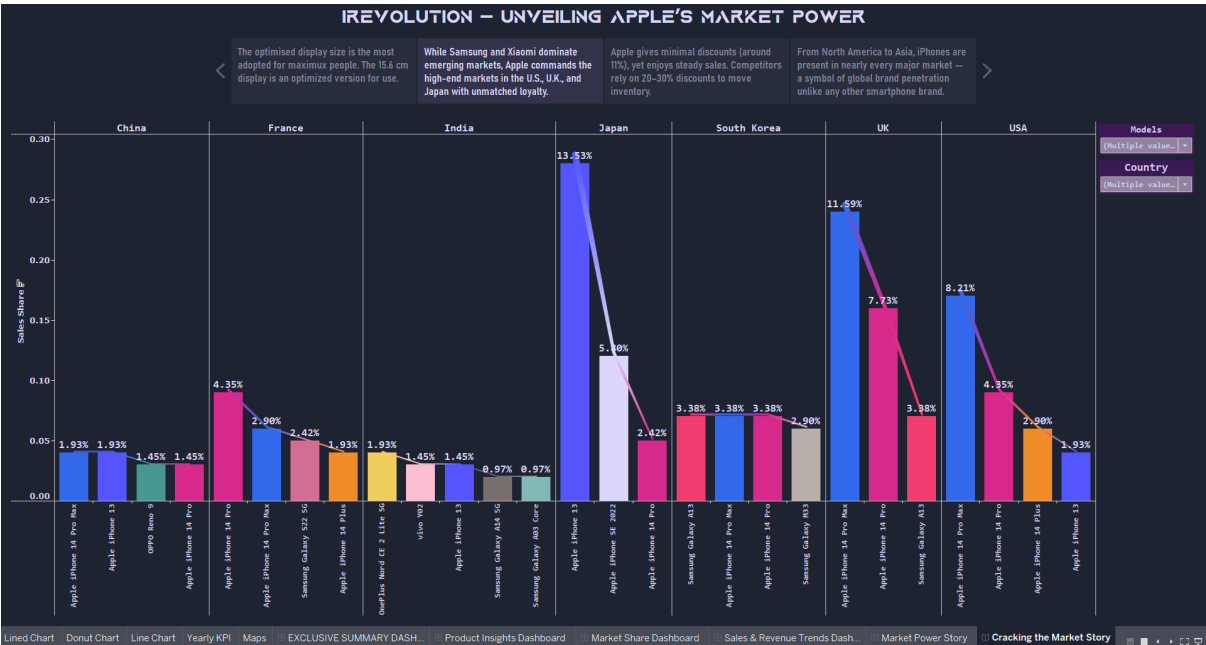
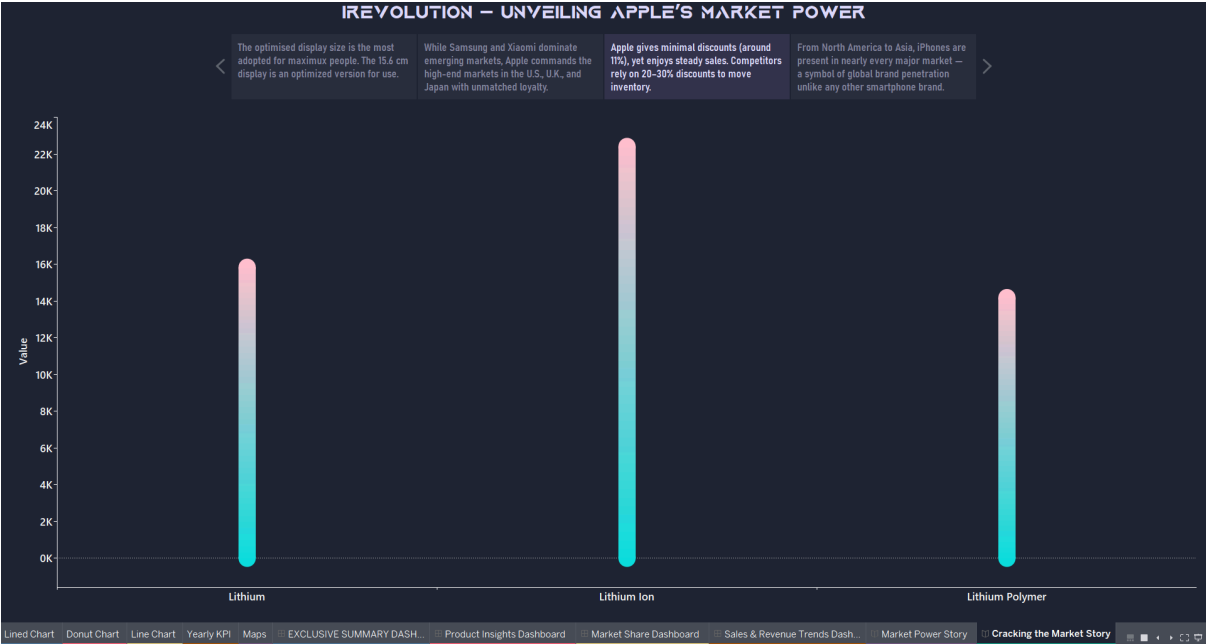
Dashboard	Theme	Purpose
Sales & Revenue Trends	Temporal + Competitive	Annual growth & brand competition trends
Product Insights	Technical + Financial	Model specs, pricing, display & battery influence
Market Share	Geographic + Strategic	Regional model sales and country-specific market dominance

STORIES:



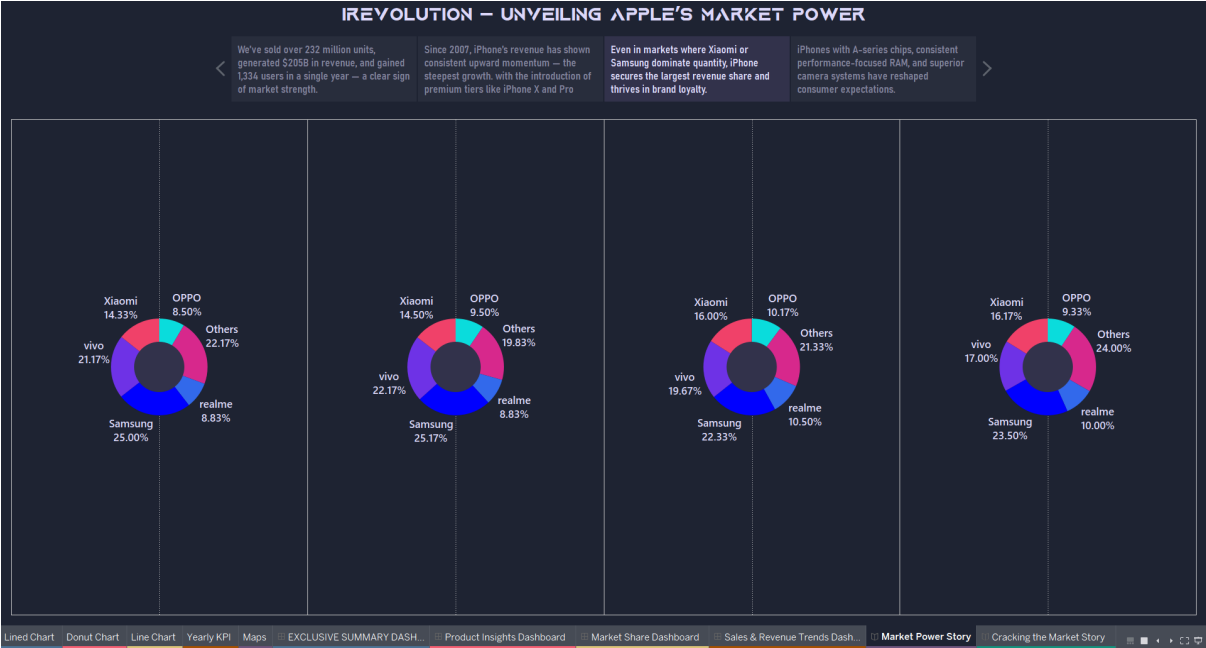
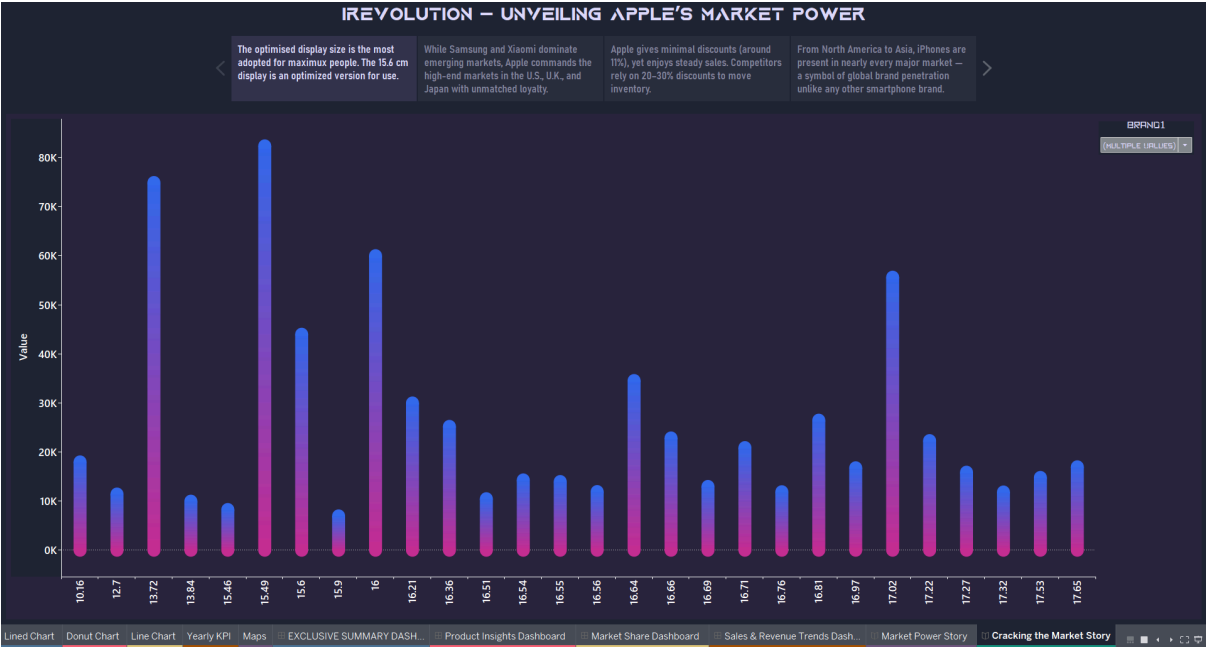
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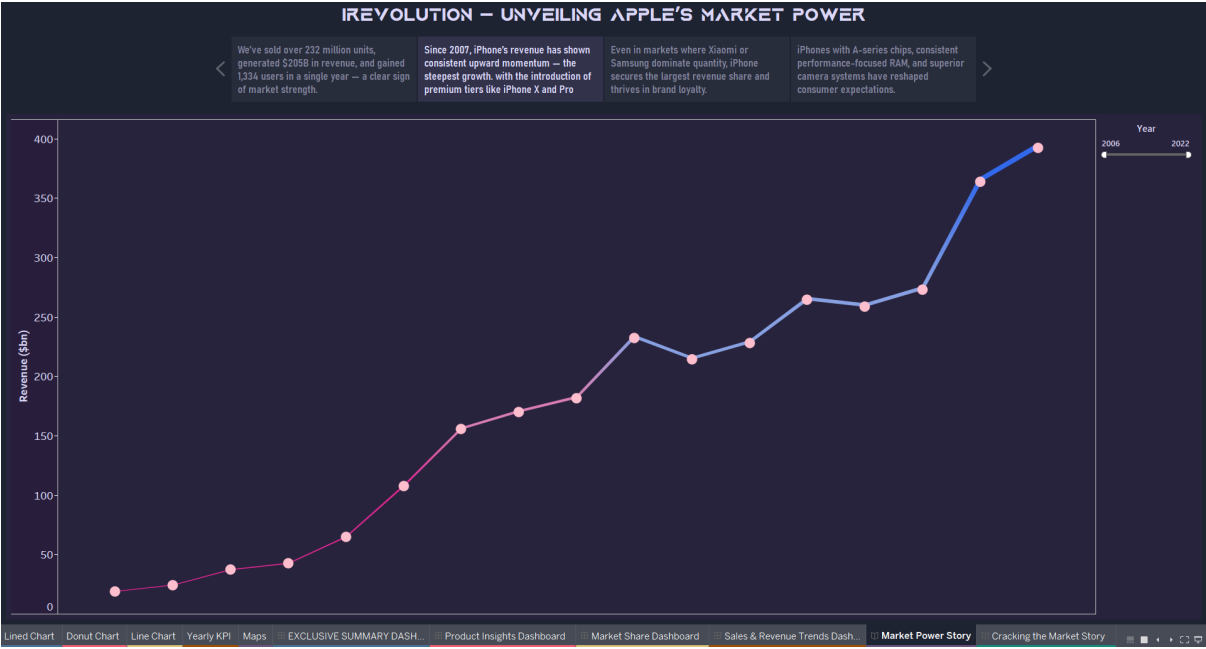
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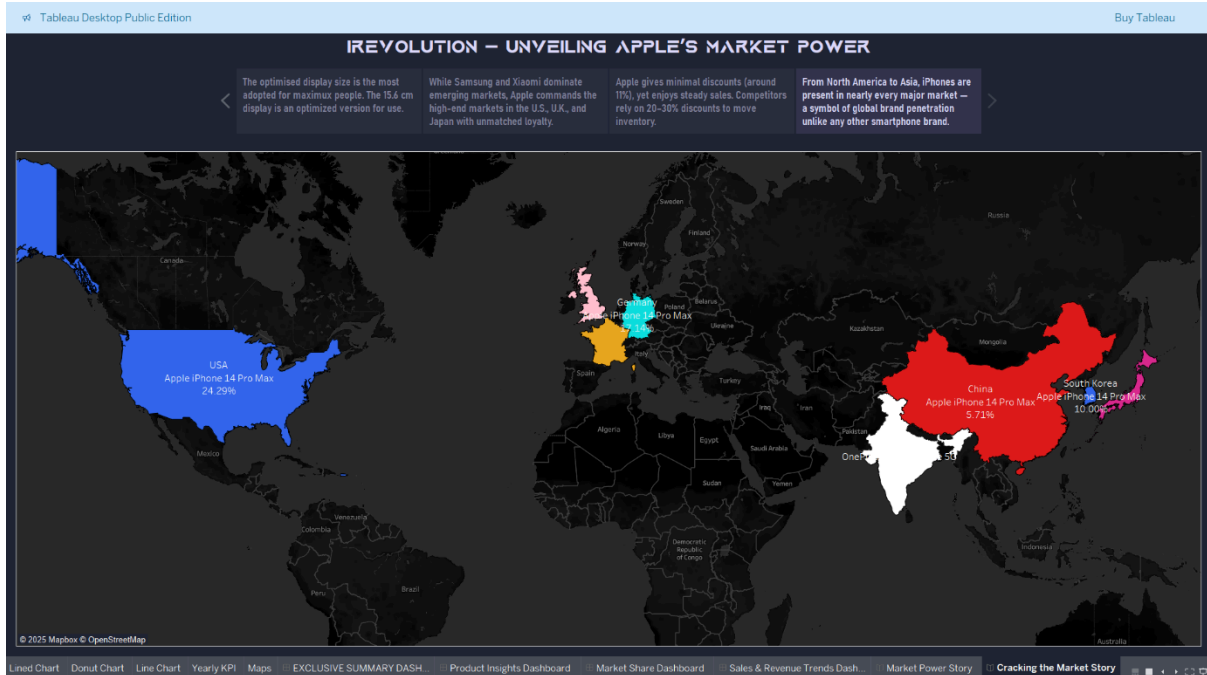
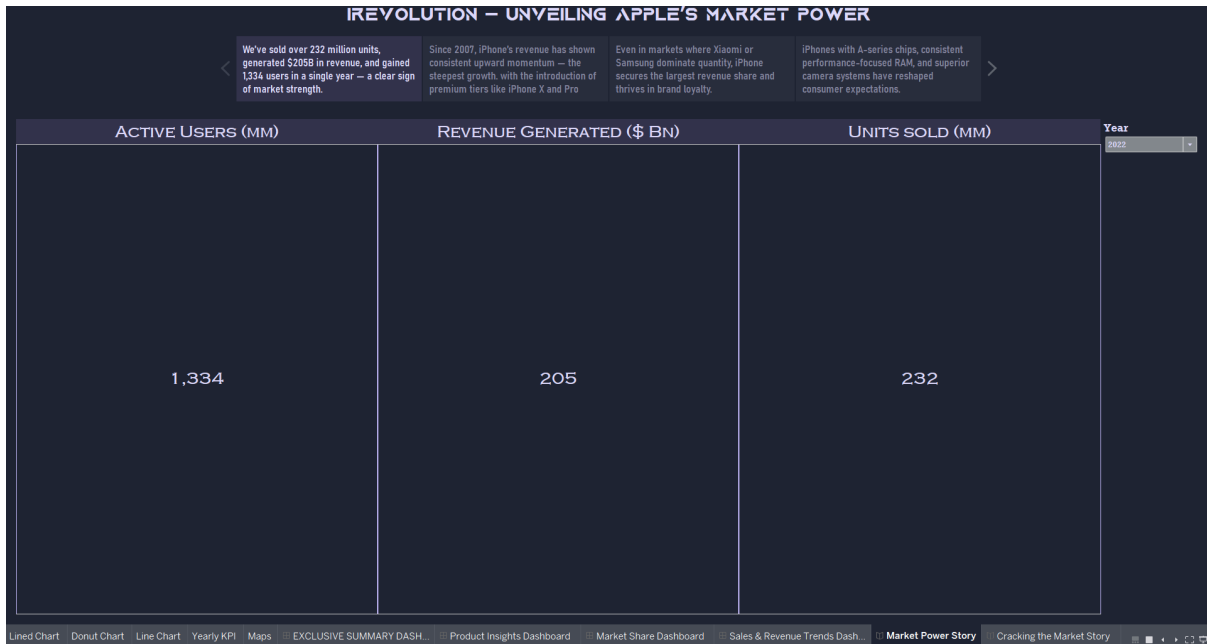
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Story Point 1: Annual Revenue Surge (Line Chart)

 **Chart Type:** Line Chart

 **What It Shows:** Year-wise revenue (\$Bn) growth of iPhones from 2007 to 2022.

 **Key Insight:**

- Steady rise in revenue, peaking sharply post-2017 with the introduction of premium models like iPhone X and iPhone Pro variants.
- Despite global competition, Apple's pricing power and brand loyalty drive revenue.

 **Why This Visualization:**


- The line chart clearly illustrates trends over time.


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- It helps emphasize the **sustained growth and resilience** of Apple in a competitive smartphone market.
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Story Point 2: Market Share Comparison (Donut Chart)

 **Chart Type:** Donut Charts (Year-wise comparison)

 **What It Shows:** Market share percentage of various brands (Samsung, Xiaomi, Vivo, etc.) across four different years.

 **Key Insight:**

- Even though **Samsung and Xiaomi** dominate in terms of quantity, **Apple maintains the highest revenue share**.
- Apple's presence in the premium segment allows it to lead in profit despite having a smaller unit share.

 **Why This Visualization:**

- Donut charts are ideal for comparing part-to-whole relationships.
 - These visuals highlight how Apple retains profitability and user loyalty despite tough volume competition.
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Story Point 3: KPI Summary (Numbers Panel)

 **Chart Type:** KPI Panel

 **What It Shows:** Key performance metrics for 2022:

- Active Users: 1,334 MM
- Revenue Generated: \$205 Bn
- Units Sold: 232 MM


 **Key Insight:**


- Massive user base and revenue figures validate Apple's dominance in premium markets.
- This panel acts as a snapshot of Apple's **unmatched brand strength**.

 **Why This Visualization:**

- KPI cards provide a **quick, high-level summary** of key statistics, perfect for executives or decision-makers.
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Story Point 4: Battery Type Distribution (Bar Chart)

 **Chart Type:** Vertical Bar Chart

 **What It Shows:** Usage/distribution of various battery types (Lithium, Lithium Ion, Lithium Polymer).

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Key Insight:


- Lithium Ion dominates the distribution, likely due to its balance of performance and cost-efficiency in iPhones.
- Reinforces Apple's emphasis on **performance consistency and battery innovation**.

Why This Visualization:

- Simple vertical bar charts clearly show category-wise comparisons.
 - Helps justify why Apple sticks to certain battery types and still delivers superior performance.
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Story Point 5: Country-wise Best-Selling iPhone (Map View)

 **Chart Type:** Filled Map

 **What It Shows:** Top countries buying iPhone 14 Pro Max, with share percentages (e.g., USA: 24.29%).

Key Insight:

- USA leads, followed by strong market penetration in the UK, Germany, China, and South Korea.
- Indicates Apple's **premium dominance in both Western and selective Asian markets**.

Why This Visualization:

- Geographical maps highlight global penetration visually and memorably.
- Excellent for storytelling in boardrooms or investor meetings.