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

1. Dashboard Design Structure

Dashboard 1: Market Growth Overview – The Rise of iPhone in India
- KPIs: Total Units Sold, Revenue (■), Market Share (%), YoY Growth (%)
- Visualizations: Line Chart (Sales Trend), Area Chart (Revenue Growth), Bar Chart (Market Share vs Competitors), Map (State-wise Sales)

Dashboard 2: Consumer Behavior & Pricing Insights
- Heatmap (Model vs Age Group)
- Tree Map (Revenue by Model)
- Scatter Plot (Price vs Units Sold)
- Stacked Bar (Online vs Offline Sales)

Dashboard 3: Manufacturing & Economic Impact
- Line Chart (Local Production Growth)
- Bar Chart (Exports from India)
- Pie Chart (Supply Chain Contribution)
- Dual Axis Chart (Employment vs Production)

2. Tableau Story Structure

Story Point 1: Introduction – Overview of India's smartphone market and iPhone entry strategy.
Story Point 2: Acceleration Phase – Revenue growth and market share expansion.
Story Point 3: Consumer Evolution – Premiumization and financing trends.
Story Point 4: Manufacturing Revolution – Local production and export growth.
Story Point 5: Future Outlook – 5G expansion and ecosystem growth.

3. Key Calculations & Project Outcome

Key Calculations Used in Tableau:
- YoY Growth %
- Market Share %
- Revenue = Units Sold × Price

Final Outcome:
This project highlights iPhone growth in India, consumer behavior transformation, manufacturing expansion, and India's strategic importance in Apple's global ecosystem.