

# Dashboard & Story Document

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

### ***Dashboard Design***

#### ***KPI Summary Panel***

- 1 Total iPhone Sales
- 2 Market Share Percentage
- 3 Average iPhone Price
- 4 Yearly Growth Rate
- 5 Top Performing Region

#### ***Sales Trend Analysis***

- 1 Yearly sales growth line chart
- 2 Cumulative adoption area chart
- 3 Model-wise sales bar chart

#### ***Regional Analysis***

- 1 Heat map showing sales by region
- 2 Revenue distribution
- 3 Urban vs rural demand comparison

#### ***Price vs Demand Analysis***

- 1 Scatter plot of price vs units sold
- 2 Histogram of price distribution
- 3 Trend line for price elasticity

#### ***Competitor Comparison***

- 1 Stacked bar chart of brand market share
- 2 Trend comparison line graph

#### ***Customer Sentiment Panel***

- 1 Word cloud of reviews

- 2 Sentiment distribution chart
- 3 Ratings graph

***Interactive Filters***

- 1 Year
- 2 Region
- 3 Model
- 4 Price range
- 5 Customer segment

# ***Data Story Presentation Narrative***

## ***Introduction***

India is one of the fastest growing smartphone markets. This study explores how iPhones have performed and influenced this market using analytics and visualization.

## ***Problem Statement***

Despite premium pricing, iPhones continue gaining traction. The key question is what factors drive iPhone adoption in India.

## ***Data Sources***

Sales data, market reports, pricing history, customer reviews, and regional statistics were used for analysis.

## ***Growth Insight***

Trend analysis shows spikes during launch years, growth after new releases, and seasonal demand patterns.

## ***Regional Insight***

Metro cities dominate sales, while Tier 2 markets are emerging rapidly due to increased affordability.

## ***Pricing Insight***

Premium pricing does not significantly reduce demand. Certain price ranges produce the highest sales, and discounts create spikes.

## ***Competitive Insight***

Market share comparisons show how iPhones perform against competitors and highlight brand positioning.

## ***Customer Sentiment Insight***

Most customer feedback is positive, highlighting performance and camera quality, while common complaints relate to price.

## ***Key Findings***

Strong brand loyalty, regional economic influence, limited price elasticity, and growth of premium segments drive success.

## ***Conclusion***

iPhone growth in India is driven by brand perception, aspirational value, technological innovation, and rising purchasing power.



### ***Optional Enhancements***

- 1 Forecasting model for future sales prediction
- 2 Interactive storytelling dashboards
- 3 Drill-down analytics views
- 4 Recommendation insights engine

### ***End of Document***