

Project Planning Document

IRevolution: A Data-Driven Exploration Of Apple's iPhone Impact In India Using Tableau

1. Project Overview

This project analyzes the market impact of iPhones in India using data analytics and visualization techniques. It focuses on collecting, processing, analyzing, and presenting insights through interactive dashboards.

2. Project Objectives

- 1 Analyze iPhone sales trends in India
- 2 Compare iPhone performance with competitors
- 3 Study pricing vs demand relationships
- 4 Understand regional adoption patterns
- 5 Visualize insights using dashboards

3. Scope of Project

- 1 Data collection from reliable datasets and reports
- 2 Data cleaning and preprocessing
- 3 Exploratory data analysis
- 4 Dashboard development
- 5 Insight generation and reporting

4. Project Phases & Timeline

Phase 1: Requirement Analysis

- 1 Define goals
- 2 Identify datasets
- 3 Select tools

Phase 2: Data Collection

- 1 Gather datasets
- 2 Validate sources
- 3 Store raw data

Phase 3: Data Processing

- 1 Clean data
- 2 Transform variables
- 3 Handle missing values

Phase 4: Analysis

- 1 Perform statistical analysis
- 2 Identify patterns
- 3 Compare results

Phase 5: Visualization

- 1 Create charts
- 2 Build dashboards
- 3 Add filters

Phase 6: Reporting

- 1 Generate insights
- 2 Prepare documentation
- 3 Finalize presentation

5. Tools & Technologies

- 1 Python (Data processing and analysis)
- 2 SQL (Data querying)
- 3 Tableau (Visualization dashboards)
- 4 Excel/CSV datasets
- 5 Cloud or local database storage

6. Risk Management

- 1 Incomplete datasets
- 2 Inconsistent data formats
- 3 Data accuracy issues
- 4 Visualization misinterpretation
- 5 Time constraints

7. Expected Outcomes

- 1 Interactive dashboards
- 2 Clear insights about market impact
- 3 Comparative analysis results
- 4 Business recommendations
- 5 Final project report

8. Conclusion

This project planning framework ensures systematic execution of the analysis and visualization process. Following these phases helps deliver accurate insights, structured results, and meaningful conclusions.