IRevolution: A Data-Driven Exploration of Apple's iPhone Impact in India Using Tableau

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1. Project Overview

- Analyze Apple's iPhone growth and market penetration in India.
- Use Tableau to visualize trends, patterns, and business insights.
- Explore the economic, social, and technological impact of iPhones in India.

2. Key Research Questions

- How has iPhone market share evolved in India over the years?
- What are the sales trends across regions and cities?
- How does pricing influence demand in the Indian market?
- What is the impact of Make-in-India manufacturing initiatives?

3. Data Sources

- Apple annual financial reports.
- Indian smartphone market reports (Counterpoint, Statista, IDC).
- Government trade and manufacturing data.
- E-commerce sales data (Flipkart, Amazon).

4. Suggested Tableau Dashboards

- Sales Trend Dashboard – Year-wise growth and revenue.
- Regional Analysis Dashboard – State and metro comparison.
- Price vs Demand Dashboard – Correlation analysis.
- Market Share Comparison – Apple vs competitors.

5. Key Metrics (KPIs)

- Annual Sales Growth Rate.
- Revenue Contribution from India.
- Average Selling Price (ASP).
- Market Share Percentage.
- Customer Demographics.

6. Advanced Insights

- Forecast future growth using trend lines.
- Segment customers by income and geography.
- Analyze impact of local manufacturing on pricing.
- Compare premium vs mid-range segment performance.

7. Expected Outcome

- Clear visualization of Apple's growth story in India.
- Data-backed business insights.
- Strategic recommendations for market expansion.