

iRevolution: A Data-Driven Exploration of Apple's iPhone Impact in India using Tableau

1. Problem Statement

- How has the iPhone influenced the Indian smartphone market?
- What is the growth trend of iPhone sales in India?
- How does Apple compare with competitors like Samsung, Xiaomi, and OnePlus?
- Is iPhone pricing affecting its market penetration in India?

2. Objectives of the Project

- Analyze iPhone sales growth in India (year-wise).
- Study market share comparison.
- Examine pricing trends vs sales performance.
- Identify top-selling iPhone models in India.
- Understand regional/state-wise demand patterns.
- Analyze customer preferences (storage, color, model type).

3. Possible Datasets to Collect

- Year-wise smartphone sales data (India).
- Brand-wise market share data.
- iPhone model release year and price.
- Online vs offline sales data.
- Customer ratings and reviews.
- Import vs local manufacturing data (Make in India impact).

4. Key KPIs (Metrics to Analyze)

- Total iPhone Sales (Year-wise).
- Market Share Percentage.
- Average Selling Price (ASP).
- Units Sold per Model.
- Regional Sales Distribution.
- Customer Rating Trends.
- Growth Rate Percentage.

5. Tableau Visualization Ideas

- Bar chart – Brand-wise market share.
- Stacked bar chart – Model-wise sales.
- Pie chart – iPhone vs Other brands share.
- Line chart – Sales growth over years.
- Area chart – Revenue trend.
- Dual-axis chart – Price vs Sales.
- Map visualization – State-wise sales.
- Heat map – High-demand regions.
- Tree map – Model contribution to revenue.
- Scatter plot – Price vs Rating.
- Bubble chart – Storage variant demand.

6. Advanced Analysis Ideas

- Impact of 'Make in India' production on pricing.
- Before vs After local manufacturing comparison.
- Festival season sales spike analysis.
- 5G launch impact on iPhone demand.
- Premium segment growth trends.

7. Conclusion Ideas

- iPhone growth trend in India.
- Premium market dominance analysis.
- Future prediction for Apple in India.
- Strategic recommendations.