

# 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.