

# **IRevolution: A Data-Driven Exploration of Apple's iPhone Impact in India**

## **Solution Architecture**

### **1. Architecture Overview**

Data Sources → Data Storage → Data Processing → Analytics & Visualization → Business Insights

### **2. Data Sources**

iPhone Sales Data, Market Share Reports, Pricing Trends, Consumer Demographics, GDP & Economic Indicators, Import/Manufacturing Data.

### **3. Data Storage Layer**

Raw Data (CSV/Excel) → SQL Database → Tableau Data Extract (.hyper).

### **4. Data Processing & Transformation**

Data Cleaning, Handling Missing Values, Currency Conversion, CAGR Calculation, Market Share %, ASP, Revenue Contribution.

### **5. Analytics & Visualization**

Interactive Dashboards, Story Points, Filters, Trend Lines, Forecasting.

### **6. Key Dashboards**

Sales Growth, Market Share Analysis, Pricing & Revenue Insights, Consumer Insights, Manufacturing Impact.

## **7. Deployment Architecture**

Tableau Desktop → Tableau Server / Tableau Public → Web & Mobile Access.

## **8. Security & Governance**

Role-Based Access Control, Data Encryption, Scheduled Refresh, User Authentication.

## **9. Expected Outcomes**

Growth Analysis, Market Share Trends, Pricing Impact, Manufacturing Contribution, Future Forecast.