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

## 1. Functional Requirements

- Data Collection: Historical iPhone sales data, market share, revenue, pricing trends, manufacturing data, and consumer demographics.
- Data Preparation: Data cleaning, transformation, aggregation, and KPI calculations (YoY Growth, CAGR, Profit Margin).
- Dashboard Development: Sales Performance, Market Share, Revenue & Pricing, Manufacturing Impact, and Consumer Insights dashboards.

## 2. Non-Functional Requirements

- Performance: Dashboard load time within 5–8 seconds.
- Usability: User-friendly filters and navigation.
- Interactivity: Drill-down capability (Year → Quarter → Model).
- Security: Data privacy compliance.
- Scalability: Support for future datasets.

## 3. Technical Requirements

- Tool: Tableau Desktop / Tableau Public.
- Data Sources: CSV, Excel, government trade data, market research reports.
- Hardware: Minimum 8GB RAM.
- Operating System: Windows / macOS.
- Internet connection for publishing dashboards.

## 4. Key Performance Indicators (KPIs)

- Total Sales Volume (India).
- Revenue Growth Rate.
- Market Share Percentage.
- Compound Annual Growth Rate (CAGR).
- Average Selling Price (ASP).
- Regional Sales Contribution.
- Export Contribution.

## 5. Expected Outcomes

- Clear visualization of iPhone growth trajectory in India.
- Insights into premium smartphone positioning.
- Understanding Apple's contribution to the Indian economy.
- Data-driven recommendations for future expansion.