

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

Customer Journey Analysis

Customer Journey refers to the complete process a customer goes through before purchasing and after purchasing an iPhone. This analysis helps understand customer behavior, decision-making patterns, and brand loyalty in the Indian smartphone market.

1. Awareness Stage

- Customers discover the iPhone through advertisements, social media, influencer marketing, and launch events.
- Brand visibility plays a major role in attracting aspirational buyers in India.
- Tableau visualizes advertisement reach and engagement trends.

2. Consideration Stage

- Customers compare price, features, brand reputation, and EMI options.
- EMI and exchange offers increase affordability.
- Dashboards analyze pricing trends and feature preferences.

3. Purchase Stage

- Customers purchase through online platforms, retail stores, and brand outlets.
- Sales increase during festive seasons like Diwali.
- Region-wise and seasonal sales trends are visualized using dashboards.

4. Post-Purchase Experience

- Customers evaluate product performance, battery life, and service quality.
- Customer satisfaction ratings and feedback are analyzed.
- Positive service increases repeat purchases.

5. Loyalty and Advocacy

- Satisfied customers upgrade to new models and recommend to others.
- Repeat purchase rate and retention percentage are measured.
- Strong loyalty ensures long-term revenue growth.

Conclusion

Customer Journey Analysis provides insights into how customers interact with Apple's iPhone from awareness to loyalty. Using Tableau dashboards, businesses can improve marketing strategies, enhance customer satisfaction, and strengthen brand growth in India.